5 Ways That AR Supercharges the Purchase Journey

World events in recent years have forever changed how we shop and travel. Innovative technologies have generated new types of shopping experiences that are here to stay.

As augmented reality (AR) 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.

Learn how to integrate AR into your media strategy.

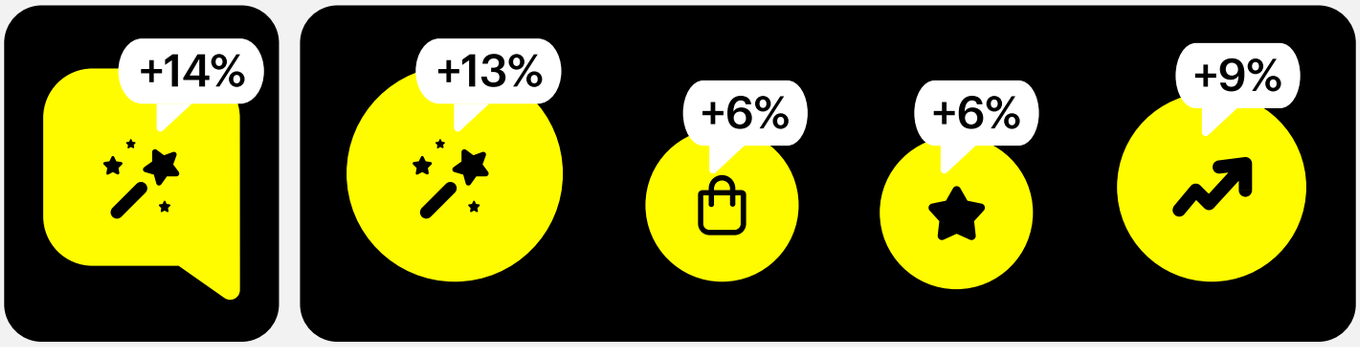
32%

increased use of shoppable AR during the pandemic.[1]

69%

of consumers think AR is the future of shopping.[1]

Impact of AR in ad mix | Controlling for frequency[2]
Deltas (Exposed - Control)



Aided Ad Recall | Aided Ad Recall | Purchase Intent | Is a Brand I Prefer | Brand is Innovative

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.

5 Ways AR Supercharges the Purchase Journey

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

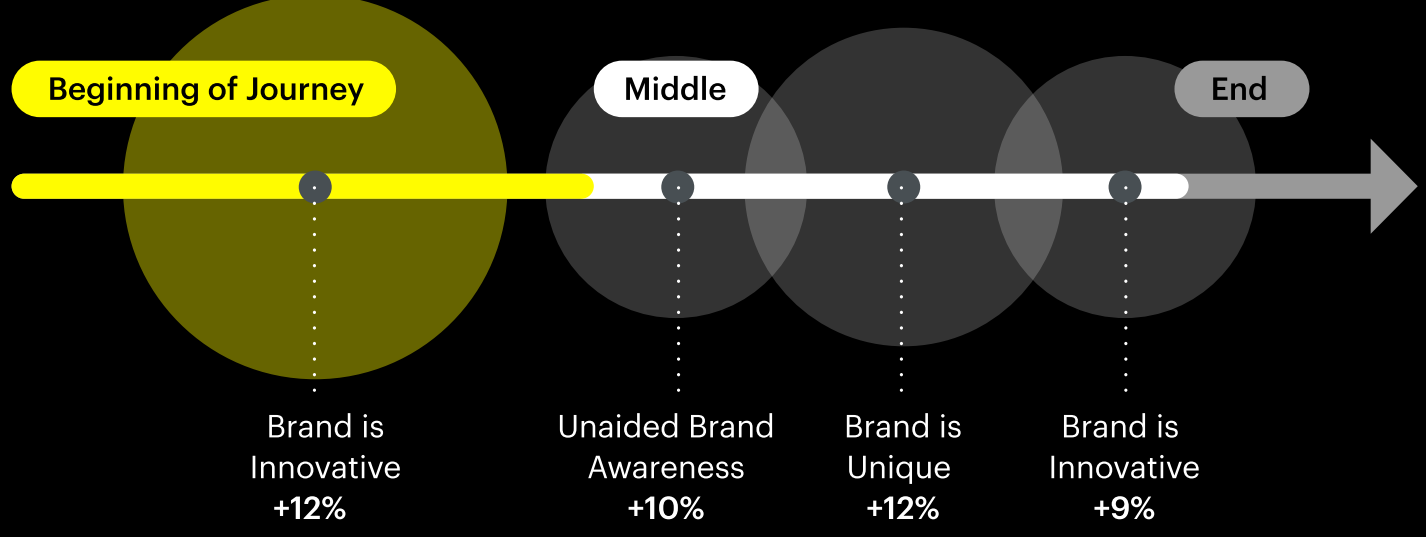
1: Discovery

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

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

% of shoppers who would substitute AR for an in-person shopping experience.[1]

Gamified entertainment lenses work hardest among broader audiences by shaping brand image[2]



34% of AR users say they are inclined to share their AR experiences with friends.[1]

Format Tip:
Use gamified entertainment AR lenses and product visualizations to differentiate your brand, cut through the noise, and drive massive engagement.

When AR users engage with the experience, they're actively interacting with your brand and being prompted to experiment with and personalize it.

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[1]:

Partner Success:

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

+9pt

purchasing intent[3]

Smart Features

Product Visualization

Product Visualization

Try On Features

Special Effects

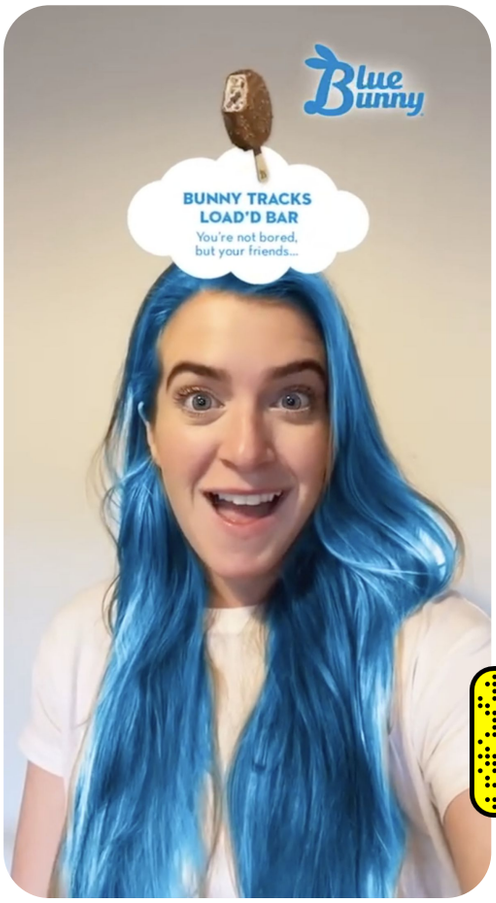
Beginning of Decision Making

Middle of Decision Making

End of Decision Making

1.4M

impressions from user shares[3]



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.[1]

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

7 out of top 10

drivers of Purchase Intent are AR experiences.[1]

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 sneaker or makeup try or a virtual visit to a vacation destination — to help your customers move down the funnel.

Category Highlight: Travel

AR enables hotels, airlines, restaurants, and more 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[1]:

Beginning of Decision Making
- Product Visualization

Middle of Decision Making
- Product Visualization
- Special Effects

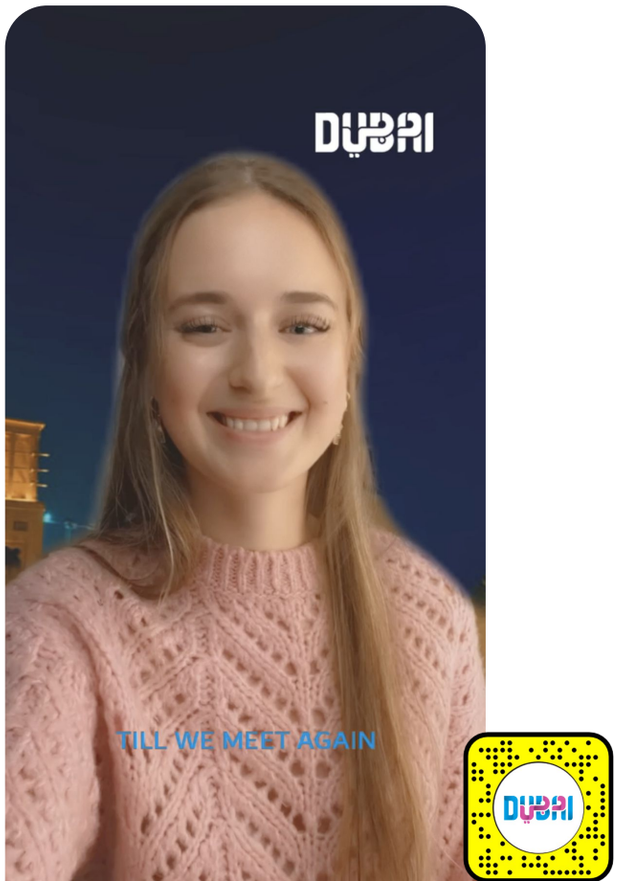
End of Decision Making
- Smart Features
- Try On Features

Success Story For All:

Dubai tourism encourages Snapchatters to dream about travel during the lockdown.

3.87%

average share rate in the UK and France.[4]



3: Consideration

Customers want a hyper-personalized shopping experience that's not just an ad but an integral part of the digital user experience.

With AR, users can personalize their shopping experience.

Personalization makes a difference for shoppers.

80%

of customers are looking for brands that offer hyper-personalized shopping experiences.[5]

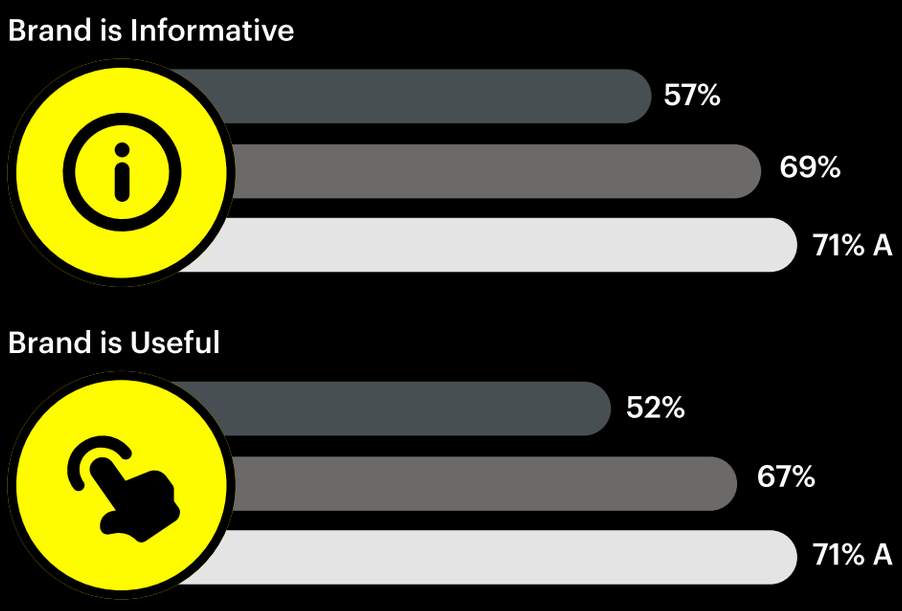
41%

more likely to be considered if they have a branded AR experience.[6]

For those closer to purchase, AR ads build more utility & stronger personal connections.[2]

AR Ad Opinions
% Strongly or Somewhat Agree

- **Beginning** of Journey (A)
- **Middle** of Journey (B)
- **End** of Journey (C)



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

Snapchat Shoppable Catalog Ads:
built directly from your product catalog using a predesigned template.

Category Highlight: Beauty

Advanced detection features like customized 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[1]:

- Try On Features
- Product Visualization

Beginning of Decision Making

Partner Success:

Ulta Beauty Generates 30 Million Product Trials and $6M in Purchases with Snapchat's New Shopping Lenses.

$6M

in attributable revenue[8]

<$0.01

per product trial[8]

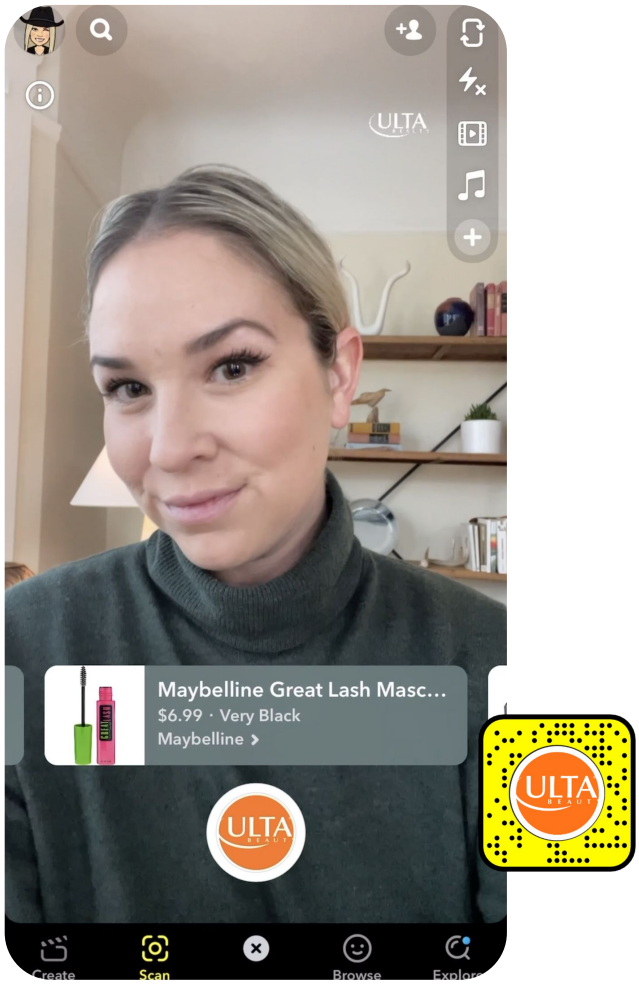
Product Visualization

Middle of Decision Making

Try On Features

Special Effects

End of Decision Making

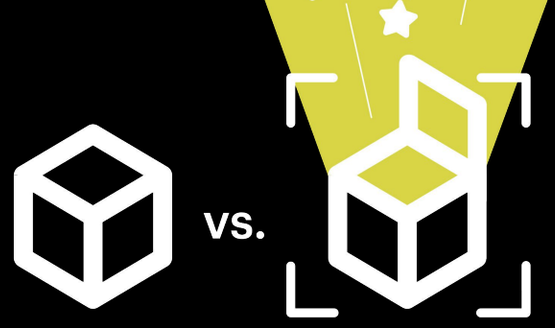


4: Conversion

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

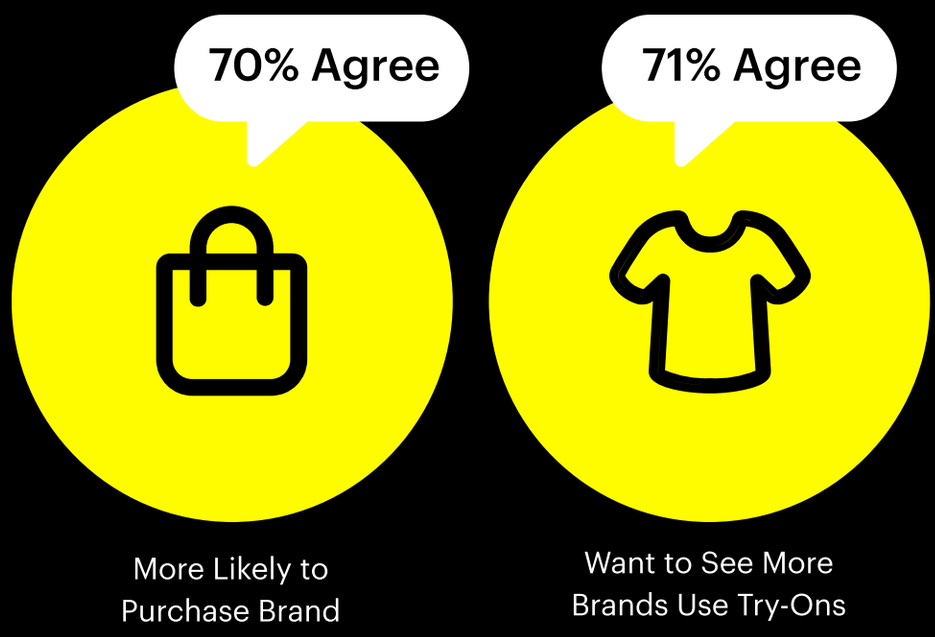
People in the middle and end of the purchase journey spent more time with AR ads. And AR allows those ready to purchase to go deeper.[1]

94%



higher conversion rate when interacting with products that have AR experiences.[6]

Consumers want to see more virtual try-ons.[2]



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

Category Highlight: Clothing

Advanced detection features like body measurement, seeing 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

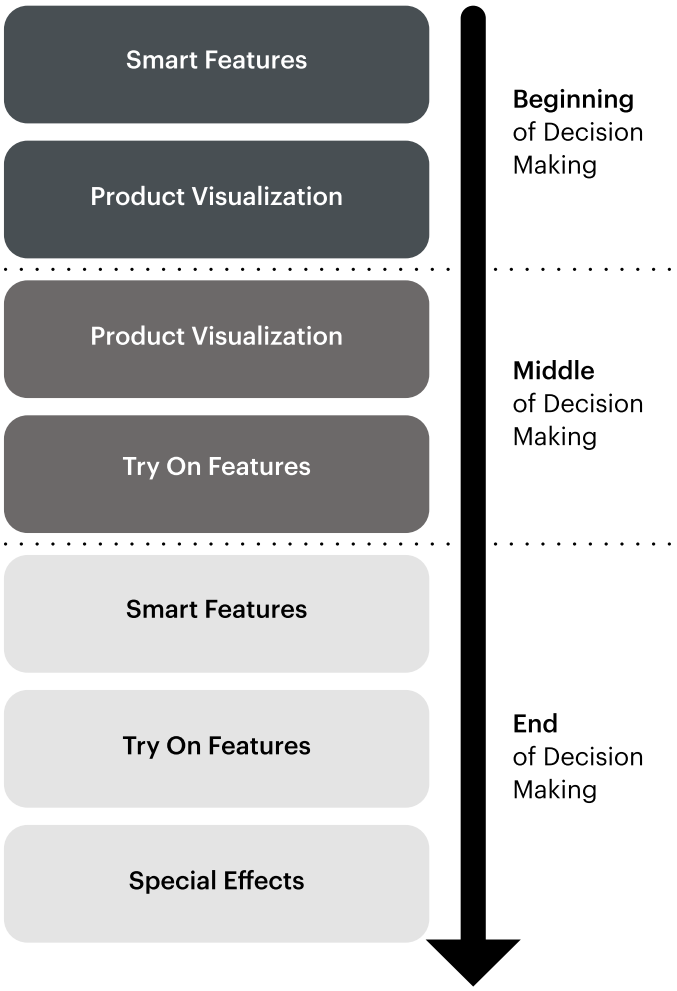
Partner Success:

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

7.3M+

Snapchat users reached.[7]

the retail shopper journey[1]:



3.3%

purchase lift.[7]

250k

Snapchatters swiped up to the New Balance website to further explore the sneakers.[7]

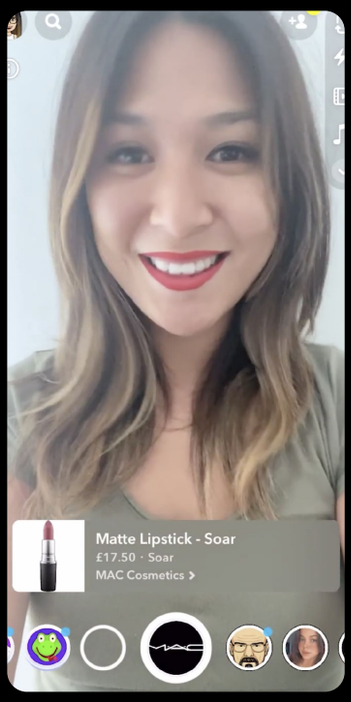
5: Post-Purchase

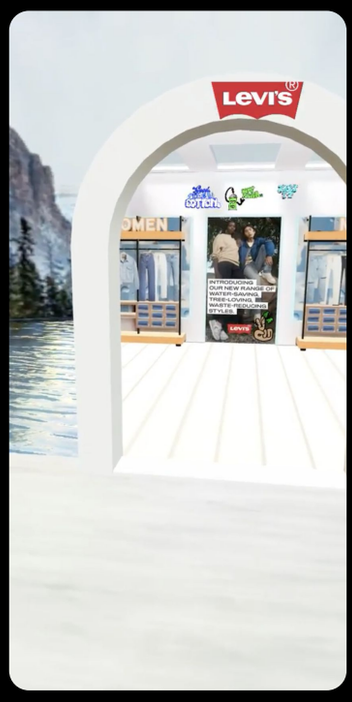
Use of AR doesn't stop at conversion. Nearly all buyers want more post-purchase experiences including usage instructions, suggested pairings, and purchase recommendations.

96%

of shoppers would be interested in using any post-purchase AR experiences.[1]

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.[1]

2/3

of shoppers are less likely to return a product after using AR.[1]

Reason why unlikely to return after using AR:

Help me identify the right item / product for me	48%
Make me feel more confident about my choice	47%
Help me identify the right brand for me	41%
Share with my friends and family for their opinion before buying	39%

Category Highlight: Retail

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

Top sources consulted during the retail shopper journey[1]:

Smart Features Product Visualization	**Beginning** of Decision Making
Product Visualization Try On Features	**Middle** of Decision Making
Smart Features Try On Features	**End** of Decision Making

Partner Success: NYX

NYX brought Snapcahtters a gamified World AR Lens filled with bright colors and palm trees, where users could play-to-win to unlock a discount code, virtually-try on products, and be directed to the NYX website to shop.

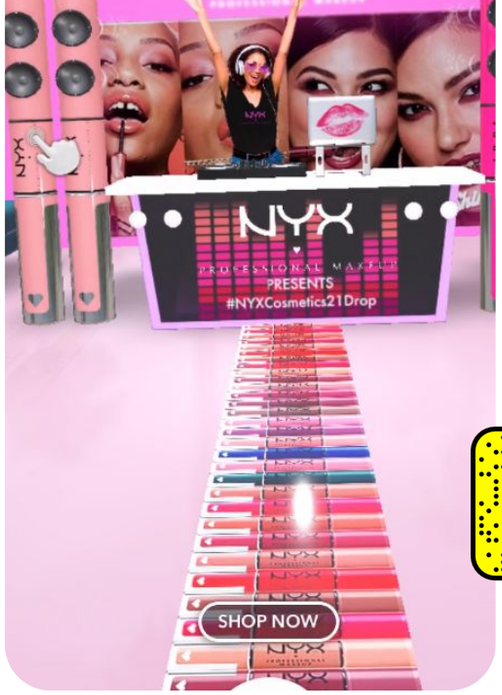
6.3x

purchase intent benchmark.[9]

1.6x

purchase lift.[10]

Special Effects



Make AR an Integral Part of the Marketing Mix.

Use AR strategically as part of consumers' exposure to the brand on the platform. Sequencing ad exposures can help amplify impact. Deliver AR to users after exposure to video.[2]

	Snap Ad	Commercial Ad	AR Ad
Start with...			
Brand Favorability	+8%▲	+8%▲	

Search Intent

+10%▲

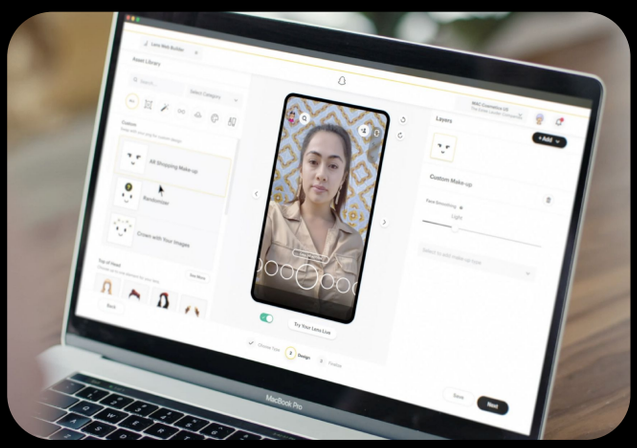
Purchase Intent

+11%▲

How to get started today:

Employing new technologies doesn't have to be intimidating. Snap makes Lens creation simple and quick, with fast-to-production and easy buying options.

1. Lens Web Builder



Automatic
Build a Lens quickly by picking from hundreds of free 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.

Work With The Leader In AR For Business

AR Is Core To The Snapchat Experience.

Massive Reach

250M+

engage with AR every day on average.[11]

More Engagement

75%

of our community engages with augmented reality to communicate, play, and learn every day.[1]

Greater spending

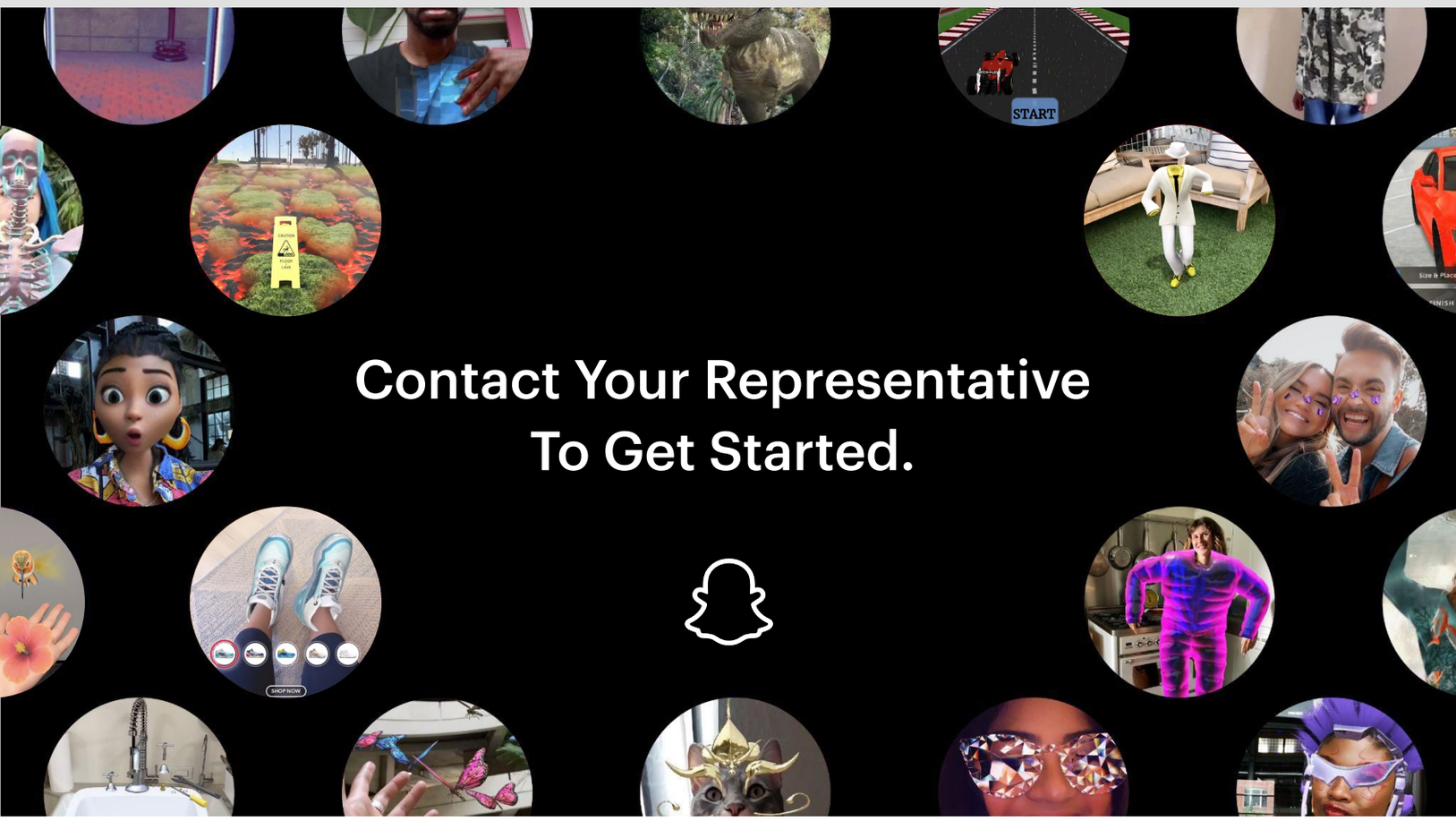
$$

Snapchatters outspent Non-Snapchatters in all categories.[1]

Greater Purchase Confidence

30%

higher purchase confidence versus non-Snapchatters.[1]



Contact Your Representative To Get Started.

Sources:

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