

# Augmented Reality

This technology allows users to see previously static content on their mobile device in a new, interactive way. AR requires a user to download an app to reach bonus digital content. By superimposing an image onto a mobile device's camera screen, images like magazine advertisements instantly become digital experiences.

## — Analytics

AR companies can track the total number of scans, the number of unique users, the length of time a user spends on the app, click-through rates, location, and time of scans.

## — Effectiveness

One company reported a click-through rate of 87%. Another marketing company found that study participants valued products with an AR campaign 33% higher than those without.

## — How It's Made

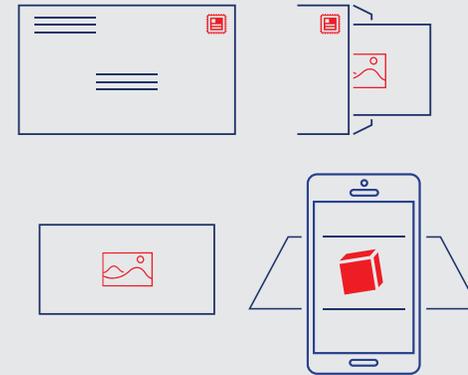
Companies providing AR services maintain a catalog of images that can be scanned by a mobile device. AR does not use a barcode, just a database of advertising images. Some companies design the AR experience for the client. Other companies provide software programs that allow the client to make their own experience through user-friendly tools.

## — User Experience

When users see an advertisement with an AR capability, they need to first download an app to their mobile device. Once the app scans the advertising image the users can watch a video, listen to music, make purchases through mobile commerce, virtually try on makeup or clothing, access e-books of brand or product information, and so on.

## — Response Rates

One marketing and training company found that consumers were 135% more likely to purchase a product they viewed through AR than a product they saw in a traditional advertisement.



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-Hidden Creative

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