

# 5 Ways AR Supercharges the Purchase Journey



World events in recent years have forced brands to re-evaluate how they shop and travel. Shoppers are embracing technologies that provide new types of shopping experiences that are here to stay.

An augmented reality (AR) lens has become more widely adopted, consumers have come to see AR as the future of shopping. So, for brands it will play a critical role in driving purchases.

**32%** increased use of shoppable AR during the pandemic.<sup>1</sup>

**69%** of consumers think AR is the future of shopping.<sup>1</sup>

**Learn how to integrate AR into your media strategy.** Marketers shouldn't view AR as an add-on but rather an always-on tool to build and amplify brand messaging — it has been shown that, when combined with other ads, AR helps boost positive association and purchase intent with the brand.

**Impact of AR in ad mix | Controlling for frequency?**  
Delta: Exposed - Control



## 5 Ways AR Supercharges the Purchase Journey

Read on to see a more about how to use AR and get the most out of this innovative tech.

### 1: Discovery

AR gives consumers the opportunity to experience your product, to interact with your brand, and to be a part of your brand story.

For your brand, creating an interactive experience shows your audience in a new light. In fact, many shoppers would substitute in-store for a virtual online shopping experience.



**% of shoppers who would substitute AR for an in-person shopping experience.<sup>1</sup>**

**Format Tip:** Offer gamified entertainment, AR lenses and product visualizations to differentiate your brand, but through the noise, and drive massive engagement. When AR users engage with your brand and being prompted to experiment with and personalize it.

Identified online statements brands work hardest among broader audiences by shaping brand image<sup>2</sup>



**34%** of AR users say they are inclined to share their AR experiences with friends.<sup>3</sup>

#### Category Highlight: Food & Beverage

Smart features allow users to get suggested pairings and click 3D experiences to purchase or check prices.

Top sources consulted during the food & beverage shopper journey<sup>4</sup>



#### Partner Success:

Blue Bunny leveraged a Snap AR Lens experience to create a fun, attention-grabbing moment.

**+9pt** purchasing intent<sup>5</sup>

**1.4M** impressions from user shares<sup>6</sup>



### 2: Engagement

With Lenses, the future of retail now extends beyond the physical storefront. Shoppers are happy to go digital.

**1/4** of shoppers say they would substitute an in-store experience for online.<sup>7</sup>

Shoppers see the benefit of using AR in the shopper journey.

**7 out of top 10** drivers of Purchase Intent are AR experiences.<sup>8</sup>

**Format Tip:** When you're advertising with AR, you want shoppers to spend more time with your brand, product, or service when they're in the middle of the purchase journey. Create a scroll-stopping experience — like a reward or ending try-on or a social wall to a location that matters — to help your customers move down the funnel.

#### Category Highlight: Travel

AR enables hotels, airlines, restaurants, and locales to bring their brand's environment directly to the shopper's phone, so they can experience physical destinations firsthand.

Top sources consulted during the travel shopper journey<sup>9</sup>



#### Success Story For All:

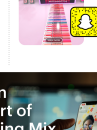
Dalair Louren leveraged Snapchat filters to cheer about travel during the lockdown.

**3.87%** average share rate in the UK and France.<sup>10</sup>



### 3: Consideration

Customers don't want to see just another advertisement — they want hyper-personalized shopping experiences. And AR lets the user personalize their shopping experience, personalizing them in your brand and product sets.



**80%** of customers are looking for brands that offer hyper-personalized shopping experiences.<sup>11</sup>

**41%** more likely to be considered if they have a branded AR experience.<sup>12</sup>

For those closer to purchase, AR ads build more utility & stronger personal connections.<sup>13</sup>



**Format Tip:** Allow users to preview information about each product, then shop and purchase the 3D featured in the Lens with catalog-powered shoppable Lenses.



Reach like most generations of shoppers by blending your existing 3D product models to Snapchat to create Shopping Lenses. Snap's Catalog Lens and Lens Manager make it easy to activate AR seamlessly, quickly, and at a lower cost.

#### Category Highlight: Beauty

Advanced detection features like color-based try-on from a catalog of products help customers make purchasing decisions when they're further down the funnel.

Top sources consulted during the beauty shopper journey<sup>14</sup>



#### Partner Success:

Ulta Beauty Generated 20 Million Product Trials and \$6M in Purchases with Snapchat's New Shopping Lenses.

**\$6M** in attributable revenue<sup>15</sup>

**<\$0.01** per product trial<sup>16</sup>



### 4: Conversion

AR is more than a top-of-funnel strategy — it's great for driving purchase intent.

Shoppers in the latter half of the purchase funnel tend to spend more time with AR ads, accelerating their purchase consideration.



**94%** higher conversion rate when interacting with products that have AR experiences.<sup>17</sup>

**Format Tip:** Product visualization, such as experiencing a 3D model in their own space and customized to their features from a catalog of products, has been proven to help shoppers move further down the funnel when making purchasing decisions.

Consumers want to see more virtual try-ons.<sup>18</sup>

**70% Agree** More Likely to Purchase Brand

**71% Agree** Want to See More Brands Try-On

#### Category Highlight: Clothing

Advanced detection features like body measurement, using a product applied on self virtually, and seeing a 3D model of the product in their space help shoppers move forward on their purchase journey.

Top sources consulted during the retail shopper journey<sup>19</sup>



#### Partner Success:

New Balance drives purchases with a multi-product strategy, led by a shoppable AR try-on Lens.

**7.3M+** Snapchat users reached.<sup>20</sup>

**3.3%** purchase lift.<sup>21</sup>

**250k** Snapchatters swiped up to the New Balance website to further explore the sneakers.<sup>22</sup>



### 5: Post-Purchase

Use of AR doesn't stop at conversion. Nearly all buyers want more post-purchase experiences including usage instructions, suggested pairings, and purchase recommendations.

**96%** of shoppers would be interested in using any post-purchase AR experiences.<sup>23</sup>

This boost in confidence also means AR shoppers are less likely to return purchases, improving customer service, supply chain, and overall sustainability for brands.

**80%** of shoppers feel more confident in their purchases when using AR.<sup>24</sup>

**2/3** of shoppers are less likely to return a product after using AR.<sup>25</sup>

#### Category Highlight: Retail

Post-purchase AR experiences allow customers to share the product, they purchased with others, give tips for how to use, review product insights, and suggest other products.

Top sources consulted during the retail shopper journey<sup>26</sup>



#### Partner Success: NYX

NYX brought Snapchatters a gamified Snap AR Lens filled with bright colors and fun filters, where users could play to win to unlock a discount code, or buy try-on products, and be directed to the NYX website to shop.

**6.3x** purchase intent benchmark.<sup>27</sup>

**1.6x** purchase lift.<sup>28</sup>



## Make AR an Integral Part of the Marketing Mix.

Using AR strategically as part of the consumer's exposure to your brand can amplify your brand's message. Sequencing your AR experience after a Snap ad and video ad boosts brand favorability, search, and purchase intent.<sup>29</sup>



**How to get started today:** Employing new technologies doesn't have to be intimidating. Snap makes Lens creation simple and quick, with easy-to-produce and easy buying options.

- 1. Lens Web Builder** Automatic Build a Lens quickly by picking from hundreds of live 3D objects, animations, and templates.
- 2. Lens Studio** Custom The new AR Shopping module in Lens Studio is where Developers can create and upload individual 3D product models.

## Get Started With Snap AR

**AR is Core To The Snapchat Experience.**



engage with AR every day on average.<sup>30</sup> Snap ad sales outpace Non-Snapchatters in all categories.<sup>31</sup> higher purchase confidence versus non-Snapchatters.<sup>32</sup>

**Contact Your Representative To Get Started.**

1. Snapchat AR Lens Usage Report: Q1-Q2 2020. 2. Snapchat AR Lens Usage Report: Q1-Q2 2020. 3. Snapchat AR Lens Usage Report: Q1-Q2 2020. 4. Snapchat AR Lens Usage Report: Q1-Q2 2020. 5. Snapchat AR Lens Usage Report: Q1-Q2 2020. 6. Snapchat AR Lens Usage Report: Q1-Q2 2020. 7. Snapchat AR Lens Usage Report: Q1-Q2 2020. 8. Snapchat AR Lens Usage Report: Q1-Q2 2020. 9. Snapchat AR Lens Usage Report: Q1-Q2 2020. 10. Snapchat AR Lens Usage Report: Q1-Q2 2020. 11. Snapchat AR Lens Usage Report: Q1-Q2 2020. 12. Snapchat AR Lens Usage Report: Q1-Q2 2020. 13. Snapchat AR Lens Usage Report: Q1-Q2 2020. 14. Snapchat AR Lens Usage Report: Q1-Q2 2020. 15. Snapchat AR Lens Usage Report: Q1-Q2 2020. 16. Snapchat AR Lens Usage Report: Q1-Q2 2020. 17. Snapchat AR Lens Usage Report: Q1-Q2 2020. 18. Snapchat AR Lens Usage Report: Q1-Q2 2020. 19. Snapchat AR Lens Usage Report: Q1-Q2 2020. 20. Snapchat AR Lens Usage Report: Q1-Q2 2020. 21. Snapchat AR Lens Usage Report: Q1-Q2 2020. 22. Snapchat AR Lens Usage Report: Q1-Q2 2020. 23. Snapchat AR Lens Usage Report: Q1-Q2 2020. 24. Snapchat AR Lens Usage Report: Q1-Q2 2020. 25. Snapchat AR Lens Usage Report: Q1-Q2 2020. 26. Snapchat AR Lens Usage Report: Q1-Q2 2020. 27. Snapchat AR Lens Usage Report: Q1-Q2 2020. 28. Snapchat AR Lens Usage Report: Q1-Q2 2020. 29. Snapchat AR Lens Usage Report: Q1-Q2 2020. 30. Snapchat AR Lens Usage Report: Q1-Q2 2020. 31. Snapchat AR Lens Usage Report: Q1-Q2 2020. 32. Snapchat AR Lens Usage Report: Q1-Q2 2020.