

# Augmented Reality in Retail

The facts, the figures, and everything in between.

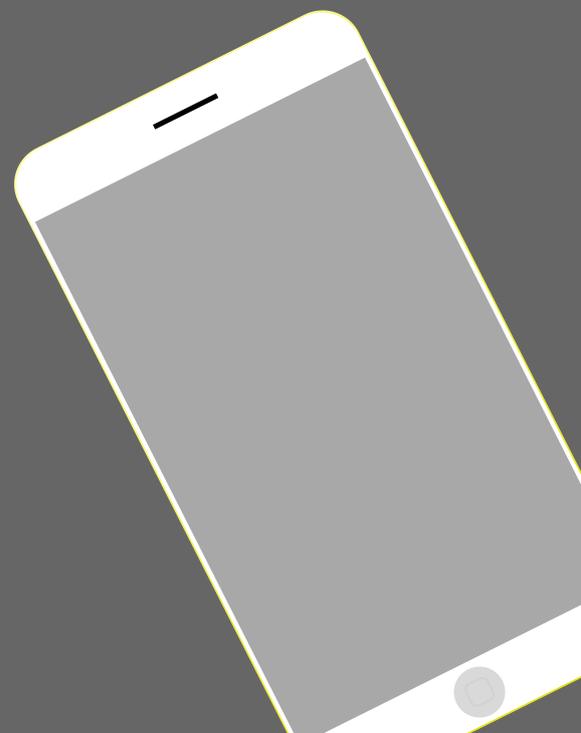
With a new wave of technology comes a new wave of consumer behaviour. It's more important than ever that consumers are attracted to your brand, more leads are generated, and customers leave satisfied with their experience.

Here's the facts and figures that show why you might want to consider introducing Augmented Reality into your B2C company.

## What is Augmented Reality (AR)?

Augmented Reality, also referred to as 'AR', is the laying of digital or virtual imagery on top of the user's real world through a mobile device or via a headset.

Unlike Virtual Reality, the user is NOT fully immersed.



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# AR: The story so far...

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41%

of consumers expect AR to be offered to them in retail already

source: Digital Bridge

**61% of companies don't use Augmented Reality at all, despite knowing what it is.**

source: TechPro Research

51%

of consumers think that retailers are already failing to take full advantage of the technology that is available to them.

source: Digital Bridge

**Ok, so there's a relatively low uptake. So what are the benefits of using AR in retail?**

# Augmented Reality engages consumers for 10x longer

source: Engine Creative

Which is great news considering only 9% of digital advertising is viewed for more than 1 second, according to Lumen.

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Consumers have also said that they would:



- Find the buying process easier with Augmented Reality (42%), according to Digital Bridge;
- Rather shop at stores that offered AR over those that don't (61%), according to Retail Perceptions;
- Shop at a retailer more often if they were to offer AR (71%), according to Retail Perceptions
- Be more loyal to a brand which offered them better technology (69% of 18-24 year olds), according to Digital Bridge.

# Did you also know

that emerging technology, such as AR, can reduce return costs for retailers?

Return costs are currently estimated to be £60 billion a year, according to the Financial Times...



But, Augmented Reality has the ability to showcase a product to a customer before they choose to purchase, which is favoured by 51% of consumers, who said that they would put off a home improvement because they couldn't imagine what it would look like...

source: Digital Bridge

meaning a potential for fewer returns!

# The future?

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According to TechPro Research, 20% of Retailers are now looking to adopt Augmented Reality in the next year.

It seems like now really is the time to join the AR retail revolution...

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