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AR Buyer's Guide

March 2021

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Acknowledgments

The IAB AR Working Group is a team of professionals from leading companies in emerging media working to help brands and media buyers understand the capabilities and benefits of augmented reality (AR), how brands can create best-in-class branded AR experiences, and how to measure AR and attribute ROI.

The working group's first product is this **AR Buyer's Guide** which showcases AR's creative capabilities and potential.

This working group is led by Zoë Soon, VP of the IAB Experience Center with Co-Chairs from Facebook, Google, Snap, and Unity.



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Introduction

Ever since Apple and Google released an augmented reality toolkit in 2017, an increasing number of AR apps on smartphones are being used by consumers every day. The number of AR users in the U.S. in 2021 is expected to reach 85 million, according to [Statista](#). Globally that number is expected to reach nearly 2 billion by 2025 and the AR market size worldwide is expected to exceed 198 billion users.

With augmented reality rapidly becoming a part of consumers' everyday lives, AR for advertising is already here and set to become a new frontier of digital advertising.

Marketers are increasingly turning to AR to reach audiences in new and immersive ways. In fact, 97% of brands on the Forbes Most Valuable Brands list have used or are currently using AR. According to [ARtillery](#), AR ad revenue is expected to grow to \$8.8 billion by 2023.

AR is set to be a game-changer for many reasons:

- **AR is immersive and multi-sensory.** *It creates a deeper emotional connection* with consumers and promotes brand awareness, lift, and recall. According to a study by [Mindshare UK](#) on the neurological and brand impact of augmented reality, AR increases ad recall by a whopping 70%.
- **It is user-initiated, making it less interruptive and more enjoyable.** Consumers actively interact with AR, and this playtime is a form of robust engagement that goes beyond viewability. Coty, a beauty brand that partnered with Snap, saw high engagement with an average of 218 seconds of playtime. This fun factor also makes AR campaigns more likely to be shared organically, which is how Coty reached over 350,000 consumers in just three months.
- **It provides an enhanced online shopping experience and boosts conversions.** According to a recent study by Google and Ipsos¹, a quarter (26%) of smartphone shoppers are more likely to buy products from retailers that offer AR experiences. This is largely due to the convenience of virtual try-ons that take online shopping to the next level, allowing consumers to try before they buy from the comfort of their homes. Beauty, fashion, and furniture brands are seeing great success with virtual try-on experiences. For example, Shopify saw a 200% increase in conversions after using AR for product visualization. Overstock saw similar results, increasing conversions from 10% to 200% when using AR in its product catalog. An astounding 9 in 10 smartphone shoppers say they would like to use AR to visualize their home decor.

As advancements in AR, artificial intelligence (AI), 5G, and mobile lens software converge, consumers, especially digitally native Gen Z consumers, expect brands to tell compelling, immersive stories and provide additional layers of content through AR. They expect to see furniture in their space, to try on makeup and clothes in a contact-free, digital-first shopping world, and to experience a universe of products through AR.

About 60% of smartphone shoppers already expect brands and retailers to offer AR for shopping. Just as retailers had to adapt to the shift from brick-and-mortar stores to e-commerce, evolving consumer behavior demands that brands invest in AR now. Marketers who familiarize themselves with immersive media and how it can enhance their brand story will have the easiest time breaking through, while the space is still uncluttered.

¹ Source: Ipsos/Google Shopping Technology Study, 'Everything is Shoppable,' September 2020

The Time Is Right for AR

Historically, initiatives by major platform players in search, social, media, entertainment, and e-commerce to expand early innovation have been fragmented across platforms. Content is bespoke and runs only on one platform, which means it's expensive and doesn't scale. Measurement has been ad-hoc and inconsistent, creating confusion in the marketplace. It's time for the industry to come together around AR and establish standards, guidelines, and best practices for brands and marketers to unlock the full potential of this exciting new medium.

The goals of this guide are:

- Describe and explain AR as an immersive brand experience
- Categorize the types of immersive experiences
- Establish initial metrics around engagement, conversion, and other business outcomes
- Offer guidance for buyers on distribution and production realities
- Illustrate the value proposition of AR with examples and in-depth case studies

The initial focus for the working group is around AR that can be delivered at mass scale on all devices – especially mobile devices – on today's digital infrastructure. Future efforts will address next-generation devices like smart glasses as well as innovations in network delivery. Ongoing efforts by this group will also include expanded definitions and categorization, more rigorous metrics, and additional case studies.

1. The Value and Benefits of AR

There is a groundswell of engagement with AR as consumers turn to immersive technologies to solve everyday problems. Marketers who experiment with these new tools will be able to think about success in entirely different ways. Immersive media’s unique capabilities lead to positive results in metrics across the funnel, from driving brand awareness and user engagement, to increasing viewing time, to boosting purchase intent, as well as actual sales.

UPPER FUNNEL BENEFITS

Storytelling/Discovery: One of the most valuable assets of immersive media is its extraordinary storytelling capabilities. Users are able to merge their real world with the brand’s world to create a canvas, which is unique to AR, that allows marketers to create a deeper emotional connection with consumers.

Immersive technologies allow users to open up a new universe through discovery as the user experiences the product with their full attention. They can point their phones at products to reveal additional layers of content and product information.



SAMPLE RESULTS

- To mark the 30th anniversary of the fall of the Berlin Wall, Facebook’s Augmented Reality Ads and Messenger Experience allowed users to take a virtual trip back in time. The campaign saw 70% higher message association among age 18–24 audiences, and 80% of those surveyed in the Messenger experience felt more educated about the fall of the wall.
- Nissan used Google’s 3D ad format Swirl to showcase its automotive technologies Lane Intervention, Intelligent Cruise Control, and Lane Keep Assist, increasing Nissan’s brand awareness by 5.8 points.



MID FUNNEL BENEFITS

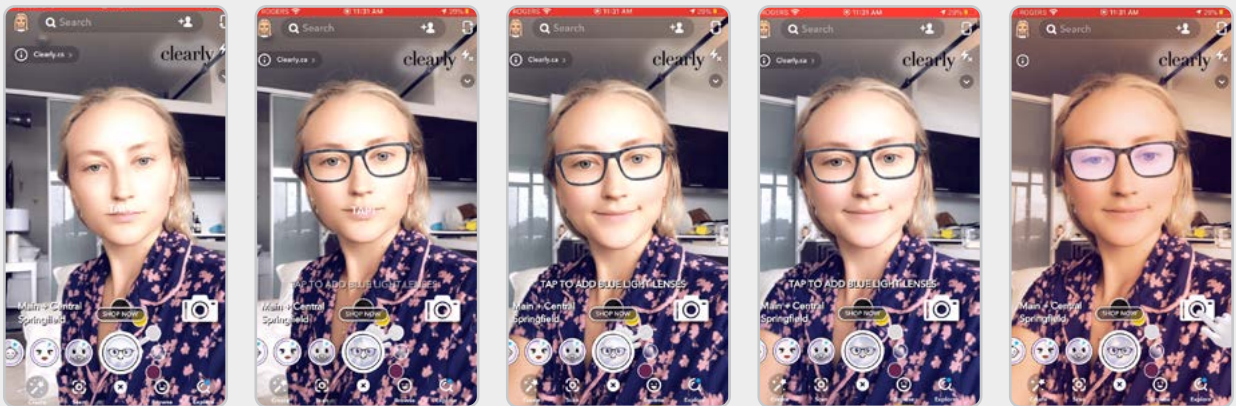
Engagement: Virtual worlds come to life when users are able to interact with these experiences. Going beyond time spent, and the question of “did they see my ad?,” these immersive formats allow audiences to directly experience a message, providing depth of connection and memorability that is key for message retention.

As audiences interact with AR creative, they are also sharing these experiences and driving campaign results even further. From designing exclusive face filters to gamifying their message, brands are creating a myriad of social-friendly content that consumers are eager to show their peers.



SAMPLE RESULTS

- Snap Lenses using goal-based bidding (GBB) shares saw a share rate 2.9 times higher than that of other Lenses optimizing towards impression delivery, as well as a swipe-up rate almost 4X that of Lenses optimizing towards impression delivery.



- Aiming to drive awareness around the 2020 BET Awards, the BET team partnered with TikTok to build a branded effect that used facial recognition technology, and saw a 12% engagement rate.



While beauty try-on tools are a popular mobile AR feature, immersive technology is also allowing retailers to reimagine how they engage with customers within brick-and-mortar spaces. Especially as we pivot to a contact-free world, cosmetic brands are using this technology so customers can try products in a safe, hygienic way.

Additionally, as we are collectively reimagining how to connect with each other in a socially-distanced world, AR companies are equipping gaming apps such as Niantic's PoGo and Wizards Unite for social AR experiences.

SAMPLE RESULTS

- Using Google's 3D format Swirl, Adidas LATAM saw a 4X increase in engagement on its Ultra Boost campaigns.
- Guerlain perfume's Swirl campaign saw 34% higher viewable time compared to other rich media and a 3X increase in engagement.
- Unity's campaign with Miller Lite for St. Patrick's Day was a gamified experience that saw a 28% increase in engagement, as well as a 75% re-engagement rate with a coin toss playable feature.

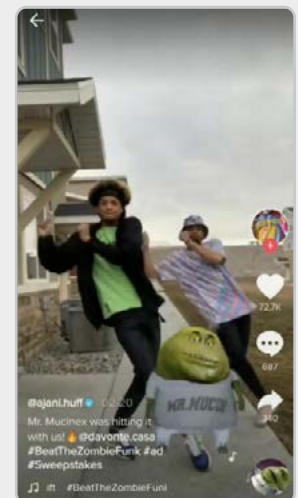
LOWER FUNNEL BENEFITS

Purchase: As AR drives success at the top of the consumer journey, the increase in engagement also influences actions further down the funnel. Campaigns that see a high number of interactions and increased dwell time are also likely to see a boost in purchase intent and sales, with significantly more purchase conversions compared to non-AR campaigns.

SAMPLE RESULTS

Campaigns that saw high engagement rates saw similar gains in sales and purchase intent:

- Maybelline gained record market share for Super Stay Matte Ink Lipstick in Turkey (25%), and a 5X increase in e-commerce purchases using YouTube's AR Beauty platform.
- Facebook's partnership with We-Makeup resulted in a 28 point increase in purchases, when compared with video ads.
- Facebook's partnership with Michael Kors to promote Lon Sunglasses with a try-on campaign also saw a 14% incremental lift in purchases and a 3.9X lift in purchase intent, when compared with video ads.
- Facebook's activation with Air Baltic saw up to 2.6X more purchase conversions.
- COTY's Snap AR campaign saw a 62% conversion rate for those using the AR lens, as well as 18% of the total sales coming from customers who used the AR lens.
- Mucinex tapped into TikTok's entire suite of ad products to craft a 360-degree campaign built upon native user behaviors to inspire a younger community to #BeatTheZombieFunk!, which resulted in +42.7% lift in purchase intent.



2. AR Definitions and Taxonomy

IAB's AR Working Group has developed the following initial definitions and a taxonomy of immersive brand experiences for all screens, which are intended to be prescriptive.

AR is an immersive brand experience:

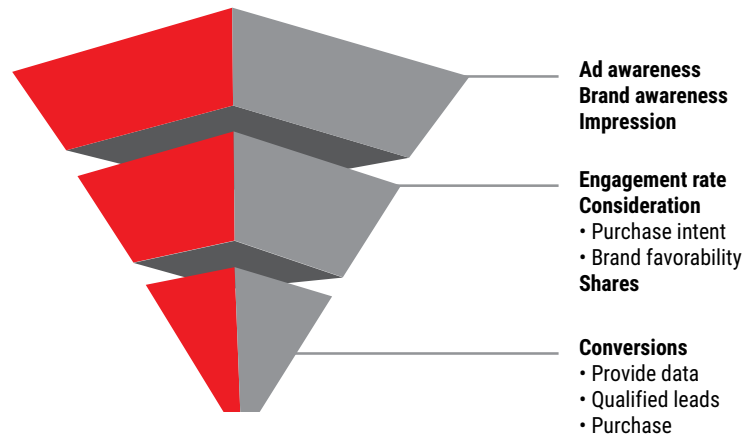
- Presents interactive 3D content as a standalone ad unit, sponsored activation, or e-commerce transaction
- Fits into one of the following media types: 3D (real-time 3D graphics, animated, etc.; object, scene, animation, or other content); AR front-facing (filters); AR back-facing (portals, landmarks, objects, segmentation)
- Opens up new types of engagement (e.g., product discovery, community)
- Drives business outcomes and is monetized by a publisher as an ad or via placements (visual search, keyword search, feed) that lead to the activation, or is monetized by the brand via signup, transaction, etc. and useful metrics such as engagement (e.g., views, clicks, likes, shares)

Types of Experience (Taxonomy)

3D (Non-Camera)				Self-Facing Camera				World-Facing Camera			
An interactive real-time 3D graphics experience representing an object, character, or environment.				A camera experience which opens facing the user and superimposes an AR image on the user's face and/or surroundings.				A camera experience which superimposes an AR image within a user's environment.			
Organic	Paid media			Organic	Paid media			Organic	Paid media		
	Upper Funnel	Mid Funnel	Lower Funnel		Upper Funnel	Mid Funnel	Lower Funnel		Upper Funnel	Mid Funnel	Lower Funnel
	Discovery	Engagement	Out-comes		Discovery	Engagement	Outcomes		Discovery	Engagement	Outcomes
High-Level Experience Examples: <ul style="list-style-type: none"> • Mini-game with branded character • Virtual product: explore features, change options, personalize, configure • In-app: Full-screen interstitial, fixed duration, maybe has replay button 				High-Level Experience Examples: <ul style="list-style-type: none"> • Engaging selfie experience meant to encourage sharing with friends (e.g., New Year's Eve hat and fireworks) • Background change: Environment where users change the background around them • Product try-on: See how a product looks on your face and upper body (makeup, sunglasses, jacket, etc.) • You can have a face effect, interact by moving around and play with it, touch it 				High-Level Experience Examples: <ul style="list-style-type: none"> • Product try-out: See a product in your home or office; change options, configure • Portal: Enter a virtual world through a magic doorway from the real world • Landmarker • Body tracking: Create effects around a person or overlay a character that follows their movements • You can have a world effect, interact by moving around and play with it, touch it 			
How consumers encounter AR ads: <ul style="list-style-type: none"> • Through calls to action served via ad placements • In-app, targeted placement(e.g., in a Newsfeed ad that links to the AR experience) • Camera tray: Merchandising carousel within the camera feature <ul style="list-style-type: none"> • Effects appear organically, delivered by the algorithm; advertiser pays for the content with the expectation that is discovered and launched 											

3. Recommended AR Measurement Criteria

When considering what metrics to track to evaluate the success of your AR initiative, it is important to identify whether the goal is to drive upper, mid, or lower funnel engagement. We recommend tracking a combination of the following metrics to gauge success at various points in the funnel.



- **Upper Funnel (Discovery)**
 - Awareness (via brand lift)
 - Ad recall: Did they see the experience?
 - Brand awareness: Did they know what brand it was for?
 - Impression: How many times was the experience displayed?
- **Mid Funnel (Engagement)**
 - Engagement rate
 - Open/enter the experience (entry-point)
 - Engagement time or playtime (e.g., open mouth, walk around it, tap, swipe, talk to it)
 - **Consideration (via brand lift)**
 - Purchase intent
 - Brand favorability
 - **Shares**
 - Gamification
 - Social content
- **Lower Funnel (Outcomes)**
 - Purchase
 - Sign-up (e.g., provide data for registration, create an account)

Quantitative Versus Qualitative Metrics

Impressions, engagement rate, shares, and conversions are quantitative metrics that can be tracked with the same systems and processes used for other media campaigns.

Ad awareness, brand awareness, purchase intent, and brand favorability are qualitative metrics that are usually measured by some form of user survey. We recommend talking to your creative team or agency about ways to measure these.

4. How to Get Started

Marketing Strategy

For marketers who are new to immersive media but want to take advantage of AR's many benefits, it can be overwhelming to know where to start. If you know the right questions to ask, AR can strengthen a media plan for a budget as little as \$10,000. To help those wondering where to begin, here are the steps to launching a successful AR campaign:

Step 1: Identify your goals.

- Are you trying to achieve conversions, or raise brand lift and awareness? This will inform the metrics you use to measure success.
- How does AR fit into your overall media plan? To define your AR strategy, it is crucial to consider how an AR campaign integrates into your overall marketing plan.

Step 2: Determine the right media budget.

- Ready to dive in or just test the water? For marketers who want to be sure that AR is worth their while before investing too much, using a portion of your testing budget can tell you if AR is right for your brand. \$10k-\$30k over 3-5 weeks is a good starting point, and we recommend adjusting from there.

Step 3: Understand the production realities and costs before you sign.

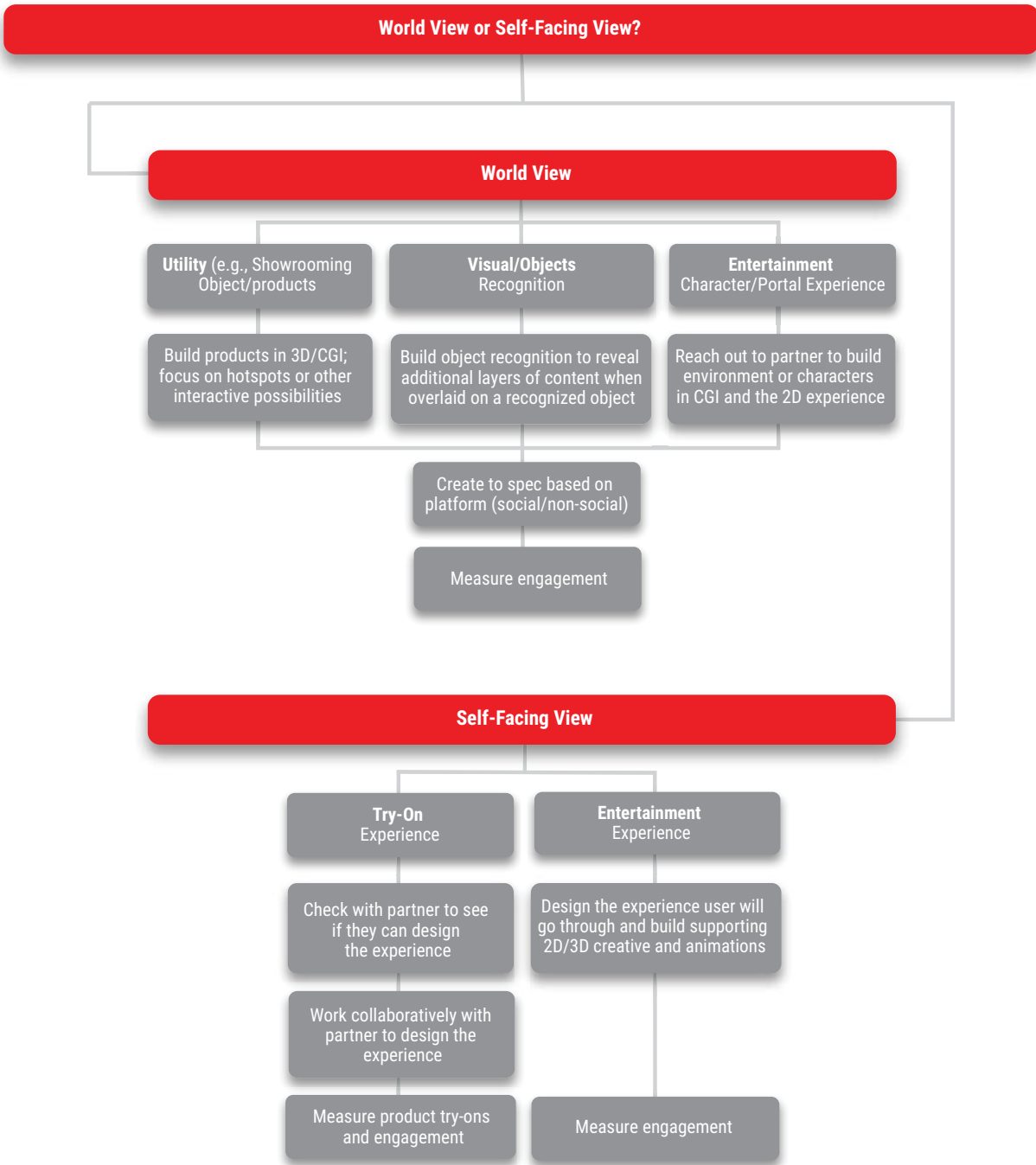
- AR is a new technology with many uses waiting to be uncovered. Understanding how much time and effort you'll need relative to your brand goals and message is important.
- Engage with your agency and platforms early on to suss out these ideas and requirements. The earlier these conversations happen with the platforms the better, but give them at least six weeks notice.

Step 4: Have a measurement and attribution plan.

- How should you measure performance? This will depend on the goals that you determine at the onset of your campaign.
- Do you have the right amount of data? You will need to gather enough data points to make an objective assessment on the impact of AR to your campaign.
- How do you define success? Like your measurement metrics, this will be tied to the goals defined at the beginning.










Brands that want to take the first step in making AR part of their strategy should start with toolkits available on major AR-equipped platforms (see the appendix for resources and links).

5. Creative Execution



6. Creative Showcase

Facebook

Surface	Instagram		Facebook		Portal
Distribution	Organic Camera Tray	Organic Shopping	Organic Camera Tray	Paid News Feed Ads	Organic Camera Tray
Discovery	Tray icon, QR codes, IG codes, object recognition	CTA on product details page (PDP); PDP may also be accessed through stories, photo tags, or while browsing an IG shop	Tray icon, QR codes, IG codes, object recognition	CTA in FB News Feed ad	Tray icon
Examples	   			 	 

Facebook (continued)

Surface	Instagram		Facebook		Portal
User Experience	User discovers effect in Camera Tray, on account's profile or in Stories attribution	User is prompted to "see in AR" while on a shoppable product details page and clicks to try-on, toggle between product variants, and purchase through Instagram Checkout	User discovers effect in Camera Tray, on account's profile or in Stories attribution	User is served a News Feed ad with a call to action to open the effect in the Facebook Camera	User discovers effects (masks and story time) either in a portal call or within the Photo Booth/ Story Time apps
Metrics	Opens Captures Saves Shares Impressions CTR	Impressions Checkout Conversions PDP page visits Revenue	Opens Captures Saves Shares Impressions CTR	Revenue Impressions CTR CPM	Opens Captures Saves Shares Impressions CTR
Paid Type	N/A - organic only	N/A - organic only	N/A - organic only	FB ad buy	N/A - organic only

Facebook (continued)

Surface	Instagram	
Distribution	Organic Camera Tray	
Discovery	Tray Icon, QR Codes, IG Codes, Object Recognition	
Example		
User Experience	User discovers effect in Camera Tray, on account's profile or in Stories attribution	
Metrics	<ul style="list-style-type: none"> Opens Captures Saves 	<ul style="list-style-type: none"> Shares Impressions CTR
Paid Type	N/A - organic only	

Facebook (continued)

Surface	Instagram				
Distribution	Organic Shopping				
Discovery	CTA on product details page (PDP). PDP may also be accessed through stories, photo tags, or while browsing an IG shop.				
Example					
User Experience	User is prompted to “see in AR” while on a shoppable product details page and clicks to try-on, toggle between product variants, and purchase through Instagram Checkout				
Metrics	<table border="0"> <tr> <td>Impressions</td> <td>PDP page visits</td> </tr> <tr> <td>Checkout Conversions</td> <td>Revenue</td> </tr> </table>	Impressions	PDP page visits	Checkout Conversions	Revenue
Impressions	PDP page visits				
Checkout Conversions	Revenue				
Paid Type	N/A - organic only				

Facebook (continued)

Surface	Facebook	
Distribution	Organic Camera Tray	
Discovery	Tray Icon, QR Codes, IG Codes, Object Recognition	
Example		
User Experience	User discovers effect in Camera Tray, on account's profile or in Stories attribution	
Metrics	Opens Captures Saves	Shares Impressions CTR
Paid Type	N/A - organic only	

Facebook (continued)

Surface	Facebook	
Distribution	Paid News Feed Ads	
Discovery	CTA in FB News Feed Ad	
Example		
User Experience	User is served a News Feed ad with a call to action to open the effect in the Facebook Camera	
Metrics	Revenue	CTR
	Impressions	CPM
Paid Type	FB ad buy	

Facebook (continued)

Surface	Portal	
Distribution	Organic Camera Tray	
Discovery	Tray Icon	
Example		
User Experience	User discovers effects (masks and story time) either in a portal call or within the Photo Booth/Story Time apps	
Metrics	Opens Captures Saves	Shares Impressions CTR
Paid Type	N/A - organic only	

Google

3D Swirl

Camera Experience	Camera not required
Distribution	mWeb on DV360 Network
Example	
User Experience	User consumes content (feed) and sees a Swirl ad, then swipes on ad space to engage with the brand's product or object (play, rotate, zoom)
Paid Type	DV360 ad buy
Organic Type	N/A
Metrics	Impressions Engagement Full-screen Clickthrough rate Interaction time
Brand + Consumer Value	Enables users to view and engage with branded object at all angles

Google (continued)

AR in Search

<p>Camera Experience</p>	<p>Front-Facing camera, Back-Facing camera. 3D only mode does not require camera</p>
<p>Distribution</p>	<p>Google Search</p>
<p>Example</p>	
<p>User Experience</p>	<p>User discovers a brand’s 3D object in search and 3D experience is enabled when the user taps on “View in 3D;” AR experience begins when user taps “View in your space”</p>
<p>Paid Type</p>	<p>N/A</p>
<p>Organic Type</p>	<p>Available</p>
<p>Metrics</p>	<p>Impressions AR activations Engagements Number of filters/effects Clickthrough rate Interaction time Image capture Save/share</p>
<p>Brand + Consumer Value</p>	<p>Lets users see what products look like on models with a similar skin tone or in the real world</p>

Google (continued)

Lens / Visual Search	
Camera Experience	Back-Facing Camera, Front-Facing Camera
Distribution	Len/Search, First-Party Properties
Example	
User Experience	Users open Lens app and scan objects in live environment and tap on the lens icon to scan on-screen images; users are then provided branded content based on triggered object (e.g., AR try-on, promotion, extra content)
Paid Type	N/A
Organic Type	Available
Metrics	Variable
Brand + Consumer Value	Search and understand objects in and images using your camera; gives brands more ways to engage consumers with visual experiences

Google (continued)

YouTube Beauty AR Try-On

Camera Experience	Front-Facing Camera
Distribution	YouTube App
Example	
User Experience	User is consuming video content when an invitation to the brand's AR experience appears below the video; users click to launch the front-facing camera and engage with branded experience
Paid Type	YouTube ad buy
Organic Type	Available
Metrics	Impressions, AR activations, Engagement, Number of filters/effects, Clickthrough rate, Interaction time, Image capture, Save/share
Brand + Consumer Value	Gives users a more interactive way to engage with your brand and creates shareable content

Snap

Format

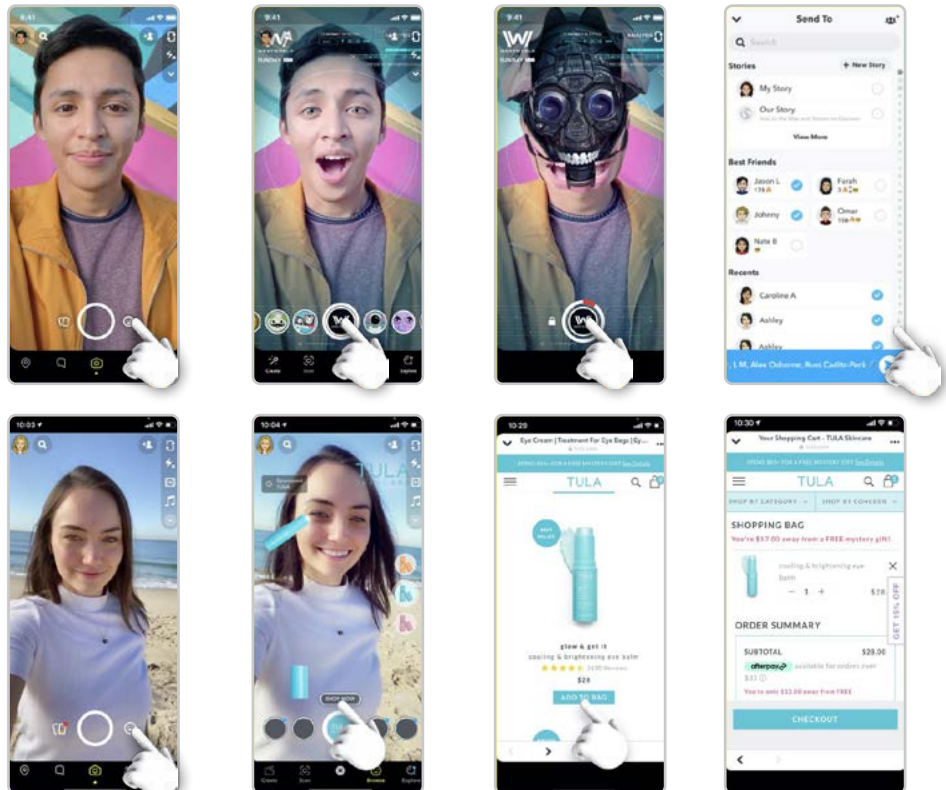
Lens
Face-World-Body

Lens Carousel

Distribution

Main Camera - AR Lens Carousel

Examples



Snap (continued)

User Experience	User swipes into Sponsored Lens Ad which is placed at intervals throughout the organic Lens camera carousel. A user interacts with Sponsored Lens Ad, can create content & share with friends, or click to visit the brand's website or app.
Paid Type	<ol style="list-style-type: none"> 1) Single-Day Takeover - Advertisers can pay a flat fee to be the first position Lens in the camera for a single day, reaching all users in a specified country. 2) Reach & Frequency - Advertisers can plan and buy in advance on Snapchat, with predictable ad delivery and control over frequency directly in the camera. 3) Auction - Through the auction, advertisers can bid Lens delivery in the carousel. Advertisers can choose to optimize to certain outcomes -- impressions, clickthrough, and shares.
Organic Type	N/A
Metrics	<p>Plays - (Paid Impression) # of live interactions in the camera</p> <p>Playtime - Time Spent Interacting with Lens</p> <p>Clickthrough (Swipe Up) - # of taps to visit external site or app</p> <p>Shares - # of Snaps taken and shared to Story or to friends</p> <p>Views - (Earned Impressions) # of views seen of Snaps with the Lens applied</p>

Snap (continued)

Stories & Content

Distribution	Swipe up to Lens from Sponsored Image / Video Ad shown in content
Examples	
User Experience	User is served an Image / Video ad between friend Stories and content. Ad includes call to action to swipe up to open a remote camera with the AR Lens.
Paid Type	Auction ad type
Organic Type	N/A
Metrics	Impressions Swipe Ups Plays Playtime Share Rate, Views

Snap (continued)

Lens Explorer Feed

<p>Distribution</p>	<p>Lens Explorer Feed</p>
<p>Examples</p>	
<p>User Experience</p>	<p>User is scrolling in AR Lens Explorer Feed and can tap on organic Lens from business displayed in the feed.</p>
<p>Paid Type</p>	<p>N/A</p>
<p>Organic Type</p>	<p>Posting Lens to Business Profile makes it eligible for organic distribution in Snapchat's Lens Explorer Feed</p>
<p>Metrics</p>	<p>Plays Playtime Shares Views</p>

Snap (continued)

Snaps from Friends or Community

<p>Distribution</p>	<p>Snaps posted or shared by Snapchatters that include a Sponsored or organic Business Lens</p>
<p>Examples</p>	
<p>User Experience</p>	<p>A user views a Snap that includes a Lens, they are able to swipe up to unlock the Lens to play and interact with it directly.</p>
<p>Paid Type</p>	<p>N/A</p>
<p>Organic Type</p>	<p>Included as added value to all Lens types -- both organic and paid.</p>
<p>Metrics</p>	<p>Views</p>

Snap (continued)

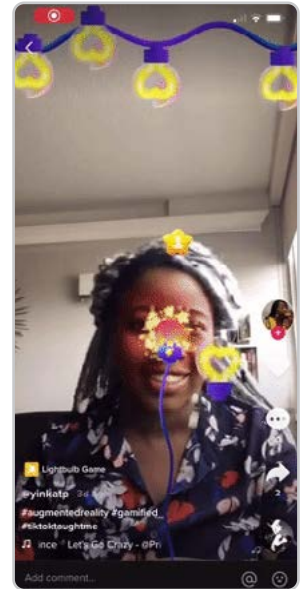
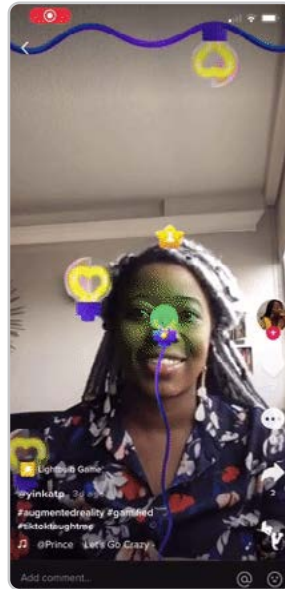
Scan [Visual Search]

<p>Distribution</p>	<p>Main camera</p>
<p>Examples</p>	
<p>User Experience</p>	<p>Users can tap the Scan button or hold and press on the main Snapchat camera screen to search and unlock content. Users can unlock content from a Snapcode (Snapchat's version of a QR code) or through a visual marker image associated with the Lens.</p>
<p>Paid Type</p>	<p>N/A</p>
<p>Organic Type</p>	<p>Free, organic distribution through Scan - Snapchat's visual search capability - which can identify Snapcodes or marker images related to a brand's Lens.</p>
<p>Metrics</p>	<p>Unlocks Plays Playtime Shares Views</p>

TikTok

Branded Effect Categories

2D - 2D Pro - 3D - Branded Scan - Gamified



TikTok (continued)

Distribution	In-App	In-App	In-App Text Search	Off-App Camera Search (TikCode)	Off-App Camera Search (Branded Scan)
Visuals World View					
Discovery	Effect panel on camera page	Magic wand, CTA on in-feed creative from For You page	Camera icon on Effect or Hashtag page	Tikcode: QR code unique to TikTok	Image, object, logo
User Experience	Pulls up effects panel from camera page and explore both organic and branded effects	Finds the effect from another creator's organic video via the magic wand and/or finds the effect via a paid video unit at top or in-feed	Activate the effect from the page with other creator videos using the effect	Scan a TikCode with the TikTok camera to land to get to the camera or effect page	Scan a real life image, object, or logo with the TikTok camera to activate a brand AR experience
Paid Type	Engage with a brand	Engage with a brand	Engage with a brand	Organic distribution	Engage with a brand
Metrics	Merged cell of "Impressions, Engagement Rate, Video Creations, Video Views, Plays, Play Time, and Brand Lift				

Unity

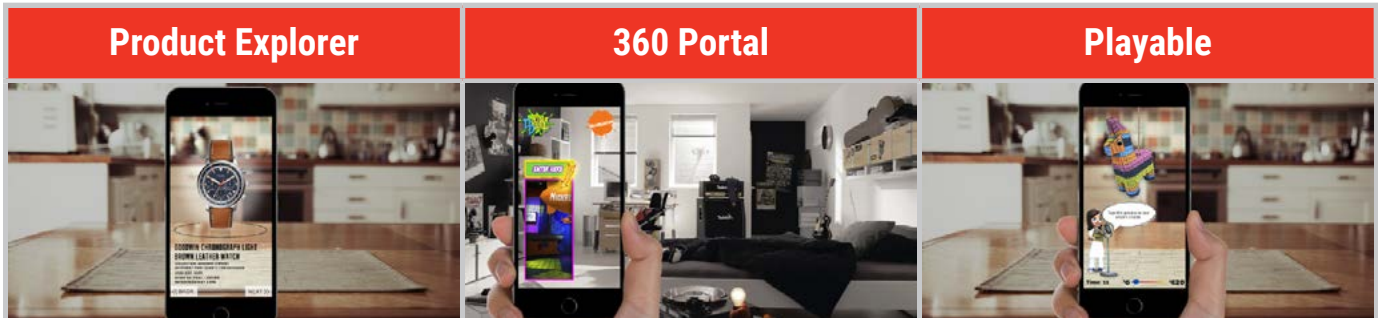
Distribution/Discovery	In-App Ad Unit (Full Screen Interstitial)	In-App Ad Unit (Banner-Launched)	Web (Link, Known URL)
User Experience	See Fossil user flow below	Begins with 320x50 or similar banner in app	User discovers via link or known URL (e.g., in print marketing), launch experience (may be QR-code or image-activated or marker-based)

Example of AR user flow in Unity Ads SDK



1. Full- screen interstitial appears. User opts in.
2. Experience launches in 3D without AR. Prompt appears inviting the user to experience the content in AR. This is true for both camera-first apps or non-camera apps.
3. Additional opt-in screen appears (privacy measure).
4. Experience switches to AR mode.
5. Custom end card with CTA.




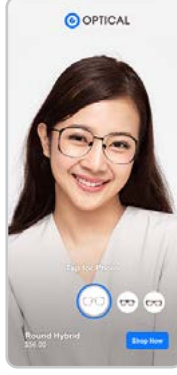

Unity (continued)



Unity AR ads are currently world-facing only and are monetized on a CPM basis, although the company is evaluating other models. The AR ad is served in a mobile in-app environment within a natural break of the game.

- **Product Explorer** - Allows users to interact with the brand's physical product, exploring it from any angle, potentially stylizing the product to make it their own.
- **AR Playable** - A playable mini game that is placed in your real-world environment.
- **AR 360 Portal** - A user steps through a digital portal which is placed in their real-world environment, and enters an interactive 360 experience.

Verizon Media

Solutions	Immersive AR Ads				
Formats	World Filters: Single Object, Single-Object Carousel, Multi-Object Carousel			Face Filters: Face Accessories, Face Paint	
	Key Features: Audio, Animation, Photo & Video Capture/Save/Share, Info Cards				
Camera Experience	AR Mode: Back-facing camera 3D Mode: Camera not required			AR Mode: Front-facing camera	
Discovery	Serves in post-tap experience initiated from supported mobile web and in-app pre-tap native and mobile display ad formats				
Visuals*					
	Single Object	Single-Object Carousel	Multi-Object Carousel	Face Accessories	Face Paint
User Experience	This post-tap experience gives the option to toggle to/from 3D and AR modes. 3D mode allows interaction with 3D object, while AR mode allows the user to select 3D object from carousel and interact with it in a live environment			This post-tap experience serves in AR mode. When an object from carousel is selected, it's automatically placed on or around the user's face	
Metrics	Toggles to/from AR to 3D mode, number of AR sessions, interaction rate (rotate, scale, etc.), average time spent, captured screenshots, captured video, and shares/saves				
PR & Marketing	The Home Depot	Pottery Barn	Ashley Furniture	HBO	
Paid Type	Ad buy with Verizon Media DSP and/or Native Marketplace				

*Visuals have been created for demonstration purposes only and do not represent actual products or brands

Conclusion

AR is a powerful canvas for new ways of storytelling as it changes the way brands connect with audiences in deeper ways with richer experiences. Users are now in the driver seat as they become part of the experience in real time and extend their vantage point. As 5G network speeds become a reality and smartphones continue to increase in sophistication, the possibilities of AR will proliferate in our everyday lives. For brands, it is important to consider how AR can bolster marketing efforts, to connect more meaningfully with consumers, and provide a richer experience.

We invite leaders in the AR space to take action and join the AR Working Group's AR Board which is defining the creative formats and advertising models to make AR more accessible for brands. Please contact zoe@iab.com for more information.

Roadmap - Potential 2021 AR Initiatives

- Research: Projected market size and audience insights
- Standard creative formats
- Upfront/Creative showcase
- Measurement standards
- Privacy implications

Appendix

- [Facebook Spark AR](#)
- [Google AR Core](#)
- [Snapchat Camera Kit](#)
- [Unity Solutions](#)
- [Verizon Media DSP](#)

About IAB and the IAB Experience Center



IAB empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, it develops technical standards and best practices. Founded in 1996, IAB is headquartered in New York.



The **IAB Experience Center** focuses on emerging platforms and evolving consumer behaviors to help the industry understand and reach the new media consumer. The Experience Center is governed by a flagship Experience Center Board and three Marketplace Boards: AR, Voice and Digital Assistants, and Games and eSports. The Experience Center's work includes future-proofing how to reach the audiences of tomorrow, innovation-focused buy and sell-side conversations, and big picture discussions about the implications of technological and consumer shifts for the digital media industry. For more information on the Experience Center contact: zoe@iab.com