

The Brand's Guide to WebAR

Consumer Packaged Goods

Augmented Reality matters for CPG brands now more than ever

Our digital and physical worlds are merging

AR has become a critical resource for shoppers. The 'phygital' shopper now expects a seamless transition between physical and digital shopping experiences.

66% 

of people say they are interested in using AR for help when shopping.¹

50% 

of consumers better recall brands that engage them with immersive technologies.²

WebAR takes CPG marketing to the next level

5 billion

WebAR can reach more than **5 billion** iOS and Android smartphones globally, in addition to desktops, tablets and AR/VR headsets.³

Launch multi-dimensional campaigns



Bring print and packaging to life to sell a product



Enhance digital ads to increase click-through rates



Use AR to expand a TV commercial



Drive customers to store locations



Gather rich data from brick-and-mortar shoppers

Across the marketing funnel, WebAR is moving the needle

Dwell time



An in-store WebAR activation for **LUSH Fresh Handmade Cosmetics**, created by agency Aircards, resulted in an **average dwell time of more than 4 minutes**.

Click-through rates



A WebAR-powered scavenger hunt launched by **Haribo**, in partnership with agency Aircards, resulted in a **33% click-through rate**.

User engagement



A social WebAR campaign from **Huggies**, in partnership with agency Xtendr, resulted in **260,000 user engagements and an 85% engagement rate**.