Augmented Reality Apps

Prepared for MileOne | April 2020

Movable Ink

Personalized Augmented Reality Experiences

Activate your brand in a unique and memorable way
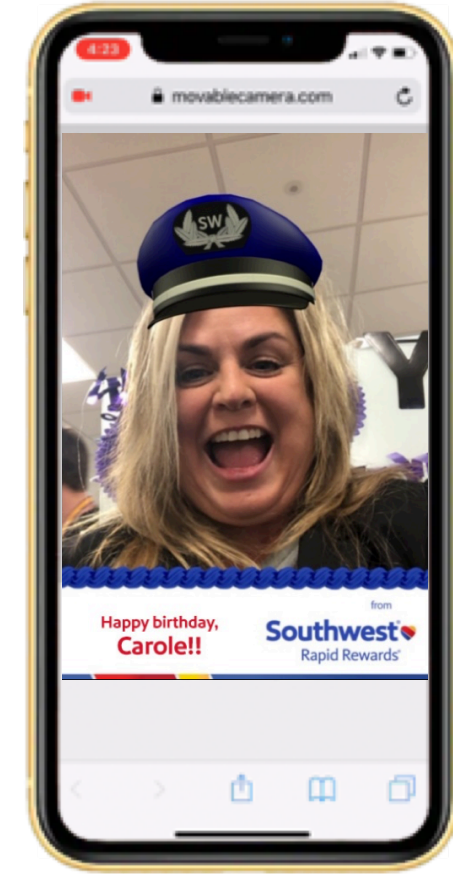

Built for the Browser

Improve engagement by eliminating the need for app downloads

No Coding Required

Create AR experiences with drag and drop simplicity

Evergreen Experiences

Celebrate special touchpoints with personalized AR campaigns that use first-party data

Movable Ink AR – Year One
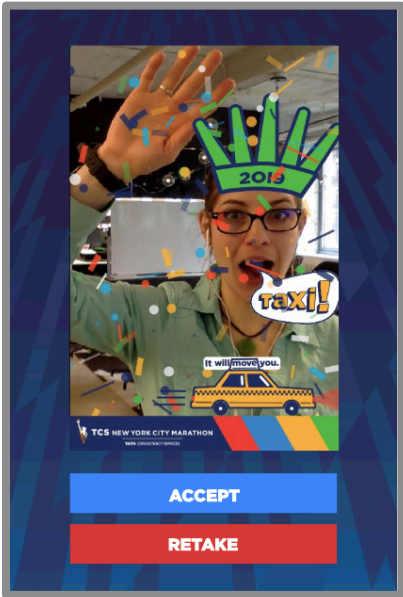
Augmented Reality Release Review

Feb 2019

May 2019

Aug 2019

Oct 2019

Mar 2020

AR Apps Launched
- Frame and Face Filter apps launch to help brands drive customer engagement
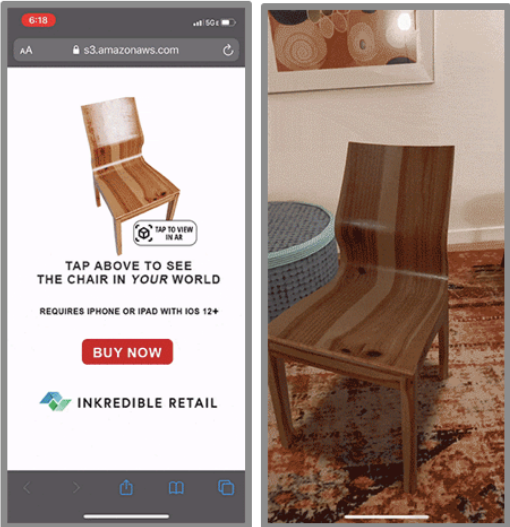
New Functionality added to Filters
- Tap to Change filter functionality
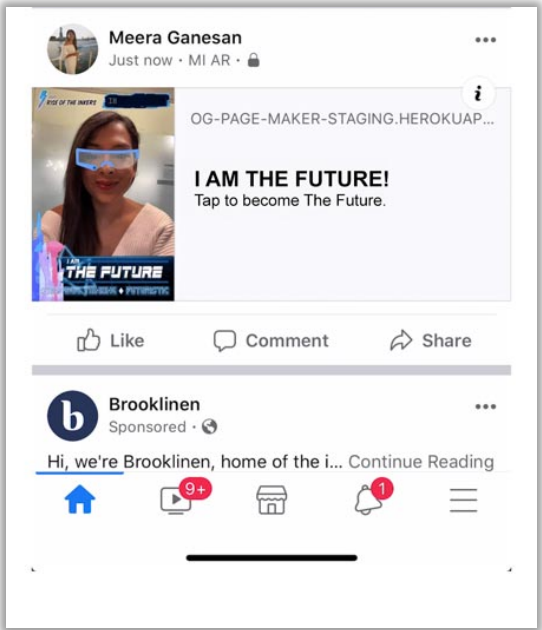- Filter tracking of more than face

Launch AR Apps from QR Code
- Launch AR apps from any link, including QR codes

Product Visualization AR App Launched
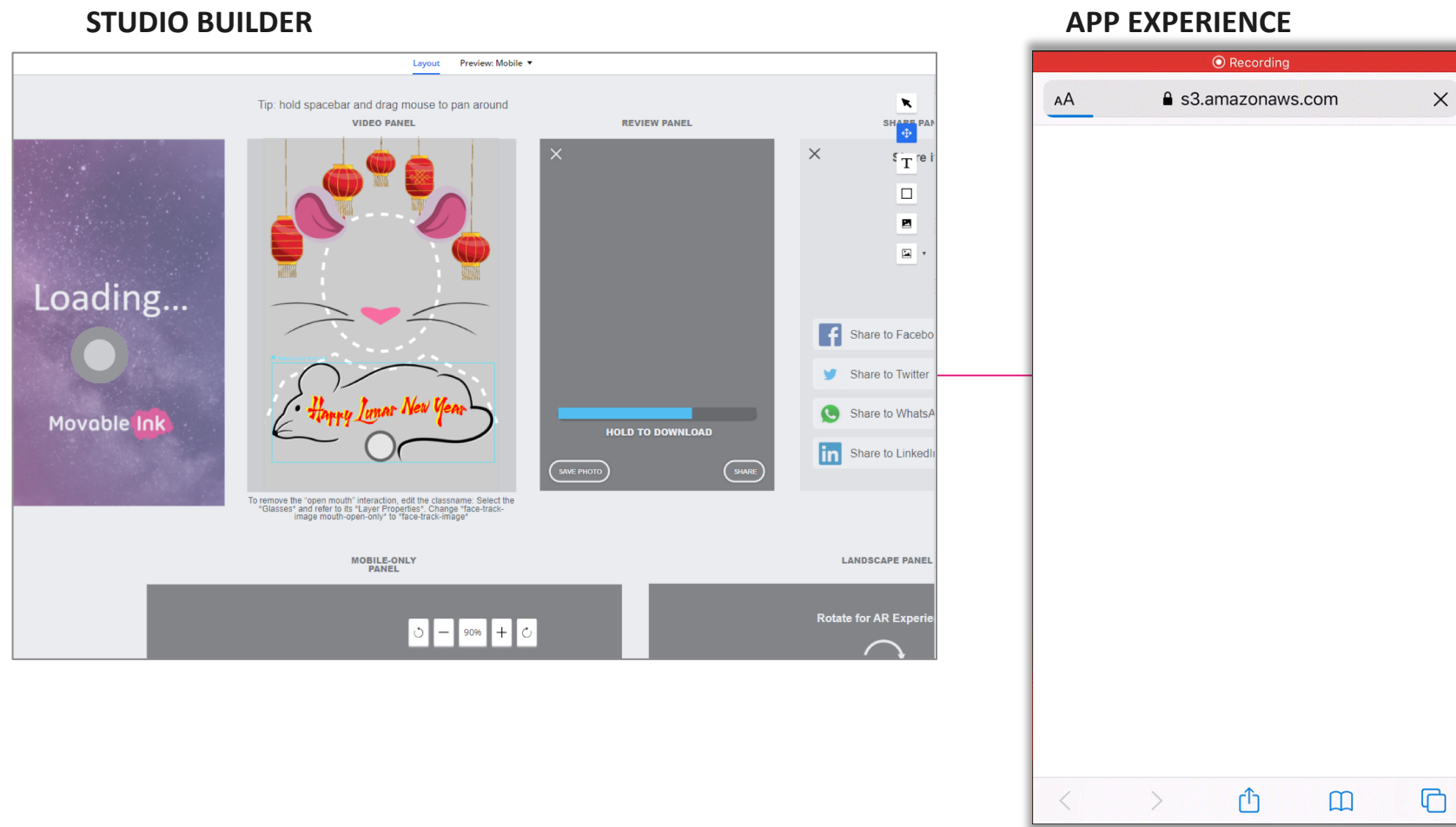- Drive product consideration with digital objects customers can interact with

Enhanced Screen Capture
- Save engagements as GIF or video for sharing via new customizable share page

Own the AR Experience End-to-End

Produce a fully branded experience by customizing every stage of the interaction

STUDIO BUILDER

APP EXPERIENCE

Fully Branded Experience

- Drag and drop assets into Studio to customize every stage of the interaction.

- Use photo, video, or GIF capture to engage your audience with experiences that launch on the browser from a link or a QR code.

- Tailor the experience to each user by integrating your customer data, contextual data, and company data.

- Expand your brand's reach with integrated share to social buttons that relaunch the experience when friends click on the post.

Face Filter Engagement App

Create graphic overlays that display as frames over the camera or that attach to the end user's face.

**STUDIO BUILDER**
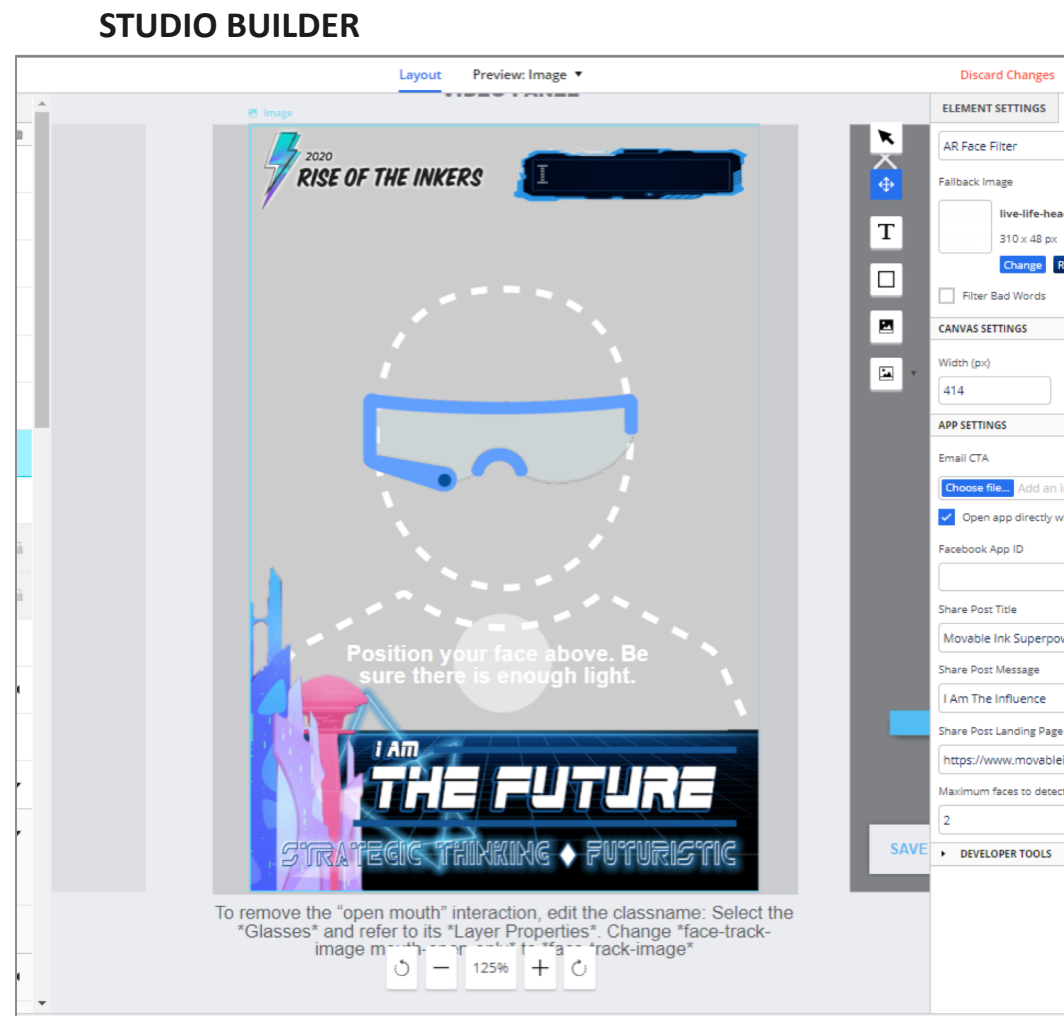
IMAGE

Face Filter Experience

- Build unique camera experiences using static images and animated gif(s).

- Allow users to capture the experience via GIF or video and share to social media

- Attach images to the user's face with drag and drop simplicity.

- Engage audiences with multiple filters that they can flip through.

- Personalize the experience using your first-party data as merge tags.

- Additional functionality, including 3D modeling, available through Solutions Engineering team.

Visualizer App

Drive product consideration by enabling users to see and interact with digital objects in their physical space.

APP PREVIEW
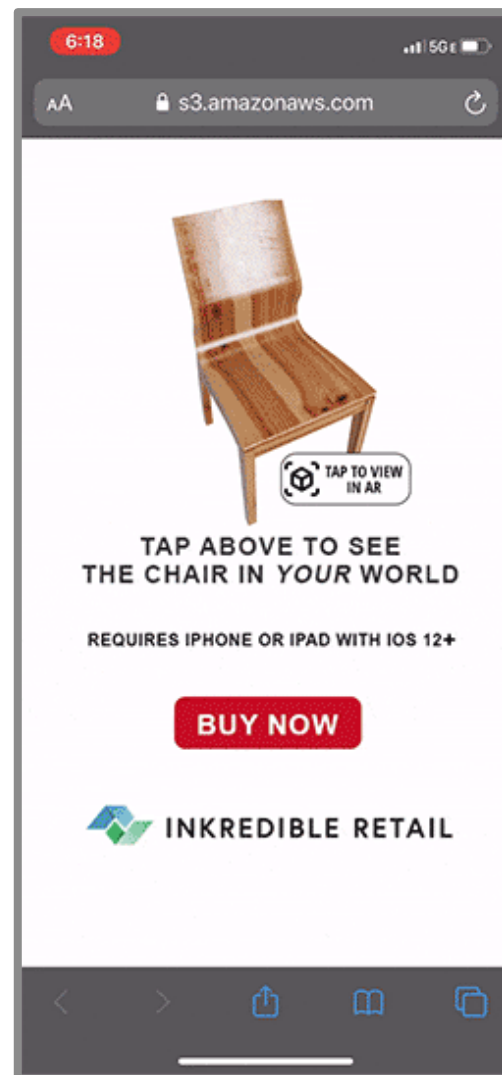
APP LAUNCHER

Visualizer Experience

- Showcase augmented reality objects that users can visualize and interact with in their physical space.

- Design the launch page with drag and drop simplicity by placing images over the interaction space.

- Custom solutions (i.e., 3D modeling support) available through Solutions Engineering.
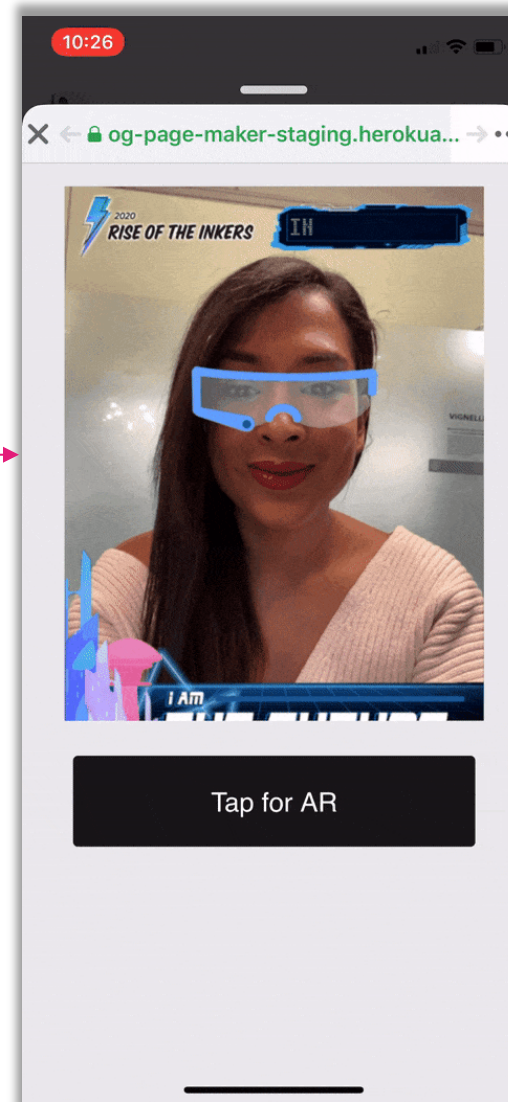
NEW! Customizable Share Page

Enable customers' friends to engage with the experience and sign up for your newsletter

FACEBOOK POST
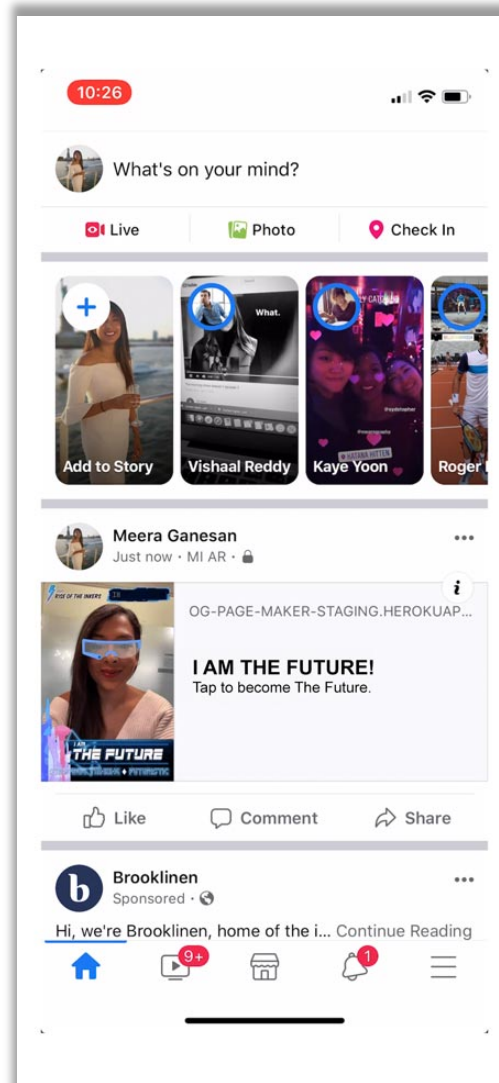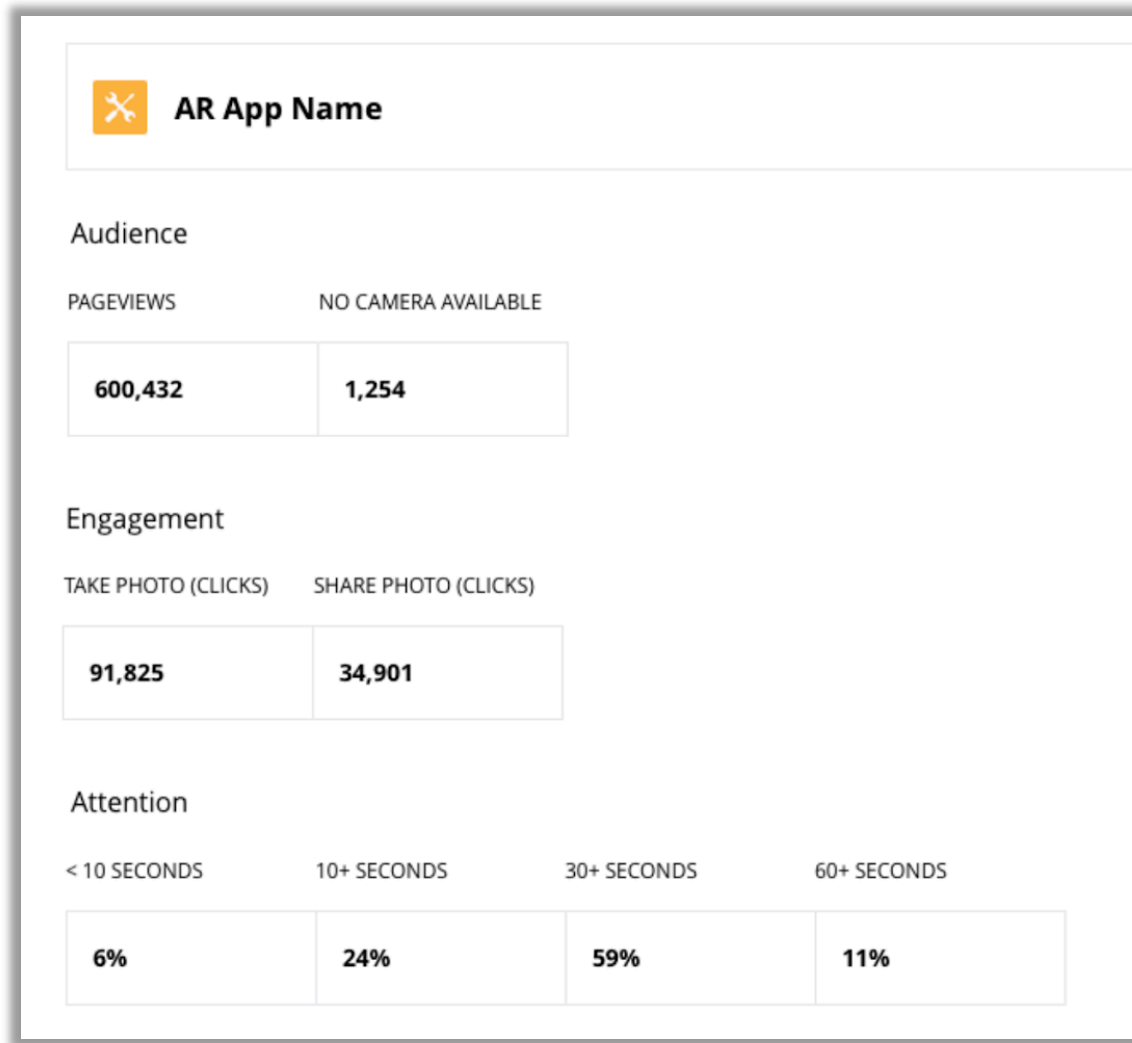
SHARE PAGE

Extend the Share

- Your customer's social network followers can now access your AR experience directly from your customers' posts via a branded share page.

- Use your share page to drive your customer's followers to sign up to email lists, product pages and more.

- Build the share page with drag and drop simplicity using Studio.

Unique Reporting Metrics

Measure the impact of your AR campaigns

APP STATS

AR App Name		
Audience		
PAGEVIEWS	NO CAMERA AVAILABLE	
600,432	1,254	
Engagement		
TAKE PHOTO (CLICKS)	SHARE PHOTO (CLICKS)	
91,825	34,901	

Attention

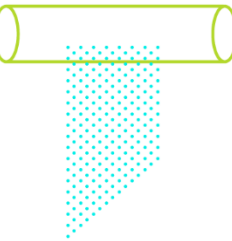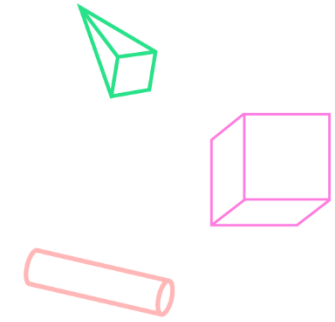| < 10 SECONDS	10+ SECONDS	30+ SECONDS	60+ SECONDS
6%	24%	59%	11%

Metrics Updated in Real-time

- Track the number of camera opens, number of pictures taken, and number of shared to quantify the effect of your campaigns.

- Learn how your audience interacted with your AR experience with attention metrics broken down by 10, 30, or 60 seconds.

Movable Ink AR Innovators

Southwest

To continue its 24-year-old birthday card tradition and to build emotional connections with their customers, Southwest created with a fun and engaging augmented reality experience for their new birthday card

69%
Participants took a selfie

52%
Participants engaged for 30+ seconds
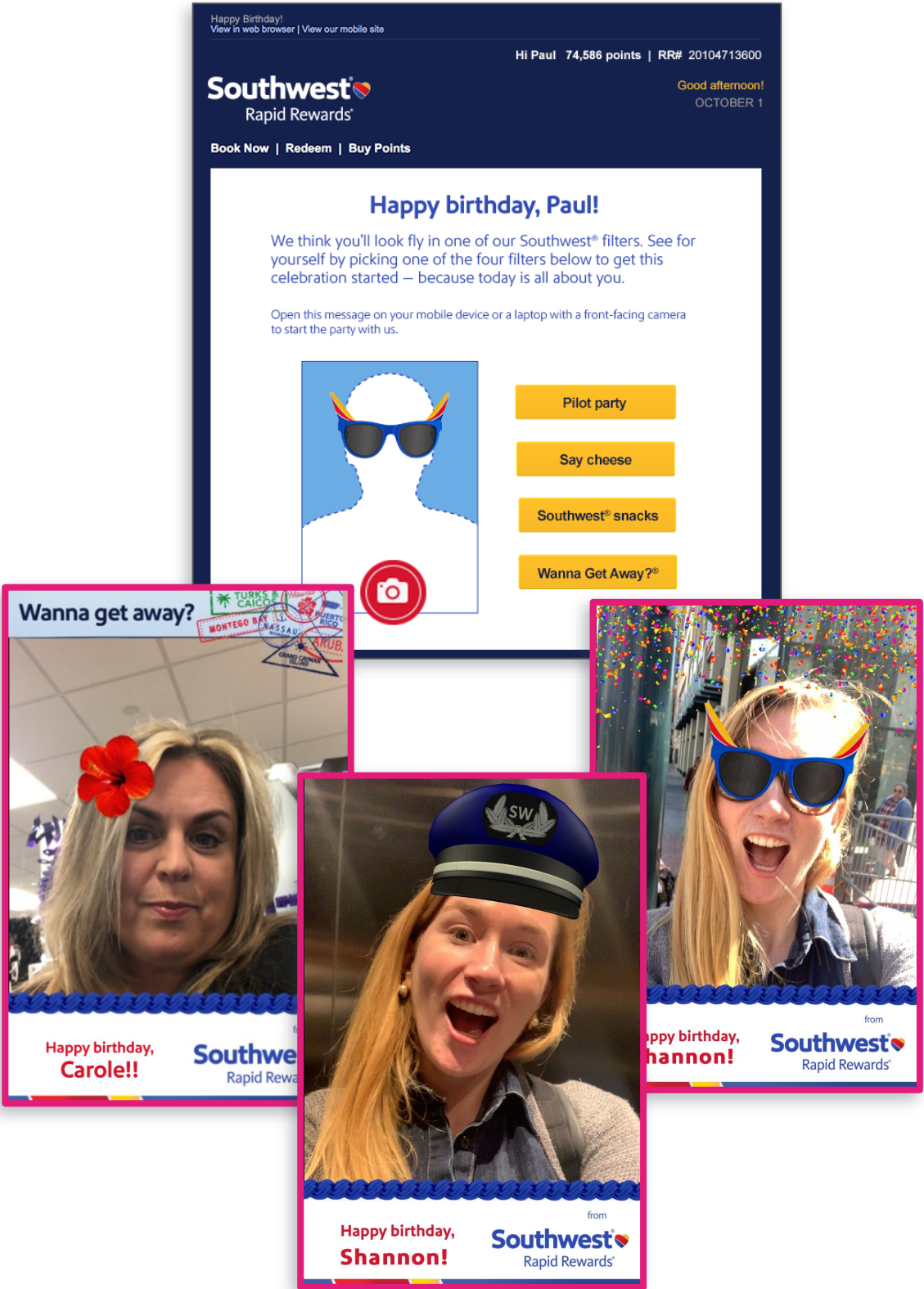
21%
Lift in CTR

Capabilities Used

Augmented Reality App

Engagement App

Data Activated Creative App

IHOP created a unique family dining experience by enabling diners to interact with Addams Family characters through an experience that launched straight from a QR code on the menu.

1+
Selfies Taken per Participants

50%
Participants engaged for 60+ seconds

12%
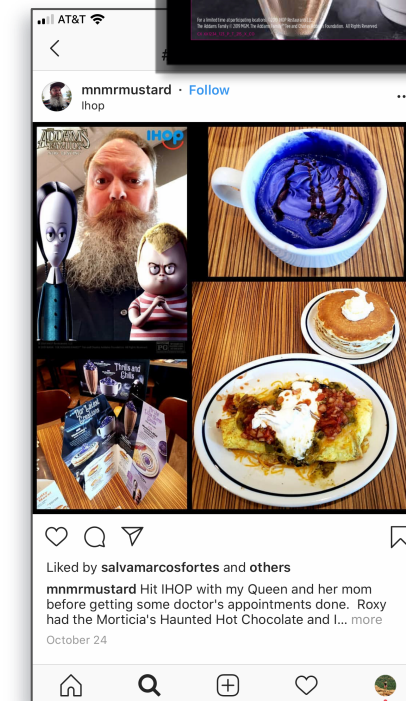Signup for Newsletter

Capabilities Used

Augmented Reality App

Engagement App

The NBA engaged fans during off season by enabling fans to try on their favorite NBA team's hat, featured in the hero image, or any other of the 29 NBA team hats. Users could even purchase the hat after taking a selfie.

90%
Participants took a selfie

58%
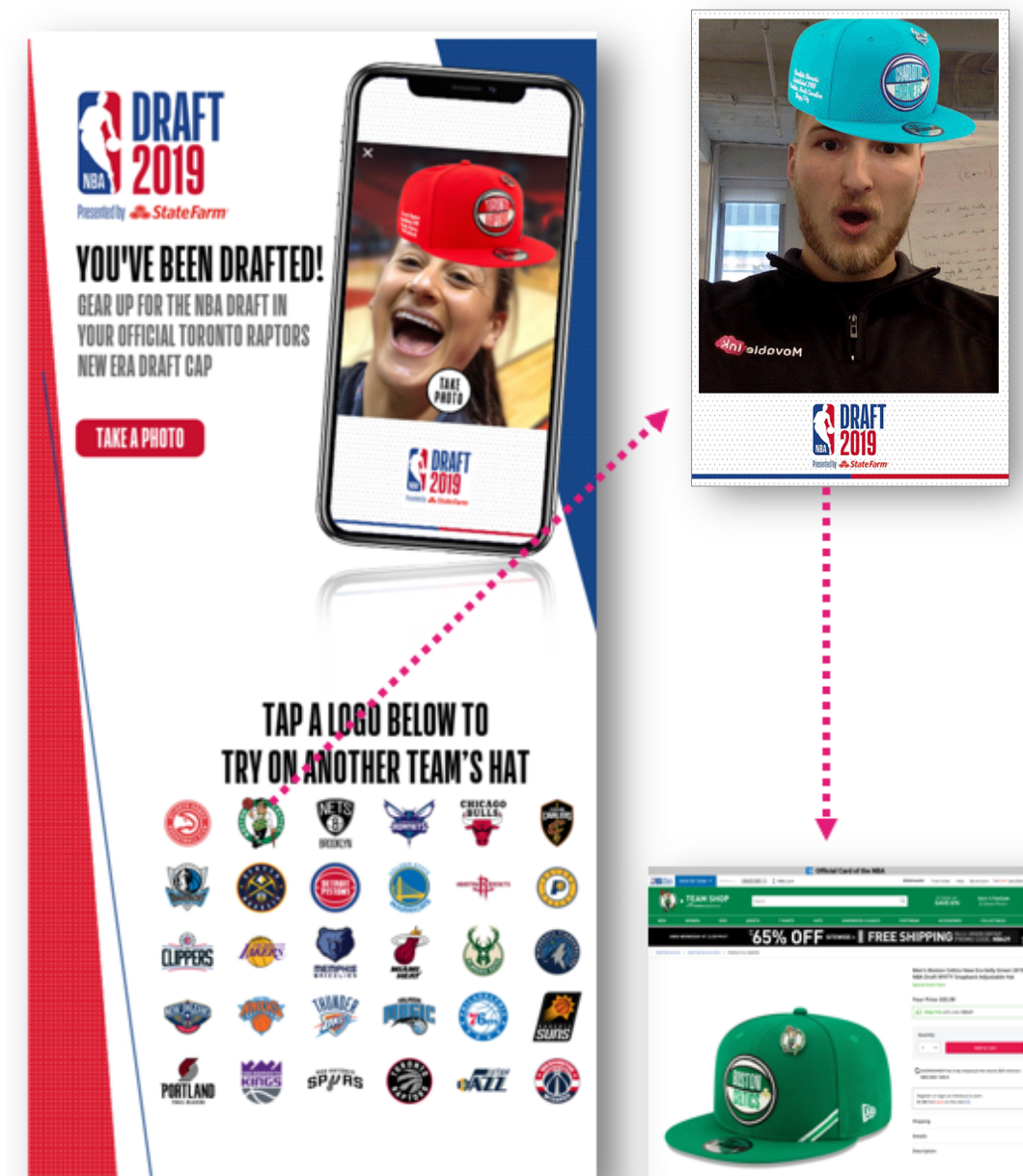Participants engaged for 30+ seconds

Capabilities Used

Augmented Reality App

Engagement App

Data Activated Creative App

next
NEXT.CO.UK

To create a memorable 2019 Christmas Jumper email, NEXT UK created an Augmented Reality experience that allowed users to try on and purchase fun and cozy Christmas jumpers.

50%
Participants took a selfie

50%
Participants engaged for 30+ seconds
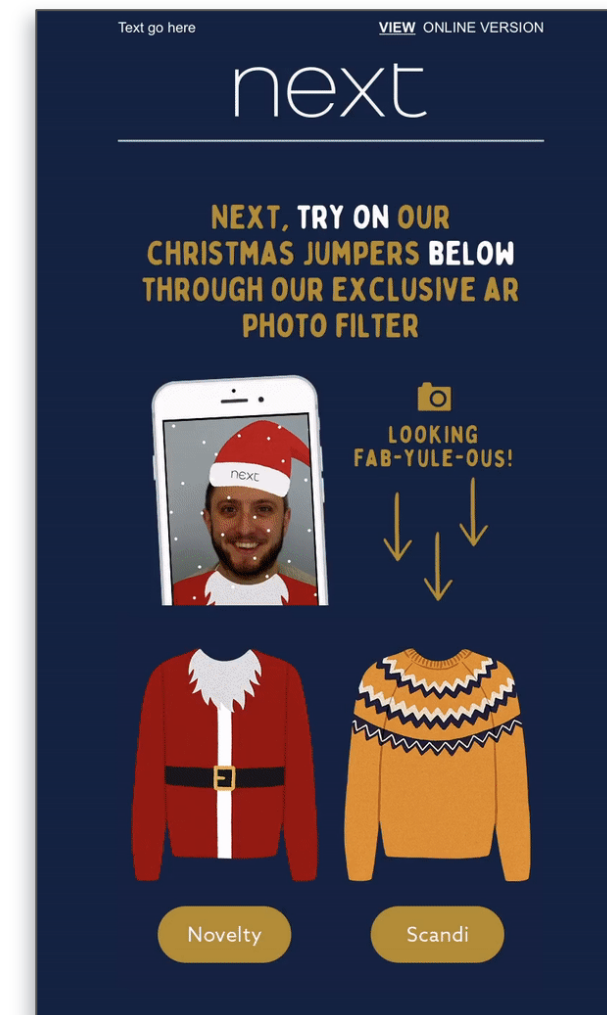
73%
Lift in Revenue vs 2018 Christmas Jumper email
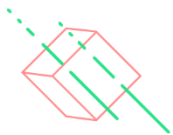
Capabilities Used
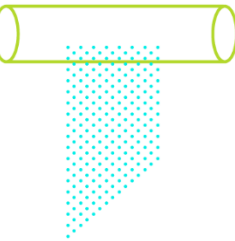
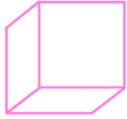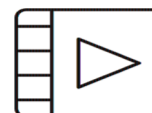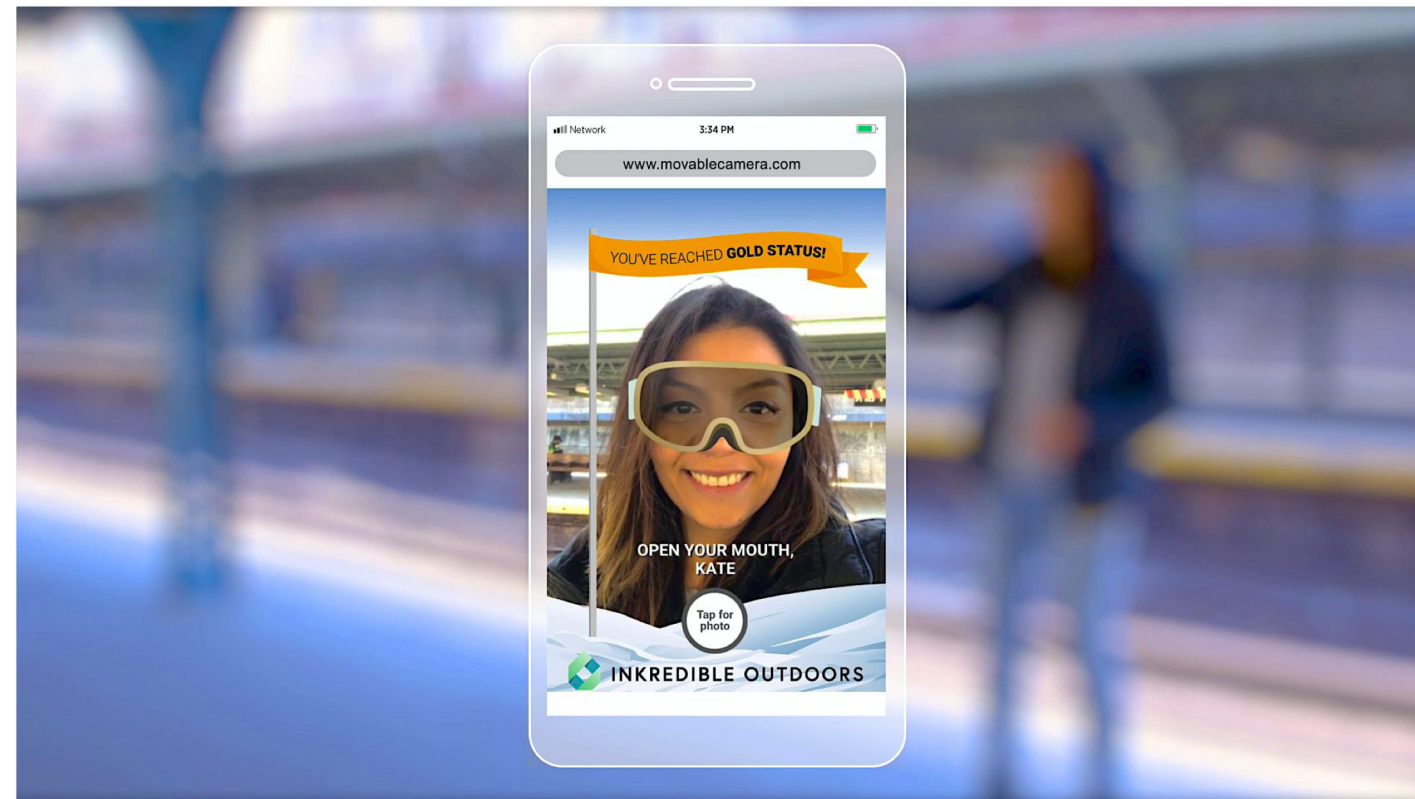📱 Augmented Reality App

🎁 Engagement App
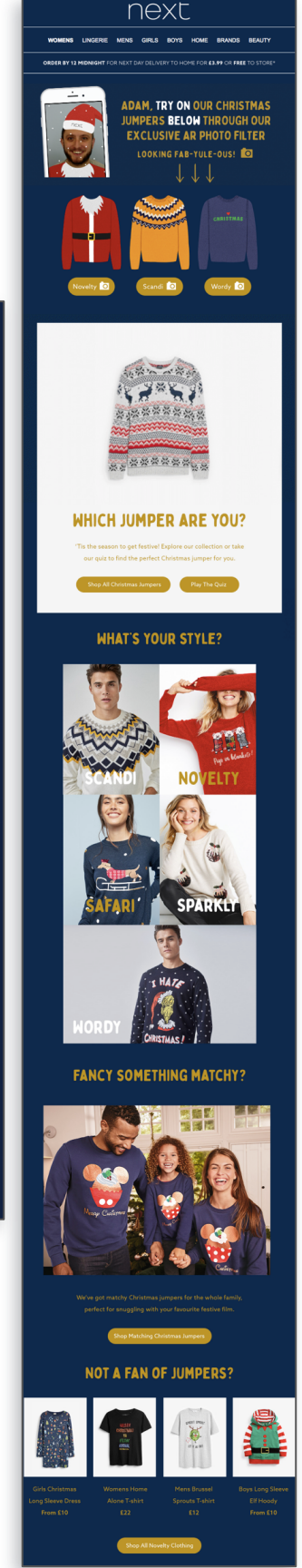
See the Apps in Action

Augmented Reality Apps in Action

Watch our video below to see how it works

Launch Now

Movable Ink AR App Features

Face Filter

- Face tracking – attaching 2D graphics, including animated gifs, to users faces
- Face paint – place graphics onto the users face. This feature gives the impression the graphics are on the users skin
- "Tap to change" and "Open mouth" interactions for toggling graphics.
- Share and Save photo buttons
- Ability to launch from QR codes
- AR statistics, which includes page views, photos taken, shares, CTA clickthroughs and attention metrics
- Error screens when devices do not offer support
- Additional features available as custom solutions
- Full documentation available here
  - https://support.movableink.com/hc/en-us/articles/360045480133

Visualizer

- Allow customers to place 3D models of products into the space that they are currently in
- 3D model browser preview before the experience launches
- Ability to link out to product pages (which can be built directly in Studio) from the launch page
- Ability to launch from QR codes
- AR statistics, which include page views, AR experiences launched, and CTA clickthroughs
- Full documentation available here:
  - https://support.movableink.com/hc/en-us/articles/360038559914