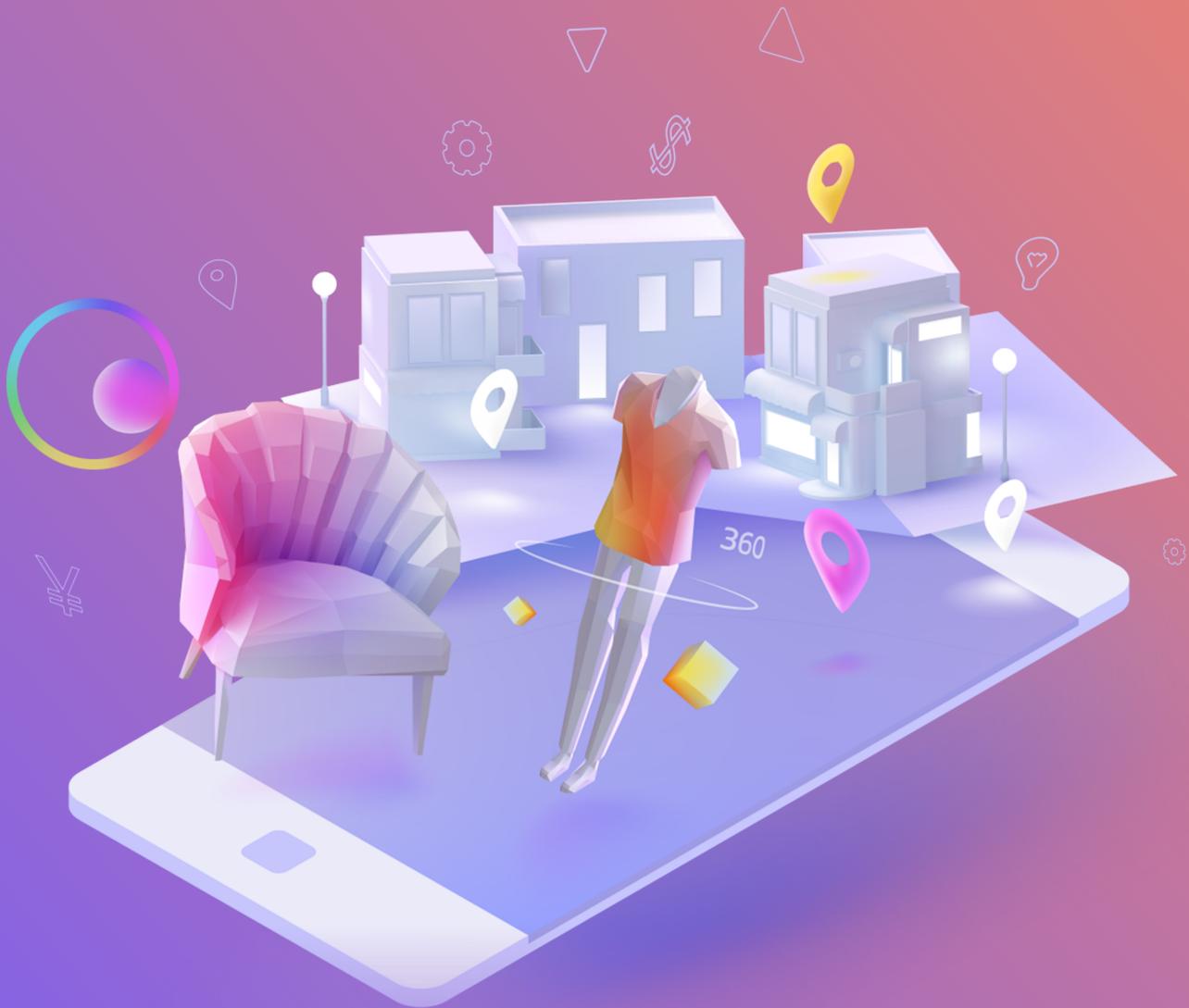


Cross
Creators



The Ultimate Guide

How to use AR for your
marketing campaigns

Outline

Top-rated global brands like Netflix, Gucci, Amazon, etc are using augmented reality technology to reach customers. With an approximate reach of 3.8 billion phones, brands are getting advantage of smartphones and tablets to launch AR campaigns. Now brands are using different platforms to reach customers. The AR filter campaigns are now in trend and brands are using these campaigns to reach the customers through social media platforms like Snapchat, Facebook, Instagram, and TikTok. Some brands like Pink Cakes and Hewlett Packard had also launched web-based AR campaigns.

Moreover, AR smart glasses and AR smart lenses are transparent wearable gadgets that enhance the user's perspective of the real world. Both Augmented reality technologies are yet to be mainstreamed. While AR-enabled smartphones and tablets are using their cameras to augment reality. Snapchat filters and Pokemon Go are examples of this.

Furthermore, AR is also highly beneficial for the brands when they run an outdoor campaign. For example, the outdoor campaign run by Pepsi was a game-changer execution of augmented reality and created a great buzz on the streets.

In short, Augmented reality can be implemented anywhere and brands are getting great leverage by using AR in their marketing strategies and consequently generating billions of impressions and global viewers.



Note:

You can click on photos to see full videos

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Chapter #1: What Is Augmented Reality And How Is It Being Used?

A simple understanding of augmented reality is that it can bring digital assets to the real world.
In other words:



Augmented Reality (AR) is the real-time use of information in the form of text, graphics, audio, and other visual enhancements integrated with real-world objects. And it can be viewed through a device (such as a smartphone). It is this “real-world” element that differentiates AR from virtual reality VR. AR integrates and adds value to the user’s interaction with the real world, versus a simulation.

AR must meet 3 basic characteristics:

1

Combination of the real and virtual world.

2

Real-time interaction.

3

Accurate 3D registration of real and virtual objects.

However, there are different types of ARs and their differences should be known, as each will be more suitable for a particular use, although they all share common features. Thus, the main differentiation will be between:

- AR-based on markers.
- AR without markers:
 - Location-based AR.
 - Projection-based AR.
 - Overlay AR.
 - Contour-based AR.
 - Marker-based AR

Marker-Based AR

Marker-based AR applications use target images (markers) to position objects in a given space. In other words, these applications are linked to a specific physical image pattern marker in a real-world environment in order to superimpose the 3D virtual object on it. Thus, the cameras must continuously scan the input and place a marker for image pattern recognition in order to create its geometry. In case the camera is not properly focused, the virtual object will not be displayed. Consequently, a marker-based image recogni-

tion system requires several modules, such as a camera, image capture, imageprocessing, and marker tracking, among others. Generally, this is a simple and inexpensive system to implement in filters through a custom application to recognize specific patterns through a camera. An example of this type of augmented reality is used by Instagram and Snapchat through filters and games. Therefore, this type of AR is already introduced in the daily life of human beings as they are routine social activities.



AR Without Markers

In contrast, markerless AR allows virtual 3D objects to be positioned in the real image environment by examining the features present in the data in real-time. This type of guidance relies on the hardware of any smartphone, be it the camera, GPS, or accelerometer, among others, while the augmented reality software

completes the job. This technology is able to detect objects or characteristic points in a scene without prior knowledge of the environment: it can identify walls or intersection points. This is a technology that is characterized by its association with the visual effect of combining computer graphics with real-world images.

Thus, there are four categories of markerless AR:



Location-Based AR

Location-based markerless AR aims at the fusion of 3D virtual objects in the physical space where the user is located. Clearly, this technology uses the location and sensors of a smart device to position the virtual object at the desired location or point of interest. The most representative example of this type of augmented reality is the smartphone game Pokémon GO, which uses markerless, location-based AR, bringing the user's environment to life immediately depending on where they look.



Overlay AR

Typically, this AR is used to replace the original view of an object with an updated virtual image of that object for the human eye. Overlay AR provides multiple views of a target object with the option to display additional relevant information about that object.





Contour-based AR

Essentially, this technology, through the use of special cameras, is used for human eyes to outline specific objects with lines to facilitate certain situations. For example, it can be used for car navigation systems to enable safe driving in low visibility situations.



Projection-based AR

This methodology is used for the delivery of digital data within a stationary context, i.e. projection-based AR focuses on rendering virtual 3D objects within the user's physical space. The main use of this technology is to create illusions about the depth, position and orientation of an object by projecting artificial light onto real flat surfaces. For example, projection-based AR is suitable for simplifying complex tasks in business or industry, eliminating computers because instructions can be placed in a given space.



How Augmented Reality Is Being Used By Brands To Reach Consumers?

Marketing directors, brand managers, creative directors, & business owners all want one thing: Content that makes your brand top-of-mind, converts customers & drives ROI.

The highly competitive environment of the market has compelled marketers to figure out new technological resources to reach the maximum number of customers. In the course of finding new ways to reach consumers and attract them, the latest technology named augmented reality has captured the attention of marketers. Though it was once thought of as a technology that can benefit only the gaming sector, over time it has been proved that it can be used in almost every field of life. Now many top-rated brands are using this technology to reach maximum consumers and boost their sales as a result.

Which Channels Are Being Used To Reach Customers Via AR?

The infographic is divided into two main sections: **First-Party AR Marketing** and **Third-Party AR Marketing**.
First-Party AR Marketing includes:

- Web Based**: Chrome, Safari
- Branded Apps**: Speedo, Guardian

Third-Party AR Marketing includes:

- Social Platforms**: FB, Insta, Snap, TikTok
- Social Platforms**: Google Swirl, Pinterest

Below the text are icons for **Websites** and **Mobile Apps** under the first-party section, and social media icons for Facebook, Instagram, Google, TikTok, Snapchat, and Pinterest under the third-party section.

What Types Of AR Exist For Marketing And Sales Purposes?

AR can change your customer's experience, making it unforgettable. The question is, how can you best transform this innovation into a positive change? For this purpose, choose right platform:



Social AR

AR for Social media is seen as a fun tool that shows us lovely photo filters and interactive games. But in addition, it became a serious tool for marketers. As it turned out, AR holds people's attention for much longer, supports you to create buzz around your brand, and boosts engagement.



WebAR

WebAR is a web-based augmented reality that allows you to share AR experiences via the internet, and most importantly, you won't need apps. One of the easiest ways to do this is QR codes. When you open your camera app on your phone, indicate the lens at the QR and start your new AR adventure.



AppAR

AppAR doesn't sound futuristic anymore. It's a new reality, which is caught onto by the consumers. AR has been quickly combined into many apps. For example, if you have an online shopping brand, you can use a virtual try-on app AR experience which could become a part of your online shopping app. Some of the top AR apps are Houzz, IKEA place, and YouCam Makeup.

Chapter # 2: Benefits Of Augmented Reality In Marketing And Sales

AR is creating new opportunities for marketers and advertisers to grasp the attention of consumers through fresh, engaging, and creative formats. Below are the benefits of augmented reality for marketing, e-commerce, and other fields of life.

Benefits Of Augmented Reality In Marketing

AR is creating new opportunities for marketers and advertisers to grasp the attention of consumers through fresh, engaging, and creative formats. Below are the benefits of augmented reality for marketing, e-commerce, and other fields of life.

35%

Boosting Sales To 35%

4X

4X Longer view time than Video

70%

70% Higher memory response

80%

Awareness increases 80%

30-70

Engagement time

90%

Conversion Rates increasing by 90%

Benefits Of Augmented Reality For E-Commerce

Augmented reality has changed the way e-commerce websites appear. Now consumers can Try it before they buy a product. The striking feature of augmented reality is that it has bridged the gap between physical and online stores.

- **Encourage purchases**

Now with the help of AR, you can take a virtual test drive of a new car and can also check a new jacket by using a virtual changing room. Resultantly it has boosted the sales for many e-commerce stores to such a level that was not imagined before.

- **The rate of return has reduced**

Obviously, no one wants the sold products to return after a few days but due to the certain issues, the online stores have faced this problem worse in the past. But with the help of AR, customers can test the products before making any purchase thus the AR has reduced the likelihood of return.

- **Provide branded experience**

There are certain purchases that are made because the whole in-store buying process is so wonderful. A website cannot replicate such a thing. With augmented reality, companies can create an in-home experience that makes customers feel like they're actually at the store.

- **Create a sense of anticipation**

As a result of technological advances, customers may easily skip past television advertising and filter out internet ads. People, on the other hand, typically seek out AR experiences, so they come to you already engaged.

- **Create a competitive edge**

As a B2B or B2C organization, adopting AR to differentiate your brand gives you a tremendous competitive edge. Our brochures and PowerPoint presentations more appealing to customers than virtual 360-degree tours of their product offerings?

Benefits Of AR In Different Sectors

Augmented reality is much more than a marketing tool instead it is equally advantageous to many other fields of life. Some of the other benefits of AR for other different fields are given below:



Entertainment

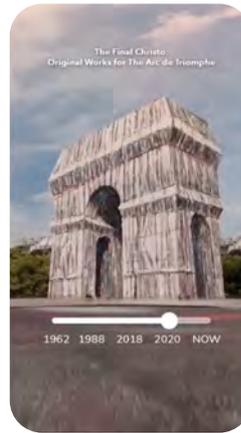
Creating a strong connection between your trademarked characters and your viewers is essential in the entertainment business. Readers of the books and viewers of the movies who have seen Harry Potter feel like they recognize the characters and are eager for more. It's no longer a secret that entertainment businesses consider augmented reality as a wonderful promotional tool to deepen the relationship between characters and their audiences. Fans of Harry Potter will be able to engage with a Harry Potter-themed AR game in the near future, according to the creators of Pokemon Go.





Tourism industry

Travel sites like TripAdvisor and educational websites like Lonely Planet have all contributed to the advancement of the tourist sector in recent years. It does however provide a big opportunity for travel companies and agencies to give interested travelers a richer, more interactive experience prior to their trip using AR. Using AR glasses, you might take a virtual "Stroll" of visiting Iceland before purchasing a ticket.



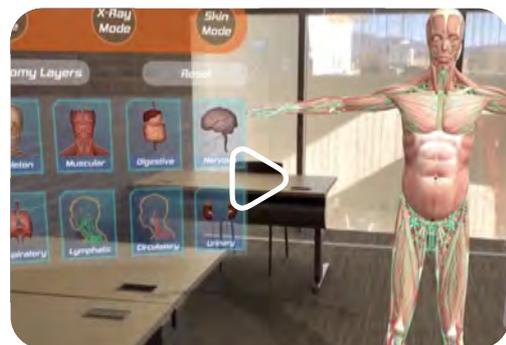
Healthcare

An AR-enabled head-mounted device, surgeons can now view patient vitals during a procedure without the need to look away and gather data from multiple displays. This reduces errors due to misreading and/or misinterpreting the data. AR can also help in diagnosing the actual issue patient is dealing with.



Education

As a B2B or B2C organization, adopting AR to differentiate your brand gives you a tremendous competitive edge. Our brochures and PowerPoint presentations more appealing to customers than virtual 360-degree tours of their product offerings?



Medical training

As a B2B or B2C organization, adopting AR to differentiate your brand gives you a tremendous competitive edge. Our brochures and PowerPoint presentations more appealing to customers than virtual 360-degree tours of their product offerings?



Repair and Maintenance

Repair and maintenance of complicated machinery is one of the most common industrial applications of AR. With the help of AR headsets and glasses, repair and maintenance workers can get relevant details on the spot, suggest solutions and point out possible issue points.



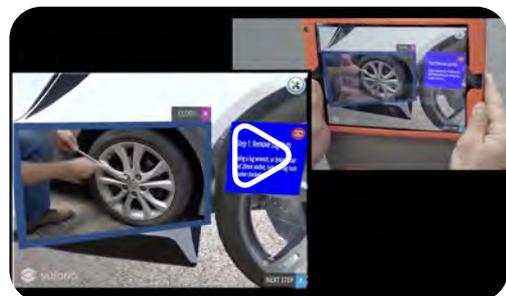
Architecture and construction

Architectural and construction firms use AR to help them see their ultimate projects during the designing phase. A new generation of virtual reality headsets allows architects, engineers, and designers to see how their projects will appear and even make virtual modifications on the scene. Using AR headset visualization, urban planners may even see how entire cities might look like in the future. Using AR in design or modeling activities that need spatial connections is a no-brainer.



Professional training

Workers' practical skills can be improved by using AR's precise reproductions and simulations of on-the-job circumstances. For example, teachers, soldiers, doctors, and police officers should be able to practice and refine new abilities before using them in real-life scenarios.





Automobile

Augmented Reality can improve navigation and infotainment systems and enhance vehicle safety. AR assisted dashboards, real-time street signs and accident warning and entertainment systems. drivers get instant information on the surrounding environment and road conditions. The automotive sector is undergoing fast development and increasing complexities with significant investments in recent years aimed to improve driving experience. Developing a prototype, testing the vehicle to evaluate crucial systems and features without using an actual vehicle, virtual check out and test drive several automobile models from the comfort of home using a digital showroom are some of the trending examples of the increased use of AR in automotive.



Manufacturing

AR can facilitate and accelerate the building processes at the factory. Project managers can monitor work progress in real-time through AR markers on equipment. Besides, it can save a ton of time using digital maps and plants. Pointing a device into location shows how the piece of a machine will fit the final construction.



Field Services

Whether it's a ventilation system or a wind turbine, field service specialists are deployed every day to fix difficult equipment as quickly as possible. With AR glasses or headsets, technicians can examine machineries they're servicing on-site, which helps them identify and solve the problem faster. A technician doesn't have to spend time looking through a service handbook, and they can be in and out faster than ever before.

Most Popular AR Categories Among Brands

AR can change your customer's experience, making it unforgettable. The question is, how can you best transform this innovation into a positive change? For this purpose, choose right platform:



Face filters

Change users and their surroundings into something magical and unreal. Also, face filters can react to different gestures and make this process more fun.



Augmented world

The real-time use of virtual enhancements integrated with real-world objects. You can even bring different characters to life.



Games

Fun and catchy. Using animation and game dynamics, users can play games using their gestures.



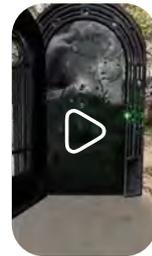
Product placement

This will allow your customers to see and place different 3D objects in their surroundings



Image tracking

Scanning images in the real world will revive anything and animate it into the physical world.



Portals

Portals are windows or doors placed in the real world that open into a completely virtual one.



Try on

Mainly this feature allows users to try on makeup, glasses, and other products.

Chapter # 3: Some Practical Applications Of Augmented Reality

Virtual and augmented reality are in style right now. A growing number of businesses are turning to augmented reality marketing to reach out to their target markets. And the summer's success, which led millions of people to seek Pokémons on the streets of every country on earth pushed technologies that businesses have been testing for a few years to the forefront.

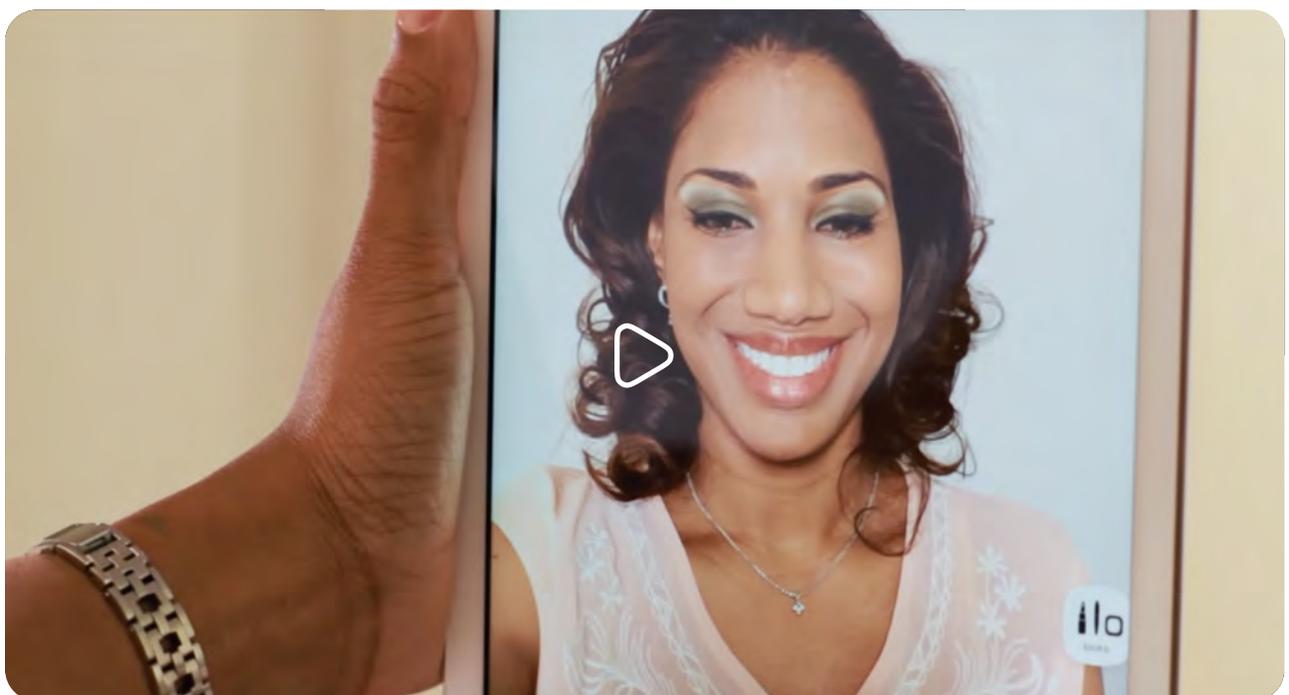
Have you ever got to know any augmented reality campaigns? Below are some campaigns of augmented reality that have been carried out in recent years and enable the brands to reach the next level of awareness and sales.

Top AR Campaigns

- L'oreal Try-on

There's a reason many women don't buy makeup products online – it's impossible to know if you'll like the lip color or foundation coverage if you don't try it on, in-store. Thanks to this partnership, millions of beauty fans will be able to virtually test L'Oréal products, discover new products, and buy them directly in the app or in stores.

Consumers can also use the app in points of sale and Group stores to create a fluid and comprehensive consumer experience that incorporates on- and offline components.



- **Toyota CHR Demo**

The new Toyota Hybrid AR app utilizes Augmented Reality to help customers better understand their hybrid model. The app brings to life the various drive states such as ‘deceleration’ or ‘heavy acceleration’, showing which parts of the hybrid system are in use and how energy is passed between them.

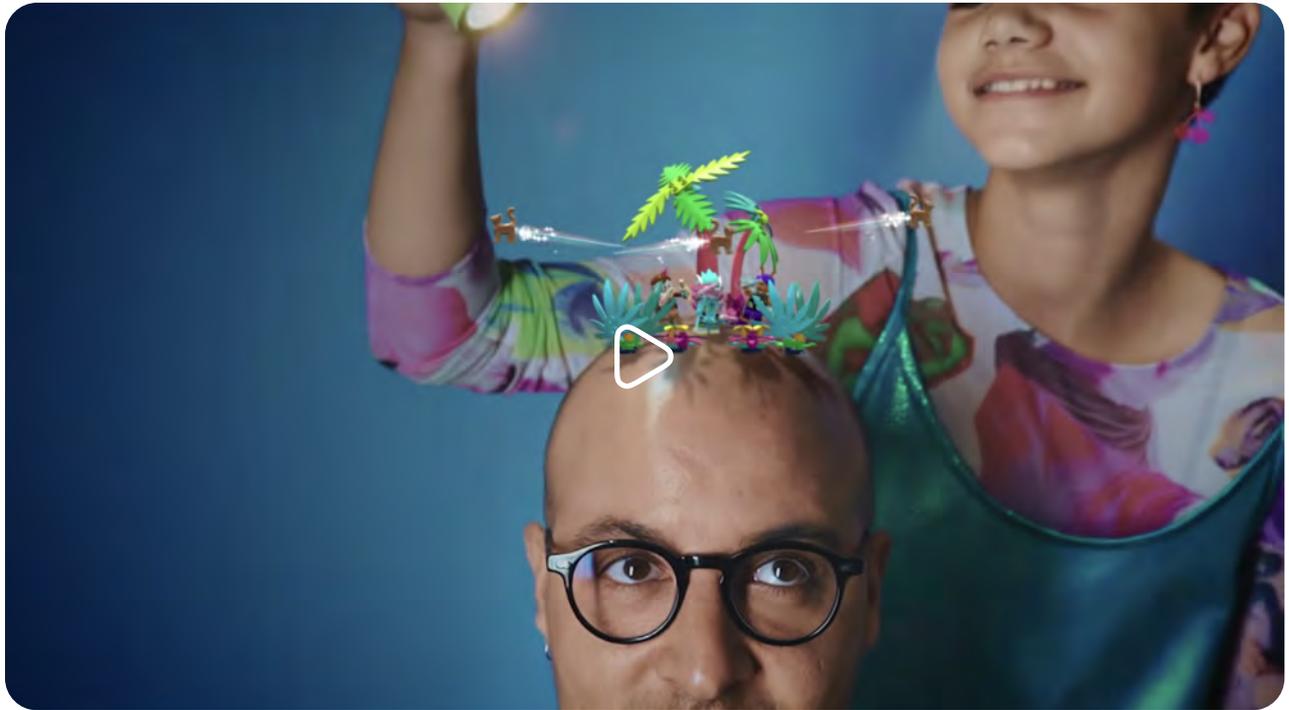


- **Burberry - Social retail store**

Within the store, customers can scan product tag QR codes to unlock additional content like “product storytelling” and every item includes scannable QR codes, which is a first for the brand. Each action rewards customers with social currency. Each customer is given an animal character that “evolves” starting as an unhatched egg as they engage in-store and social, with new characters and outfits to discover. In addition, customers can receive exclusive cafe menu items and access to the “Trench Experience”, a digitally enhanced room designed to help customers create content to share on social media. The new social retail store reflects Burberry’s pioneering history of firsts and ambition to continue to push boundaries through innovation and creativity.

- **Lego**

Lego and Universal Music Group have created a music video app, Lego Vidiyo, that allows children to create content using features such as augmented reality. Users select a song and create a band to accompany them by selecting Minifigures, which can be customized and brought to life on different scales through AR



- **Nokia and Angry Birds**

Most streets and commercial centers today include screens with which you may engage on several levels, especially with games of various types, so it's not uncommon to see them. It wasn't like that in 2012. Because of this, Nokia's Lumia terminal advertising campaign in Australia was extremely clever and effective.

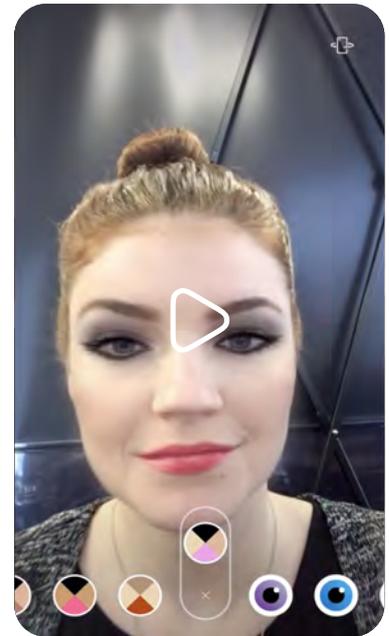
For example, many of today's augmented reality advertisements capitalize on renowned video games including Pokémon Go! With Angry Birds, Nokia attempted it years ago. Using augmented reality, it empowered players to play Angry Birds in the midst of the roadway. Besides taking pictures with a kangaroo, Nokia also enabled customers to sing and dance to the beat of a smartphone application on the huge screen.



- **Modiface on Amazon**

Another practical time example of augmented reality is Loreal's Modiface. This smart application allows consumers to try on different make-up items with the help of the brand's application. Loreal applied the same AR technique on Amazon and allowed the customers to overlay make-up and check live photos and videos with the help of their mobile application.

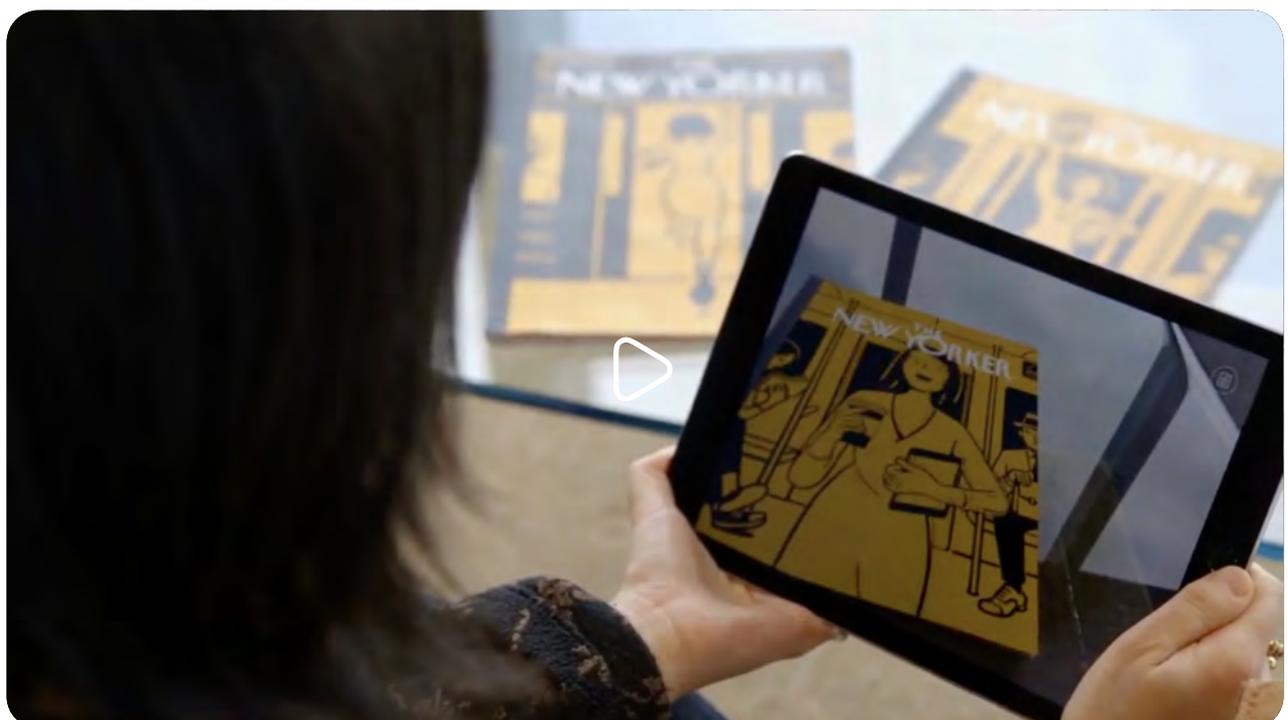
With the help of this technology, Loreal has increased its customer satisfaction and acquisition along with its certainty about what they are purchasing online.



- **The New Yorker**

Innovative augmented reality advertisements make use of the connection between paper items and photos or videos. Media outlets should have sought to take advantage of this technology to enhance the value of their publications by adding new material to the material they supplied.

The New Yorker magazine turned this imagination into reality by applying augmented reality on its covers. The interesting factor of this development was that it allowed the users to walk through New York City in black and yellow graphics. However, it was necessary for the users to use and Uncover application to access the information.



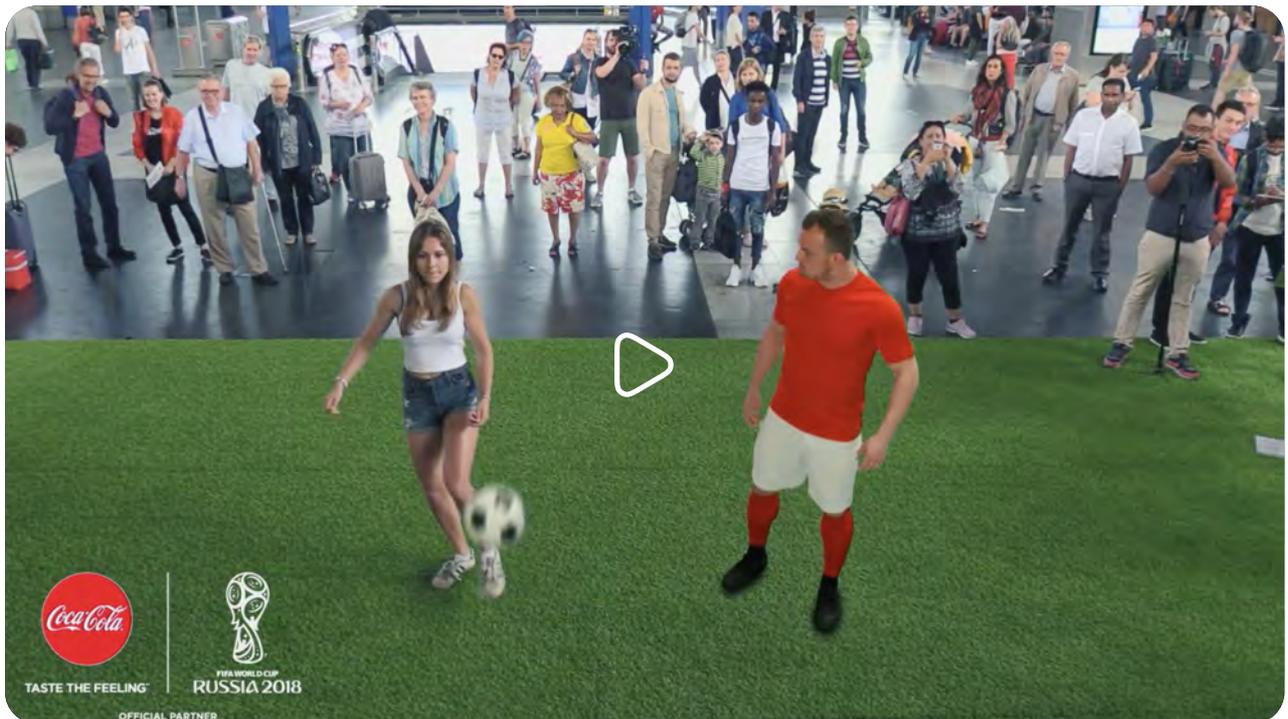
- **IKEA**

In an augmented reality ad based on Ikea's iconic catalog, Ikea put all of its ingenuity to work. However, the most intriguing thing about this instance is that they transformed their physical catalog into an interactive catalog. Ikea employed augmented reality on the front and inside pages of its 2014 catalog to achieve this goal. Thus, it was able to enhance its clients' experiences. It allows the user to view how an item might look in a unique context than Ikea's showrooms. On this basis, Ikea was able to achieve a balance between creativity and educational value.

- **Coca Cola**

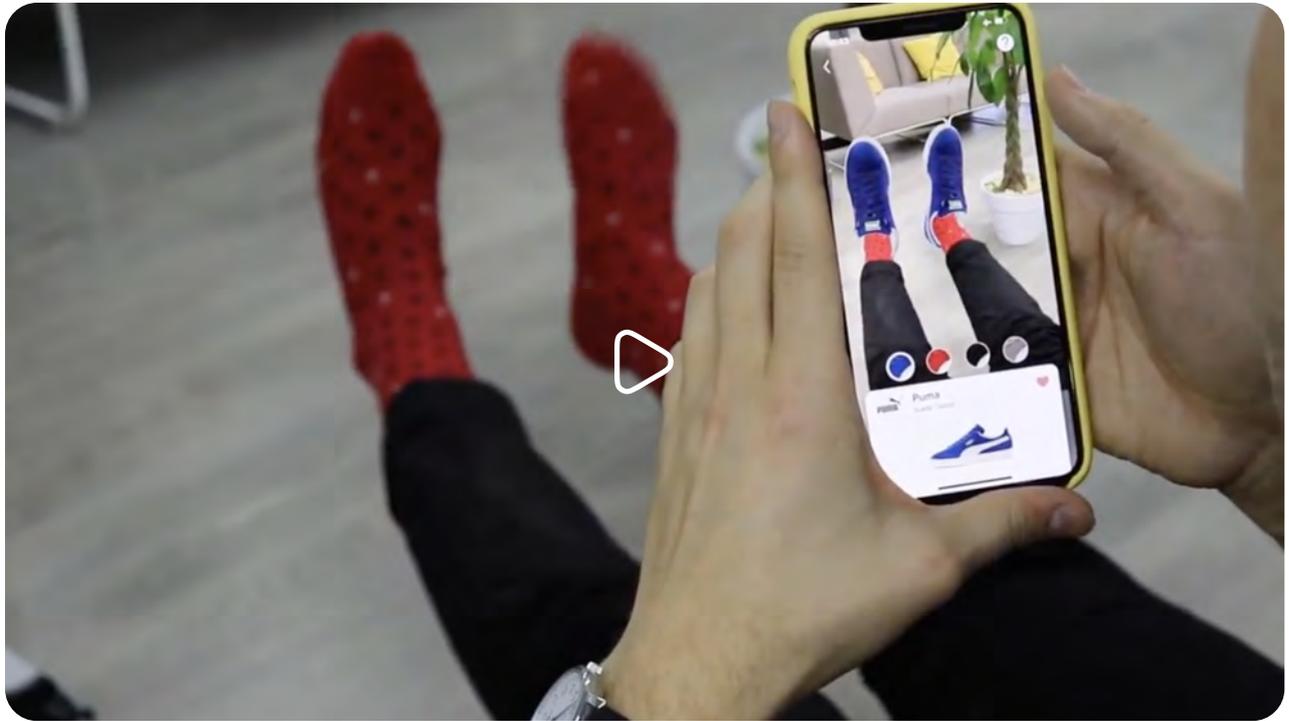
Coca-Cola wanted to celebrate their continued support of the FIFA World Cup 2018, with an Augmented Reality experience that gave football fans the chance to play alongside Switzerland star Xherdan Shaqiri.

As part of a pioneering initiative in Spain, Coca-Cola has teamed up with the Madrid EMT to analyze bus routes using predictive data. Augmented Reality triggered the marquee display when a bus approached a stop, bringing to life graffiti from one of its stops.



- **Sneakers**

Augmented reality provided Sneakers with new methods to interact with customers. Marketing was created around the company's own products that, when used with a certain application, provided customers with additional features.



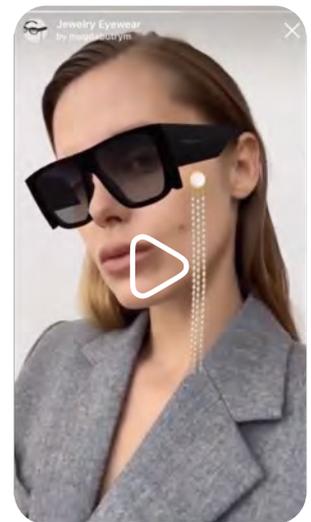
The simplicity of the concept is noteworthy here since it's something that sticks out across most of the cleverest augmented reality ads out there. Here, Snickers' consumers could notify their friends and family members how starving they were in a truly entertaining way by choosing an adjective from the app's selections and shooting a picture over an image of the candy bar. Later on, this became one of the secrets to Snapchat's success.

Chapter # 4: How To Implement Augmented Reality In Marketing Strategy?

Strategies For AR

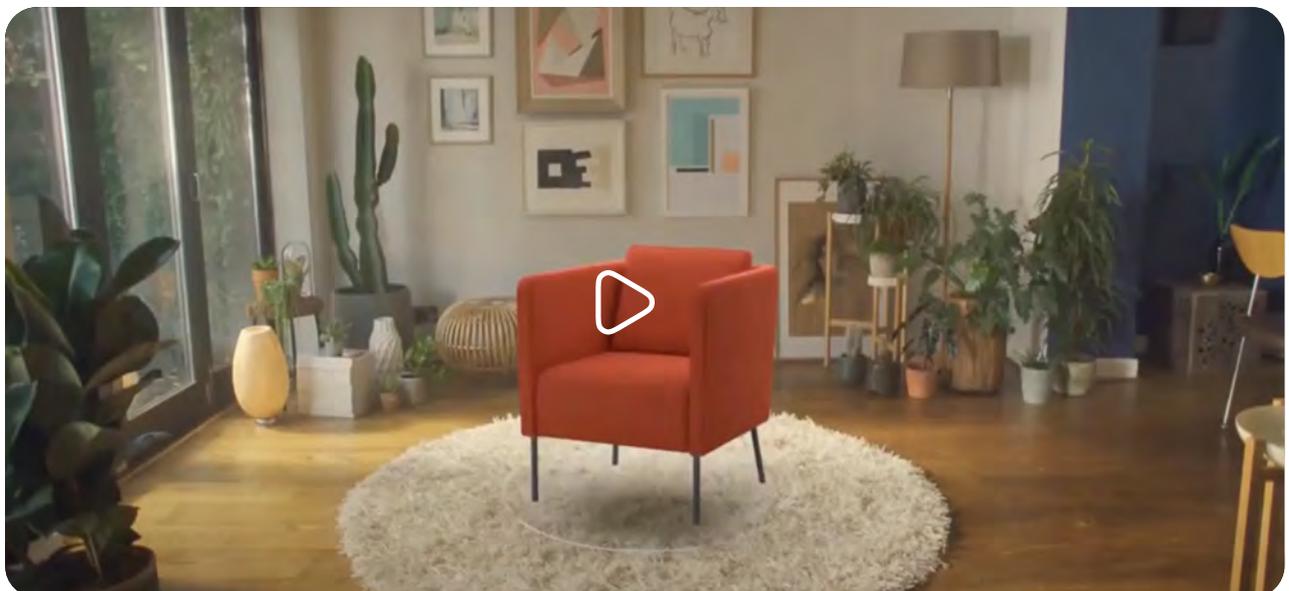
- **Allow customers to try before they purchase**

It is common among all customers that they always desired to try sample items before buying them. You may have observed that while wandering in the market you may have noticed that people use to try changing rooms before purchasing a formal shirt for less than 10 dollars. This means that testing before purchasing provides satisfaction to the customers. But during online purchasing customers do not have the facility to try the items before purchasing. Augmented reality provides you the opportunity to formulate your marketing strategy by allowing customers to try it before making any purchase.



- **Showcasing your product**

Implementing augmented reality for product presentation is particularly effective for devices with complicated features that are not visible to the naked eye. It isn't, however, restricted to that like the features of augmented reality are much more than that.



Suppose, you are an aircraft manufacturing company and want to display your unique products at a trade show. Undoubtedly, it will be very difficult for you to move heavy equipment and machinery to the trade show as it will cost a lot of money and other effort. So, for the proper and effective marketing of your product, you can develop an AR marketing application that can allow you to showcase your product in high definition.

- **Boost your branding materials**

There is no doubt in it that advertising plays a vital role in the marketing and sales of any brand. For a long period in the past business cards and brochures served as branding material. But with the advancement in the field of technology, the use of those hard cards becomes inefficient.

With the help of AR, it is possible to design brochures and digital cards that can provide useful information about the brand's products and contact information.



- **Customer engagement**

The best way to engage your customers is using Face filter campaigns- where they become heroes of the experience and therefore brand ambassadors

- **Utilize augmented reality for B2B interactions**

The B2B customer/vendor interaction may be transformed in a variety of ways with augmented reality. Business-to-business (B2B) sales have long been plagued with the tug-of-war between both client demands and seller restrictions. This technology has the ability to make a big impact on the whole sales process chain.

As an alternative to classic and boring strategies(like flyers and brochures), salespeople equipped with digital devices can use customized augmented reality programs that provide them a virtual 360-degree view of their product ranges.

Augmented reality solutions can make it easier for clients to get involved in the designing process. So that clients obtain essentially whatever they want, vendors are able to supply it for them, resultantly the feedback loop is smoothed out. It's possible to bridge the gap between customer expectations and vendor fulfillment by using AR technology.

Chapter #5: How To Get Augmented Reality Projects Done On Demand?

As the popularity of the concept is growing it has been observed that many brands are shifting towards this unique and highly beneficial technology. A number of tools, persons, and companies are now present in the market that can provide you with augmented reality solutions to your demand.

So, if you are planning to develop an augmented reality project done for you then the first thing to decide is what kind of application or solution do you want to have for your business. Mainly, there is a classification into two main groups: marker-based AR and markerless AR, the former being the most primitive version of this technology. In turn, within markerless AR there are 4 types: location-based AR, projection-based AR, overlay AR, and contour AR.

Marker-Based Application

Applications that use markers that rely on picture recognition are known as marker-based applications. In order to show AR material, they employ black and white markers as stimuli. It's necessary to point the camera at a marker somewhere you want to see the augmented reality feature. You can view an augmented item once your smartphone has identified it and an app has overlaid digital info on it.



Location-Based Application

Applications that use location-based augmented reality do not require markers. With the aid of a GPS, accelerometer, or digital compass, they can determine the user's location, so they may laminate the augmented reality things on top of genuine physical areas. It's no secret that Pokemon Go is the most popular location-based software out there.



Augmented Reality Filters

Augmented reality is not only confined to just AR applications you can also use third-party platforms to represent yourself or your brand. It allows the brands to present digital objects in the real-world arena by providing users an interactive experience. You may have heard about the augmented reality filters that can improve brands' social connectivity in an entertaining and educational way. The AR filters are just like the social media edition of augmented reality that allows the users to have a hyper-immersive experience. They are highly interactive and easily available on social media platforms like Instagram, Snapchat, TikTok, and Facebook. Due to their highly entertaining ability, they can generate billions of impressions in a single month.



How Can I Get The Job Done On Demand?

At Crosscreators we believe that augmented reality production must not be a hustle and should be delivered in a snap.

We are platform-matching brands with professional vetted creators. Those AR experts have a wide range of experience and are capable of providing any kind of AR solution ranging from simple AR filters for social media to web-based and application solutions. So, if you want to share an AR experience through the internet without using any application, or want to develop some interacting social media filters as

developed by some top-rated brands like Netflix, Nike, Gucci, or Amazon, or want to create an augmented reality app like Sketch AR, YouCam Makeup than you are at the right place. All these projects can be done on-demand and under one roof.

What Can We Deliver?

Crosscreators helps everyone:

- Those who have a specific idea of what they want to be built,
- Or those who don't have a clue what, when, and how to implement.

Our platform is here to help:



We are providing AR solutions by covering the whole landscape of augmented reality.



Whether it is the creation of augmented reality social media filters for your brand or the creation of a full-time app, our platform will help you to get the projects done on demand.



With the help of three negotiation tools we can help you to get different projects on demand.

- **Order project**

With the help of our platform you can choose from a number of augmented reality professionals by contesting their uniqueness, abilities, and expertise. you can order a project and receive various concept ideas and budget offerings from creators. this solution is for those who don't have a specific idea, of what they can do with AR

- **One-to-One projects**

The clients can also be provided with an opportunity to hire a creator for their augmented reality project (we are here to help the clients and recommend to them our highly qualified creative).

- **AR Stock**

Brands can go through the marketplace, where they can find ready-made templates, which can also be customized if requested.

Conclusion

Augmented reality is much more than simply a gimmick or new horizon. One of its most important applications is in sales and marketing, which is expected to grow exponentially in the coming decade. Forward-thinking organizations will be able to improve the experience they provide their consumers with the help of AR, which will lead to greater sales and business prospects.

As it has been explained in the previous chapters the benefits of AR are not only confined to the gaming or business world, instead, you can implement the strategies of augmented reality in any sphere of life. But the only thing that should be considered in the hiring of a professional time that can build what you want.

We offer you AR solutions with the confidence that you will have a great customer experience and undoubtedly will have the desired results that you are searching for. So, save your money and time and contact us to have your AR project done on demand.