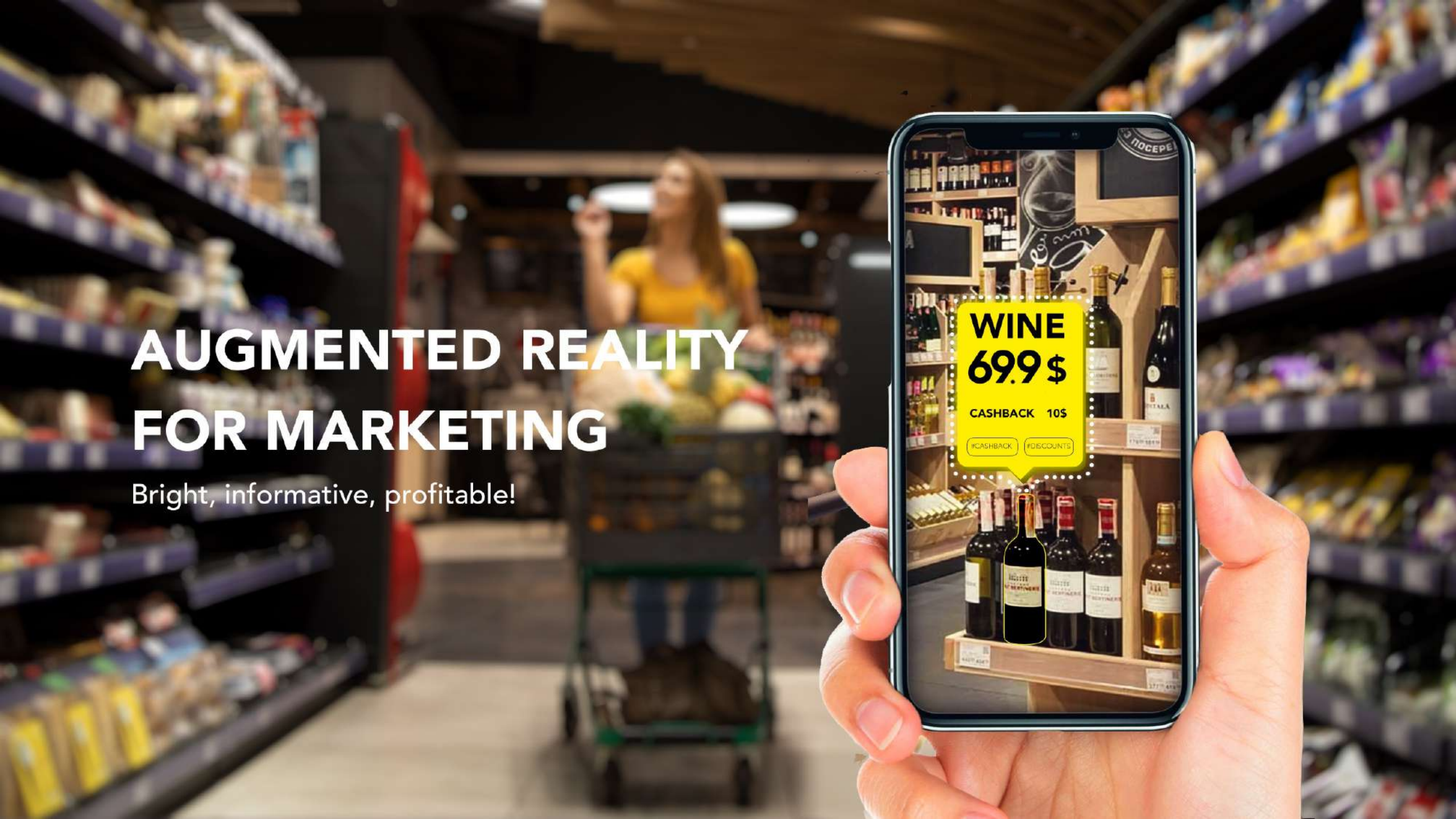
AUGMENTED REALITY FOR MARKETING

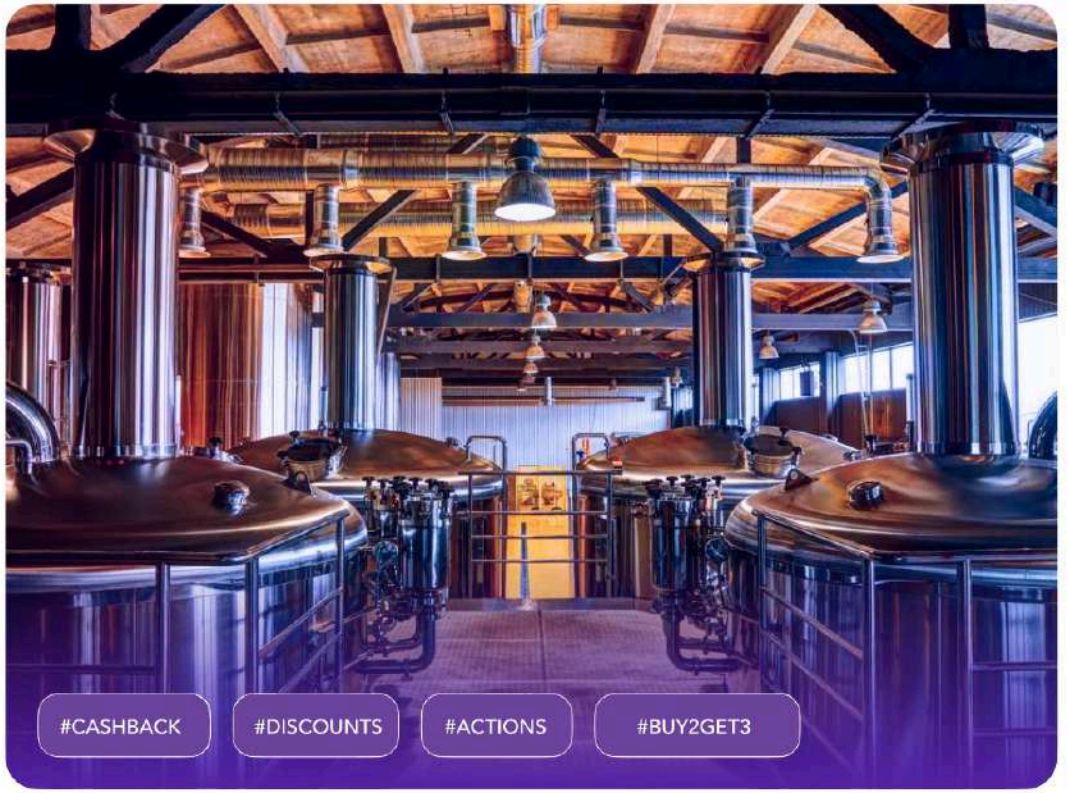
Bright, informative, profitable!



For the manufacturer

A modern marketing tool, cost optimization, increasing brand loyalty

- Increase in the overall sales
- Optimization of merchandising costs
- Service for the promotion and products sales
- Increasing brand attractiveness
- Additional information about the product's advantages
- Increase brand loyalty



For product sellers

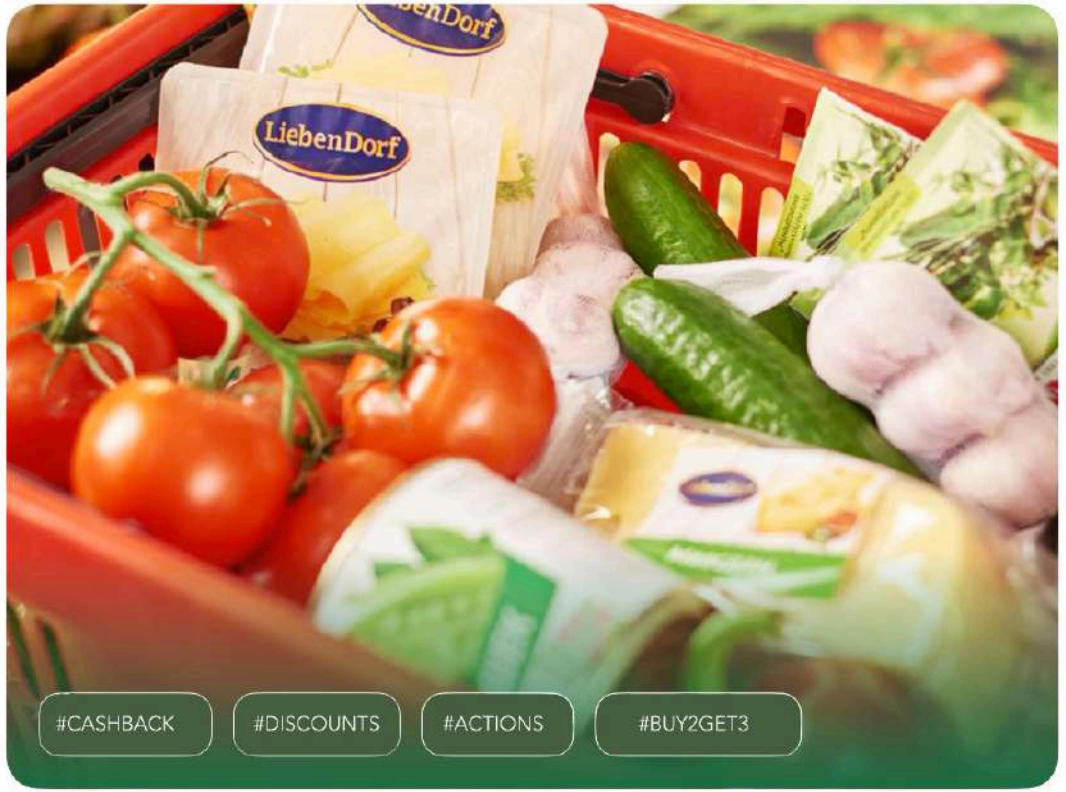
Digital marketing tool, improving the quality of services

A new level of digitalization for trading platforms

Increase of cash revenue due to increased sales

Launching your own special offers

Convenient products sale approaching the expiration date



For the buyer

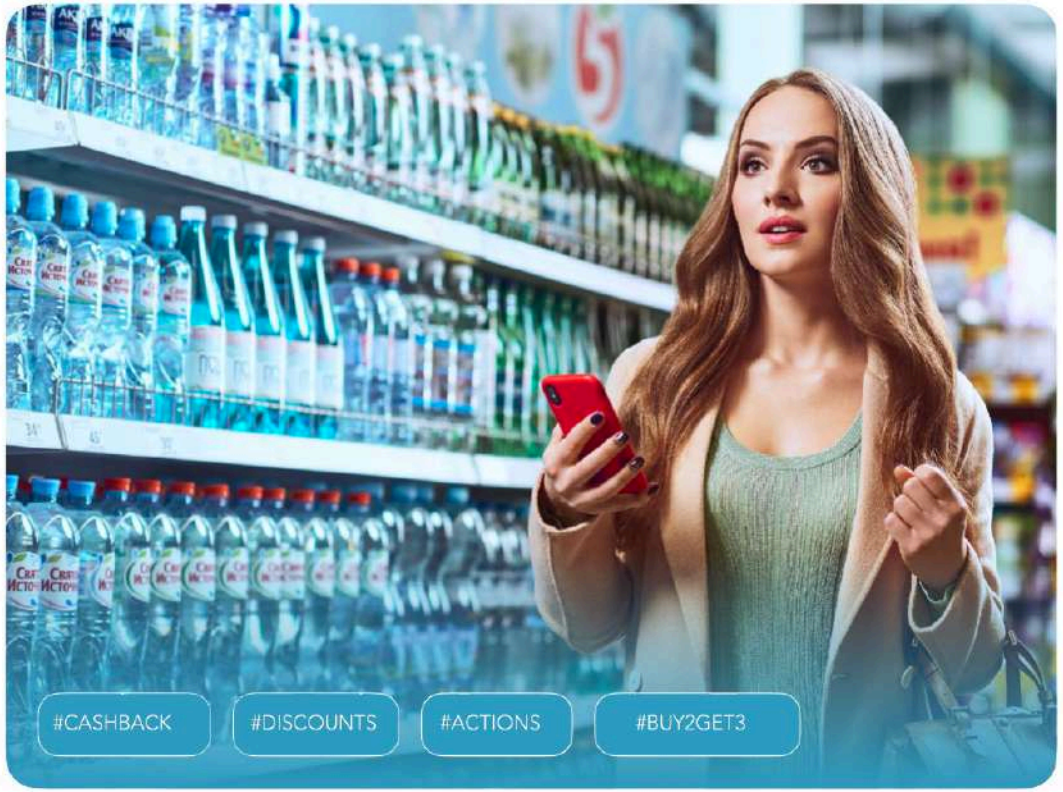
Convenient, motivating service of profitable purchases,
special offers and maximum useful information for the client

Ease of finding products to purchase

Detailed and attractive information about the purchasing products

Cashback, promotions, discounts and other profitable marketing programs

Service community with the opportunity to see ratings, reviews and other details of the product



For the bank

The Bank can integrate the service into its applications or synchronize with the service application. Advantages for the bank:

- Expanding the capabilities for the bank's application
- Attracting new bank customers through the partnership programs
- Increasing user loyalty to the banking product
- Implementation of own marketing integrations



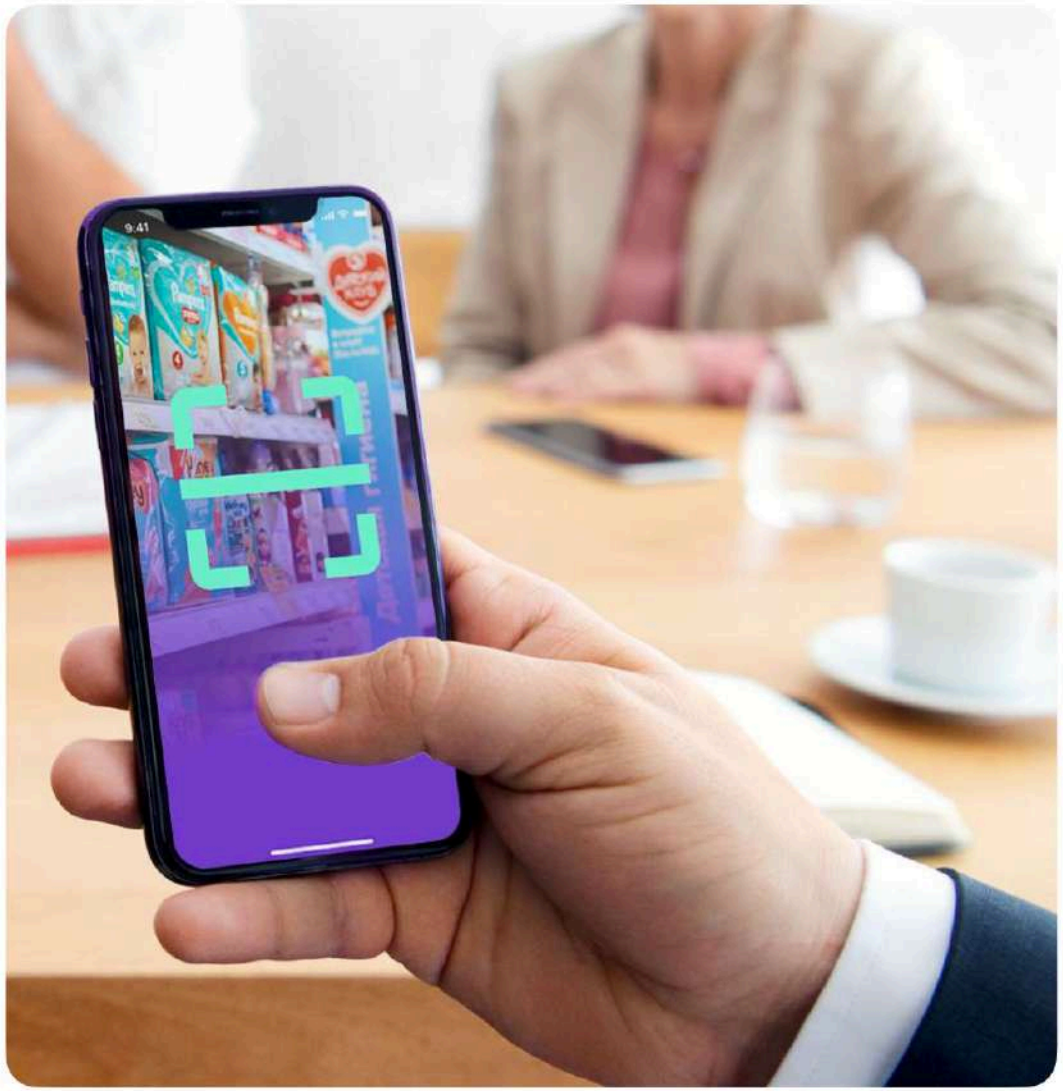
HOW IT WORKS?

1

Manufacturer registration in the service

Manufacturer registers his product within the service, thereby getting direct connection with the customer.

#CASHBACK #DISCOUNTS #ACTIONS #BUY2GET3

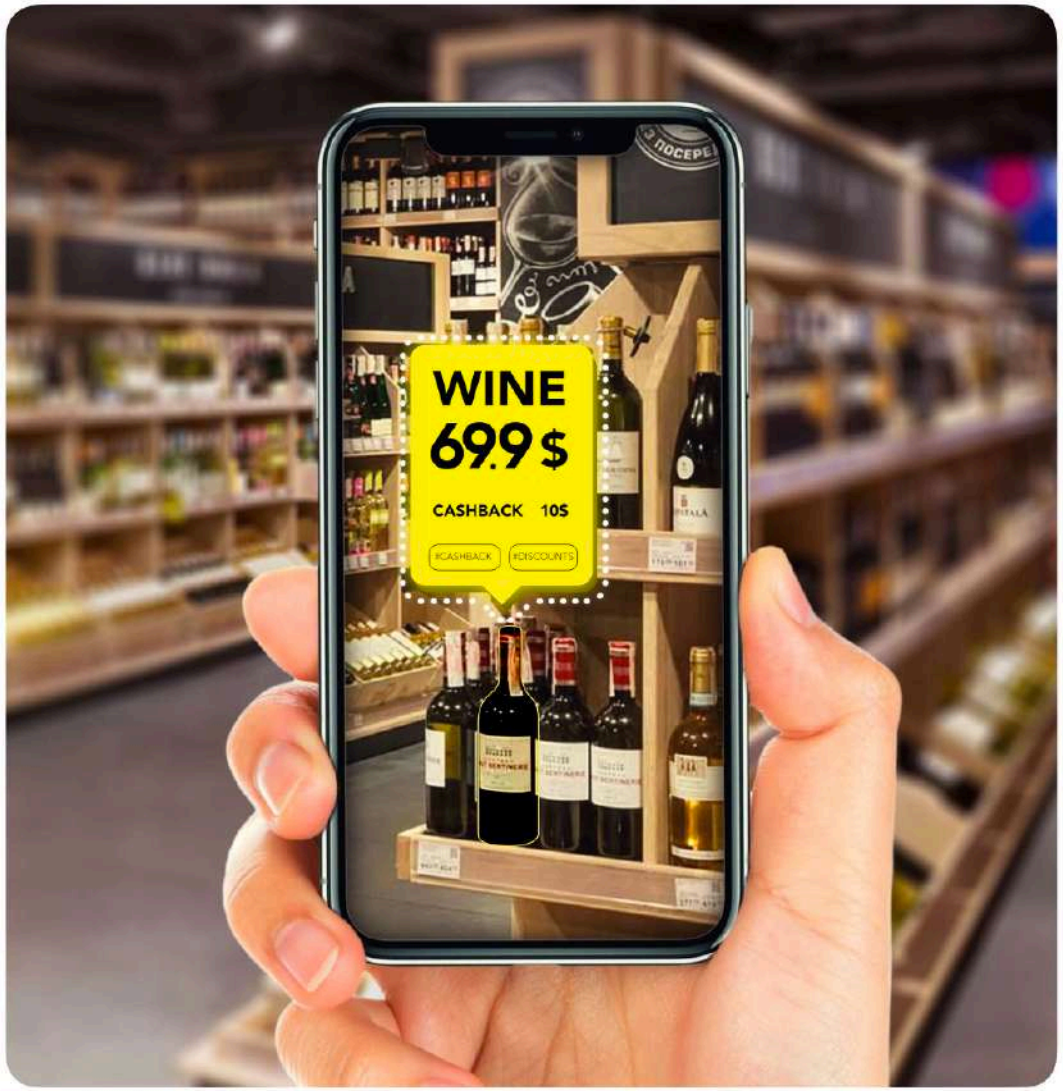


2

Product scanning

Buyer scans the products shelf using the smartphone's camera and sees unique offers from manufacturers in AR mode

#CASHBACK #DISCOUNTS #ACTIONS #BUY2GET3



3

Getting cashback

After making a purchase, the customer scans the QR code on the receipt received at the checkout. The system decrypts this receipt through a connection with the manufacturer's payment system and confirms the purchase

#CASHBACK #DISCOUNTS #ACTIONS #BUY2GET3



4

Benefits

User receives discounts, bonuses, cashback and other marketing offers from the manufacturer

#CASHBACK #DISCOUNTS #ACTIONS #BUY2GET3



Opportunities

A flexible, expanding digital service that provides new opportunities for retail, outlets, buyers and financial organizations

- Increasing profit
- Increasing brand loyalty
- Attracting new customers
- Cashback
- Attractive discounts and promo actions
- Advertising companies without printing
- Any visual information about the product
- Presentable product labeling
- Internal community, ratings and reviews

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