

The Weekly Listen: Augmented reality and the future of marketing, 'buy now, pay later' evolves, and decision fatigue

Audio

On today's episode, we discuss whether augmented reality is the future of marketing, how Clubhouse launching on Android can help the social audio platform grow its user base, how much the pandemic changed boomers' online behavior, whether "buy now, pay later" can move beyond retail, how to help people find something to watch on Netflix, how to swim up in the sky, and more. Tune in to the discussion with eMarketer analysts Nina Goetzen and Daniel Keyes, and principal analyst at Insider Intelligence Jeremy Goldman.

What Types of Mobile AR Content Have US AR Users Experienced?

% of respondents, 2018-2020

	2018	2019	2020	2021
Games (e.g., Pokémon Go, NBA AR)	83%	82%	84%	86%
Social (e.g., Snapchat lenses)	36%	37%	40%	41%
Furniture or car visualization (e.g., Ikea Place, BMW iVisualizer)	31%	25%	35%	34%
Visual search (e.g., using smartphone camera to identify items)	-	24%	37%	28%
Educational	24%	24%	22%	30%
Utilities	19%	15%	22%	22%
Other	2%	2%	2%	2%

Source: ARtillery Intelligence and Thrive Analytics, "AR Usage & Consumer Attitudes, Wave IV," March 2021

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