

HOW IS AUGMENTED REALITY IMPACTING RETAIL?

Highlights of a study conducted by Interactions Consumer Experience Marketing

eclipse



**AUGMENTED
REALITY IN
RETAIL HAS
HUGE POTENTIAL
TO BOOST SALES.**

THE IMPACT OF AR ON RETAIL

THE POSSIBILITIES THAT AUGMENTED REALITY HAS FOR ANY BUSINESS THAT HAS AN ONLINE PRESENCE, IS HUGE.

We've taken a look at [The Impact of Augmented Reality on Retail](#) report created by the team at Interactions Consumer Experience Marketing & published by Retail Perceptions and pulled out the most **valuable** and **impactful** stats to help show the **value of integrating AR** into your online retail experience.

Whether B2B or B2C, these insights are valuable when building a business case.



AUGMENTED REALITY IS TRENDING AMONG SHOPPERS

34% of customers already use some form of AR while shopping. And **47%** of them use it both in a store and online shopping.

Apps like Pokémon Go have brought AR into people's everyday lives and we at Eclipse see these numbers growing as AR becomes an expectation in the shopping experience. You'll be left behind if it is not an option for your customers.

Source: [The Impact of Augmented Reality on Retail](#)

WHAT IS IT ABOUT AUGMENTED REALITY CONSUMERS LIKE?

77% of AR users said they use it to see product differences, such as possible variations of colours and styles. AR allows them to do this up-close, at different angles and in their own space.

65% of AR users often use it to find out more about a product & the information about it. This applies particularly to technical products that often require up close inspection.

Source: [The Impact of Augmented Reality on Retail](#)

71% of shoppers said that they would shop more often if they could use AR.

61% said they would choose to shop with stores that have AR over those without it.

55% admitted that shopping with AR makes the experience more fun and exciting.

40% of shoppers said that they are ready to pay more for a product if they were able to test it through AR first.

Source: [The Impact of Augmented Reality on Retail](#)

AUGMENTED REALITY IS INFLUENCING CONSUMER BEHAVIOUR

AUGMENTED REALITY DRIVES CONSUMERS TO MAKE IMPULSE PURCHASES

72% of shoppers that used AR in their shopping journey said they purchased stuff they didn't plan to buy, simply because of the experience of using AR.

This statistic alone should give you the drive to add Augmented Reality to your roadmap of improvements to your Online Store.

Source: [The Impact of Augmented Reality on Retail](#)

45% of shoppers said that AR saves them time, while **68%** admitted that they would rather spend more time with a store if they could use augmented reality as part of their shopping experience.

You've done the hard work in getting the customers to your site, let AR help keep them there.

Source: [The Impact of Augmented Reality on Retail](#)

**AUGMENTED
REALITY
INCREASES
INTEREST &
KEEPS
PEOPLE ON
SITE**

OTHER CORE INSIGHTS FROM THE RESEARCH.

82% of shoppers say they use their phones to get known more about the products they are about to purchase in a store.

68% prefer to spend more time at a retailer's augmented reality store contrary to traditional stores.

29% of those surveyed expect retailers to invest more into both AR and VR technologies.

33% of them are ready to use improved AR benefits to preview the size of an item in real before buying it.

29% of them want to check how they can use stuff before purchasing it.

25% of them would use AR features to see all differences of variations of product colours or designs, before choosing one.

Source: [The Impact of Augmented Reality on Retail](#)

THE LONG AND SHORT OF IT

AR is what is going to make you stand out in the crowd, above all the noise.

As you can now see, by implementing a solid approach to AR in your business model you're pulling all the right levers to drive your business forward.

But there is a right and a wrong way to do this. The usual approach is to develop a stand-alone app but this comes with its own issues. Research has found that 75% of app downloads will open the app once and never come back. It also puts a barrier in the way of the sales process. The chance of the person going off to download the app and then getting distracted is huge. Since the year 2000 to now, people's attention spans have dropped from 12 seconds to 8.

But there is another way...





AUGMENTED REALITY E-COMMERCE SOLUTION.

Ares changes the game and is all about enhancing the online shopping experience for the end user. It is about lifting product images from standard 2D into something experiential and visually impactful, that truly brings product shopping online to life. Ares is dedicated to leveraging the power of AR and 3D for so much more than entertainment – it exists as your next step for achieving peak eCommerce performance.

And the reason it is changing the game is because it works straight from the web browser or mobile device, no apps or downloads required. It can be plugged into any website or e-commerce platform and Ares works on the latest Android and iOS devices.

Ares is a full end-to-end AR service for retailers. You don't need to be an AR expert to get the best out of Ares. Talk to us today to find out how Ares can revolutionise the way you sell online.

LETS CHAT

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