

WHY BRANDS ARE ALL-IN ON WEBAR

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AUGMENTED REALITY IS CHANGING MARKETING

AR advertising grew from \$0.5 BILLION in global revenues in 2019 to \$1.41 BILLION in 2020 with expectations to surpass \$8 BILLION by the end of 2024.



SOURCE: ARTILLERY INTELLIGENCE



SOURCE: ACCENTURE

of leading **consumer brands** are investing in immersive experiences.



of consumers would **better recall** brands that regularly engage them with immersive technologies.



of consumers say immersive technologies make them feel **more connected** with products.



WEBAR DELIVERS REAL VALUE



MASSIVE REACH

Brazilian bank Bradesco ran a TV spot for their WebAR experience during the semifinale of The Voice Brasil. Within the first 5 minutes, 250,000 users had simultaneously experienced the WebAR activation. **AGENCY CREDITS:** BUJ DIGITAL, PUBLICIS AND ZOMBIE STUDIO



SCALABLE

Saatchi Art launched a “View in My Room” feature that lets you view over 1.4 MILLION works of art in your home before purchasing—the world’s largest WebAR deployment!

AGENCY CREDITS: ROCK PAPER REALITY



SIGNIFICANT DWELL TIME

Sony Pictures’ Jumanji: The Next Level WebAR promotion resulted in consumers spending over 5 minutes in AR.

AGENCY CREDITS: TRIGGER—THE MIXED REALITY AGENCY



HIGH ENGAGEMENT

Sberbank of Russia’s WebAR promotion resulted in over 1 MILLION user sessions, with 94% of users sharing AR content with a friend. **AGENCY CREDITS:** MOSAIC AND HYPER REALITY



CONVERSIONS

New York fashion brand KHAITE’S WebAR campaign led to a 400% increase in sales and increased customer engagement time by over 4 minutes. **AGENCY CREDITS:** ROSE

DID YOU KNOW?

WebAR enables you to:

- ▶ Create interactive, app-free AR experiences that work in any browser
- ▶ Reach 3+ BILLION devices across iOS and Android
- ▶ Seamlessly integrate with your marketing mix across print and digital (including social media)

Learn more at 8thwall.com