



8.96% Average uplift in Add to Cart rate on brand pages with Flix AR implemented

THE FLIX AR SHOPPER JOURNEY

Flix AR, delivered by Flixmedia, allows shoppers to simply click a 'Place in your space' button on Retailer mobile sites and immediately launch an AR experience of a product model, to scale, in their home - without the need to download an app. Shoppers visiting pages on a desktop or laptop can also enjoy the same great AR experience, by scanning a QR code on their screen using a smartphone camera.

THE FLIX AR RETAILER NETWORK

The largest AR activated retailer network in the world. 1600+ INpage AR activated retailers, 700+ Retailers activated with the Flix AR on the hero image. Brands and retailers can now quickly bring AR innovation to their products to enhance the shopper experience.

THE FLIX ADVANTAGE

Powerful A/B testing

The A/B test randomly exposes shoppers to a product page with and without the 'Place in your Space' button. This allows Flixmedia to prove the impact of Flix AR alone, whilst controlling all other on-page variables. Flixmedia ran A/B tests with 5 large brands, across 169 products and 35 countries.

AR increases shopper spend

A segmentation of the brands test results revealed that ATC rates of AR-users was between 76-305% **higher** than non-AR users, suggesting greater engagement and intention to purchase. The opportunities to boost ATC rates using AR are only set to increase.

Current projections indicate that 100 million consumers will shop in AR online and in-store in 2020 (Gartner, April 2019), with the number of mobile AR users reaching 3.5 billion by 2022 (Digi-Capital, January 2018).

That's 44% of the world's population.



See Flix AR in action by scanning this QR code



Take advantage of the largest AR activated retailer network in the world.

Shoppers reacting positively to a new way of spatial shopping with Dishwashers, Fridge-Freezers, Ovens, Washing Machines and Dryers.

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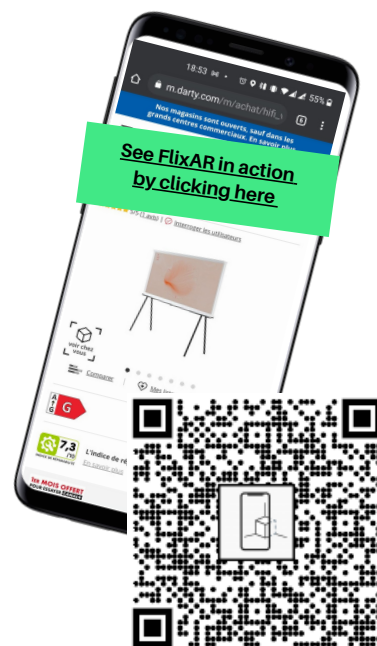
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