

EBOOK

# Magnify your sales using augmented reality

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## Sales Layer, Our vision for the future of online shopping

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Your goal is to design an online strategy in various channels and marketplaces that reach the consumers across the world, and in various markets. Our mission is to provide simple tools and add more and more services that automate and enrich your daily work and your catalog. This ebook opens the doors to the world of Augmented Reality and the possibilities that e-commerce offers.

If you want to discover other materials related to the management and quality of product and catalog content, visit [the Sales Layer resource center](#), or [request](#) a personalized demo with our team.

Our partner [Dypsela](#) is an official provider of Augmented Reality and Virtual Reality technology, and you can discover its services and complement them with the management power of PIM through [our partner network](#).

Any questions let us know at [info@saleslayer.com](mailto:info@saleslayer.com)



# **What is augmented reality? Its uses and applications in ecommerce**

Technology is advancing at such a rapid pace that what once seemed dreamlike in movies like Minority Report or Blade Runner now provokes nothing but a shrug of the shoulders

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However, there is a technology that still brings a gasp out of anyone who sees it for the first time: Augmented Reality (better known as AR). It's a technology that displays a virtual three-dimensional object in any space or on any surface, in an increasingly realistic way.

If a few decades ago many brands and sellers wouldn't believe that shopping could be done online. There was no trust, they said. You can't see the products properly, they also said.

Like e-shops, augmented reality has proven to be fully in tune with the demands of the buyer and the consumption habits of the future.

Not only is it an increasingly accessible and easy-to-implement technology for online retailers and catalogs, but it will soon be an essential part of the digital shopping experience.

**It is estimated that there are already around 100 million people around the world who use augmented reality technology on a regular basis, and 75% of Snapchat users use it presently.**

Don't be a stuck-in-the-mud

Consider increasing the reality of your ecommerce.

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**Currently the technology is sufficiently developed so that a user cannot distinguish whether what he is seeing is real or not.**

Javier Cabañero, CEO of Dypsela.

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# 76%

of consumers say they would buy more things online if they had an option to try the product before buying it. Augmented reality has come as the perfect answer to an urgent demand.

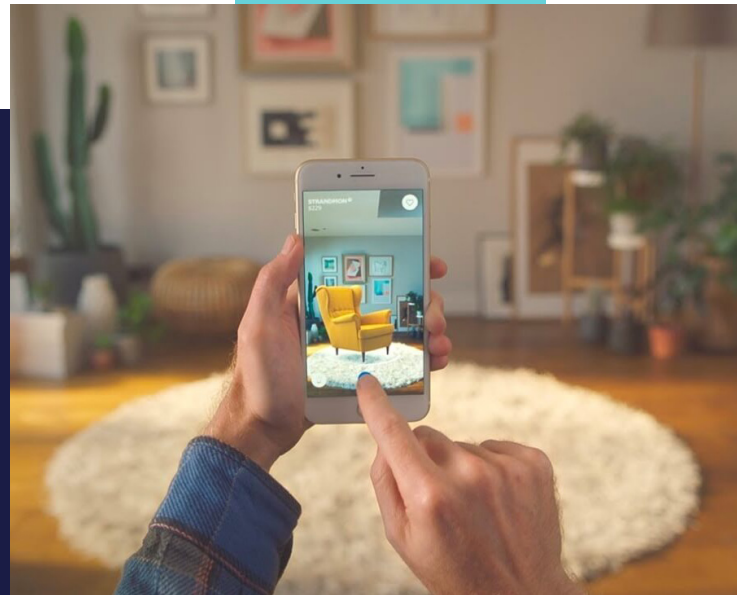
But to achieve that perfect scenario, manufacturers must be the first to take the lead and move 3D models of their products to retailers.

The horizon for this tech continues to expand, and the heavyweights of global sales and digital commerce are already incorporating augmented reality proposals into their business plans.

Microsoft, Amazon, Alibaba or ASOS are developing their own initiatives, and developers have resources such as Apple's ARKit and Google's ARCore.

Some industries have gained momentum in incorporating AR technology, and are seeing phenomenal sales results. The furniture sector is one of the pioneers, with implementations from Ikea, Pottery Barn and Houzz, which already offers more than half a million products in augmented reality through the "View in my room" function.

Augmented reality has been revealed as an excellent resource for industries with products that are difficult to show, choose and sell online, especially when they are heavy, large materials or require complex installations.



This technology allows to locate virtual objects intelligently, analyzing and mapping the real scene and perfecting its intelligence and machine learning capabilities to give increasingly accurate and adaptable results in real time. The latest devices such as the Ipad Pro are shipping with lidar to aid augmented reality apps

Increasingly sophisticated augmented reality capabilities are able to interpret the elements of a room or facade to superimpose virtual elements without glitches that spoil the effect. For ecommerce, potential customers can now visualize things previously impossible to imagine online, such as seeing new windows, a set of cabinets in a kitchen, different tiles on a floor or wall paper. Not only that but, buyer can also where there are plugs, switches and frames to know exactly what will work in their houses.

At the moment, augmented reality may seem like a sleepy dragon, but it's stirring, and we are about to the technology explode.

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**Augmented Reality allows the client to get a more than approximate idea about the product and clears doubts about how it will be integrated into their environment.**

Javier Cabañero, CEO of Dypsela.

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# 02

## **The disadvantages of augmented reality**



This is something that small businesses or those with a local network do not want to hear: some customers recognize that with this technology, they may stop buying in physical stores so often.

With augmented reality, you no longer have to go where the products are: it is the products that come to you. And while traditional commerce has been preoccupied for years with the advances of digital commerce, the reality is that the two will have get along better than ever.

Augmented reality can prove to be a very interesting ally for physical stores, too. It would reduce the dependence on exposed stock and make stores smaller; virtual testers will allow potential buyers to see the entire product catalog.

In addition, it also has very useful applications for tutorials and live demonstrations that facilitate the planning of works and installations.

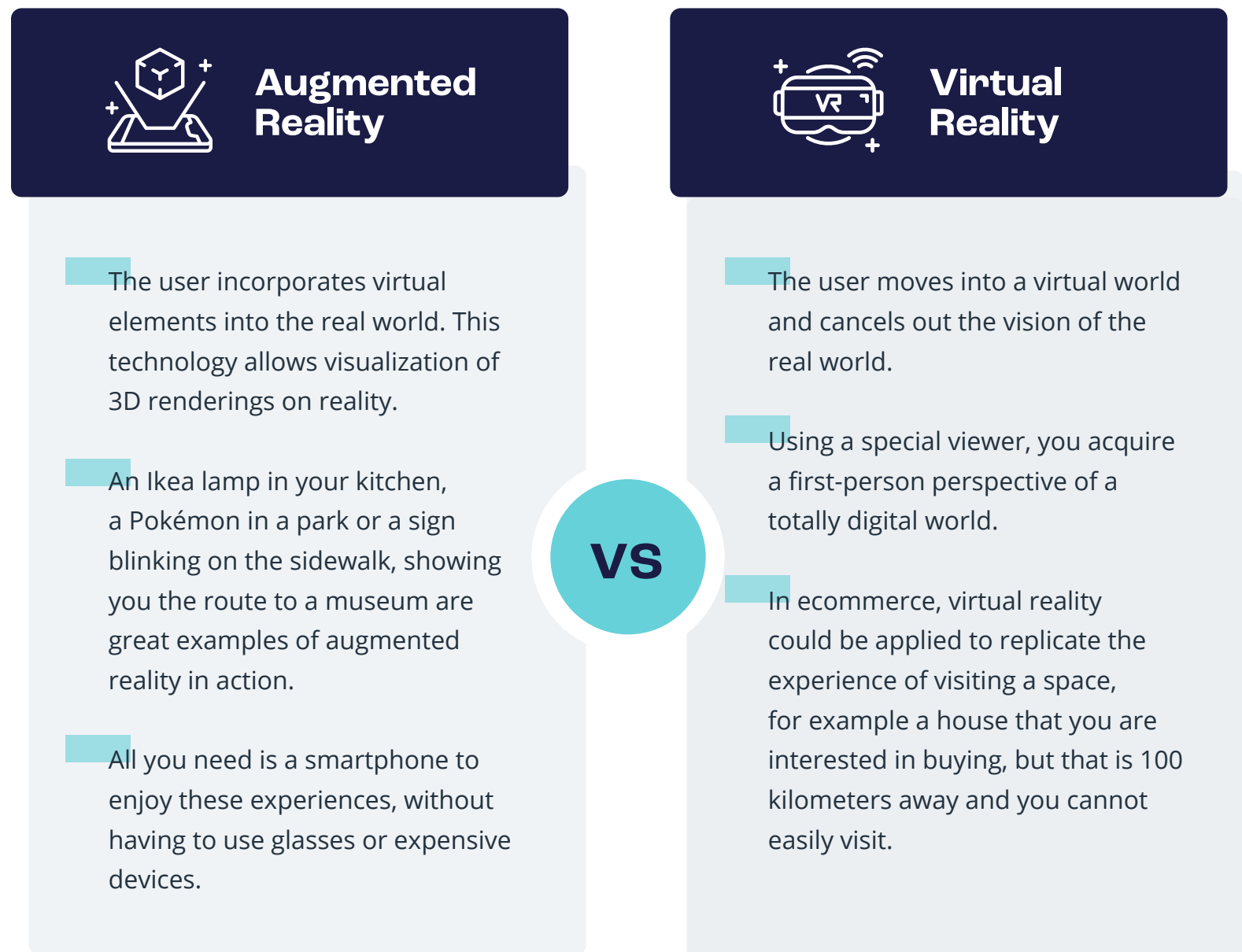
While average rental prices per square meter for retail do not stop rising, augmented reality would solve a big problem of space for franchises and small sellers.



**03**

**Augmented Reality  
vs.  
Virtual Reality**

Is the virtual experience all encompassing? Or is it on a device in front of you? This is the best way to think of the difference between virtual and augmented reality.





## **How augmented reality works in ecommerce**

Setting up augmented reality for an ecommerce store is as simple as adding three-dimensional models of products and enabling an option to display those virtual products anywhere.

However, developing this function may seem much more complicated.

It only seems that way, since the technology is increasingly accessible to sellers of all types and companies of any size.

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### What are the key features of augmented reality?

- ✓ Apply virtual objects of the same size to the real ones.
  - ✓ View products in real scale in any space.
  - ✓ Rotate objects at any angle to inspect them and place them in any desired space.
  - ✓ Place objects on surfaces with plane recognition.
  - ✓ Observe realistic variations of products, as the technology is capable of applying adaptations of brightness, shadows and colors according to the real environment.
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Until recently, implementing augmented reality technology was expensive, but now it is possible to add a 3D model to a website easily. Virtual models of a product are created from photographs of the product taken from various angles. Another relevant factor is the measurement, so that the product is always shown at the best size.

Users can view AR from their mobile phone or tablet. Mobile devices are becoming increasingly powerful with microprocessors and graphics chips that provide greater and better performance.

In addition, ecommerce platforms such as Shopify already offer the option of linking augmented reality previews of products in an online store.

Since a project of this caliber can be intimidating, it's best to work with a specialized service like **Dypsela**, which makes digital clones of your products, ready for use in an augmented reality visualization app.

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Today it is no longer necessary to install an app, as you can view content in augmented reality through the web browser, social networks, ecommerce or even send products privately.

Javier Cabañero, CEO of Dypsela.

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## The benefits of using augmented reality in online stores

Solutions company 4.0 Hidden Creative set up an experiment in which a 2D toy ad was shown to half the audience, and the same toy in augmented reality to the other half.

**45%**

of those who saw the traditional ad said they would consider buying it.

**74%**

of those who saw the Augmented Reality ad said they would be willing to buy it.

Toys are a huge part of ecommerce sales, and shown using augmented reality will help conversion rates on sales.

Furniture, kitchens and bathrooms, appliances, flooring, coatings, doors and windows, large accessories such as lamps and carpets, industrial facilities, generators, makeup and jewelry are some of the product niches that often have many obstacles in the purchase process.

They are still made of materials that the user needs to see in person and test on site: augmented reality eliminates this consumption friction.

- ✓ **The user spends more time on the website and app.** This content is highly interactive and invites you to use it for longer than just reading a quick product description. It is easier to try out different models and alternatives on products that have a wide range of variants (of size, colour...).
- ✓ **Features and subcategories are easier to navigate.** Navigating a large catalog is tedious for most buyers. By using augmented reality, users can discover previously overlooked options and features. Changing the color or size of a product is more intuitive and tactile than applying filters from a drop-down menu.
- ✓ **Businesses have fewer returns,** as each product is more accurately appreciated and more easily matched to the buyer's expectations. It is possible to observe a final installation more accurately than a drawing or plan.
- ✓ **Finally get the benefits of the physical shopping experience.** One of the main complaints of online customers is not being able to touch and look at the products as in a traditional shop. Although they can't yet touch them virtually, the experience is much more realistic and bridges the gap between traditional and digital shopping. It is now possible to compare virtual products with real elements, place them in the desired scenario and compare aesthetic options in real time.
- ✓ **It reduces dependence on customer service.** Many inquiries made by buyers relate to product characteristics that they do not fully understand. Augmented reality will resolve doubts without having to resort to an employee so often.
- ✓ **It shows visually what is difficult to explain in writing.** Augmented reality technology is interesting for all industries, but especially for the sale of complex products that are difficult to observe online.
- ✓ **It's a tool with global significance.** You do not need to develop region-specific content, as is the case with product information that needs to be translated into different languages. Augmented reality can be used by anyone, anywhere in the world.

## The advantages of augmented reality for the online shopper



### Look at the product in detail

How will this car look in pistachio color with chrome fenders?

Will this vase be too big for the shelf?

How long will this skirt be in size M?

Indecision in online shopping is due to the fact that many times the consumer cannot see the real product. There's a chance it won't work or won't fit, and the idea of returning it is just too much hassle

Augmented reality allows you to 'play' with products even better than you can in a physical store. You can try out everything in the exact place you want to place it or apply it. The most popular use is in design, decoration and clothing, but the possibilities are endless.



### Preview the final purchase

When reviewing the shopping cart, many users regret or feel doubtful about some products and tend to 'lighten' it.

Being able to see at a glance all the products added, for example the complements to a set of clothes or a table service, makes it easier for shoppers to have a more accurate idea of what they are paying for and to replace compulsive buying with more informed decisions.



### Improve the shopping experience

In general, the entire consultation and purchase process is simpler, more fun and faster for users.

Instead of opening several tabs in a browser, spending a lot of time reading descriptions and data sheets, and combing through menus in search of the perfect product, the buyer interacts with a screen that puts a whole catalogue in a tray.





### Customize product suggestions

It is much easier to suggest upsell and cross-sell options to customers, as the typical “Related Products” section can be experienced first hand.

This makes it much more visual and convincing to compare different products and choose more products to add to the shopping basket.

You can use technical data to explain to a user how great a 70-inch TV is instead of a 50-inch. But if you see how it will look on your living room wall, the effect is likely to be much more persuasive.



### It increases psychological satisfaction

One of the main motivations for shopping is to actually hold the products.

Online shopping replaced this psychological reward with the promise and excitement of receiving a package later, depending on the speed of shipping. Augmented reality brings back the digital shopping experience of feeling the product first hand, even if it is virtual.

Observing objects in augmented reality causes an response that photographs or videos do not. And users feel more empowered, because they can study any product in their environment, for as long as they need, without an employee asking them “please don’t touch anything”.

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**Augmented Reality is a technology that is here to stay. Little by little it will be integrated into society and its capacities and advances will not cease to surprise us, providing communication with an increasingly versatile three-dimensional framework.**

Javier Cabañero, CEO of Dypsela

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**05**

**Technology that  
increases sales  
opportunities:  
future possibilities**

Augmented reality is a new country to be explored, and is attracting multiple candidates to enhance the experience.

## **Diminished Reality**

Yes, the opposite effect of augmented reality is also developing. It doesn't make sense right? But its effects are very interesting.

The usual practice of augmented reality is to superimpose a virtual element on a real scene. Objects that already exist do not disappear. That makes it difficult sometimes to get an accurate idea of the final result.

By means of diminished reality, the technology employs more advanced functions to not only add, but to remove elements. In this way, the user can see what a lamp looks like on the ceiling by virtually 'removing' the one that is there in reality.

## **Superimposed Reality**

Also known as the occlusion effect. It is similar to what happens with diminished reality: the simplest effect of augmented reality is to 'paste' something virtual on top of everything else.

With more prepared effects, the technology will be able to scan and recognize what elements exist in the scene and how to integrate the virtual object more realistically. For example, recognizing existing chairs to see how a table looks in the center of them, or objects in the foreground surrounding a sofa.

## **Shared Reality**

Augmented reality brings the two great advantages of the ecommerce of the future: personalization and interactivity.

Buyers can have a lot of fun trying things out, but what if they need advice?

It will be possible to share the image in real time and at a distance, so that several users at once can see the effect of augmented reality of the same scene and make changes and suggestions. And everything is much easier to see and understand than verbal explanations or static catalogue images.

## **Large Scale Reality**

We have already commented on the enormous usefulness of augmented reality for sectors such as furniture or installations. This is because one of the current limitations of augmented reality is that it works better with objects of reduced size or more or less accessible to one person.

However, the technology will not stop there: the renderings will gain speed and will end up allowing the preview of large works by scanning large surfaces, such as an entire house.

**06**

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**Augmented  
reality up close**



## **A conversation with Javier Cabañero (CEO of Dypsela)**



### **What is the current state of augmented reality technology applied to products?**

“Augmented reality technology is in a highly evolved state.

Both Google in Android and Apple in iOS are currently working on projects that support and continue this technology. The quality of the objects that are seen is excellent and this makes the user experience more impactful. Currently the technology is sufficiently developed so that a user does not know if what he is seeing is real or not.

### **Why is it more accessible than before?**

“Mobile devices are becoming more powerful with microprocessors and graphics chips that provide greater and better performance. Along with the commitment to augmented reality by leading companies, an environment is being created for augmented reality to become an integrated technology in society.

### **What are the uses in augmented reality for products already available to companies and brands?**

“Until a few months ago, to be able to see content in augmented reality it was necessary to install an app. This was a big barrier, and therefore was only used by large leading companies, able to ask and get their customers or users to install the app in question.

Today that's no longer necessary: you can view augmented reality content through a web browser. This technical advance allows you to view content in augmented reality directly from websites, social networks, ecommerce... Or send products privately.

It is a new way to view and share products. You no longer have to go where the products are: it is the products that come to us.

### **Why is it a key tool to increase sales?**

“Having the opportunity to see a product in a three-dimensional way in augmented reality, with a real size and realistic materials, achieves an appearance similar to that of the physical product and allows the final customer to get a more than approximate idea about that product and clears up doubts about how it will integrate into its environment.

On the other hand, as the product can be seen through a link, it simplifies the process and makes it intuitive, simple and useful.

### **Is there any type of product or industry for which you consider it vital to use augmented reality in the shopping experience?**

“We believe that in general the ecommerce industry is going to be the one that stands out in the use of this tool in the coming years.

However, any industry that manufactures a product is likely to use this tool in its marketing process. For example, the furniture industry, the household appliance industry, the industrial machinery industry, etc.

### **What new future prospects lie ahead for augmented reality technology?**

“Augmented reality is a technology that is here to stay.

Little by little it will be integrated into society and its capabilities and advances will continue to surprise us, generating bridges of communication in different fields, and providing communication with an increasingly versatile three-dimensional framework.



