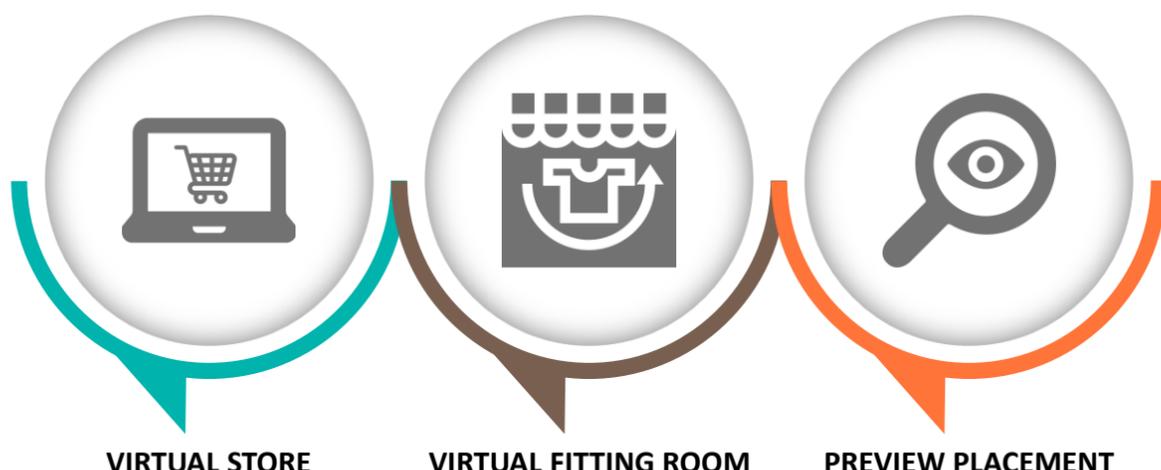# AUGMENTED REALITY (AR) and E-COMMERCE

With a pressing need to drive overall sales, e-commerce participants are increasingly inclined towards using platforms for virtual shopping experiences

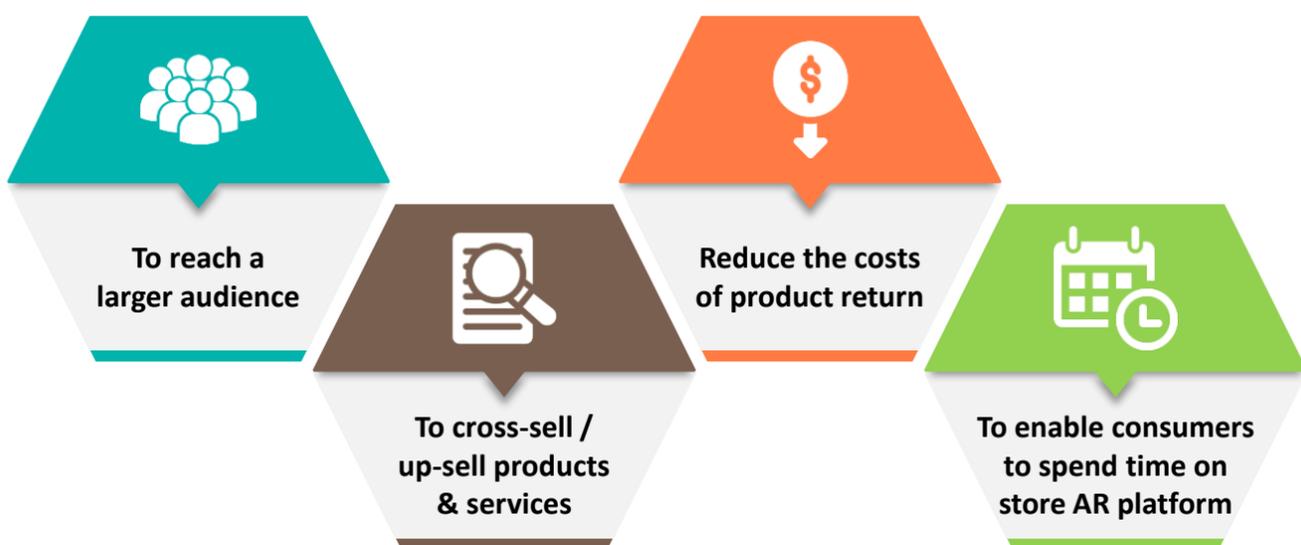## KEY USAGE AREAS OF AUGMENTED REALITY – E-COMMERCE

VIRTUAL STORE

VIRTUAL FITTING ROOM

PREVIEW PLACEMENT

- Due to the shoppers' inability to evaluate and envision the sense of using the product, e-commerce sales witness loss/delays in sales
- Augmented Reality allows the users to feel and evaluate the product

KEY DRIVERS

- To reach a larger audience
- To cross-sell / up-sell products & services
- Reduce the costs of product return
- To enable consumers to spend time on store AR platform

KEY PLAYERS

Platform Providers	Developers
Lens Studio, ARstudio, AR, ARCore By Google LLC	HQ SOFTWARE, layar, banuba, QUYTECH, groove jones, AUGMENT

Several companies, across sectors, have adopted augmented reality to create virtual experience for its customers

KEY APPLICATIONS ACROSS COMPANIES

IKEA — IKEA, the Swedish home furnishing brand helps users to imagine how furniture would fit into the customer's living or bedroom, through an AR app IKEA Place

SEPHORA — Sephora's virtual artist allows customers to virtually see how makeup looks on face before purchasing the beauty product

Banana Flame — Banana Flame, an online fashion retailer launched an AR shopping app that allows people to virtually 'try on' clothes while they shop online

TAPPAINTER — Tap Painter is an AR app that allows customers to determine which color is suitable to paint the walls

DATAMATICS' VIEW

- Datamatics expects the e-commerce market to become more customer-centric, driven to an extent by AR technology; however, our assessment revealed that many e-commerce businesses still lag behind in embracing the technology
- Businesses plan to leverage AR technology to improve customer experience, reduce operational costs and increase brand recall which is likely to boost company sales

To have an in-depth assessment of AR in your industry, please contact marketing@datamaticsbpm.com