

Marketing in the Metaverse: On-Demand Webinar

Video



Many experts believe that more immersive experiences and the metaverse are a natural evolution from today's social media and gaming environments. Nearly 60% of US adults agree and believe it will soon become as popular as traditional social media platforms, according to a January 2022 survey from Protocol and The Harris Poll. The metaverse could generate \$3 trillion for the economy by 2031, according to the Analysis Group.

This webinar covers:

- Facts and figures about the popularity of the metaverse, including statistics about AR and VR
- How immersive games are the building blocks of the metaverse
- What brands like Nike, Wendy's, Coca-Cola, and Ralph Lauren are doing to engage consumers in the metaverse

Click [here](#) to watch the webinar.

Speakers

- **Jeremy Goldman**, Director, Marketing & Commerce Briefings
- **Jasmine Enberg**, Principal Analyst