

The Aryel ultimate guide for

AR Commerce

A comprehensive strategy by

ARYEL

Summary

1	What is Augmented Reality, and what can it do for my brand?	3
2	The advantages of Augmented Reality in eCommerce	6
3	AR for Art, Heritage & Design	13
4	AR for Beauty & Skincare	15
5	AR for Fashion & Accessories	17
6	Furniture, Interiors, and Retail	20
7	Integrate WebAR in your Marketing funnel, not just on your eCommerce	21
8	Reports and insights for eCommerce	22

In today's world of technological advancement, where competition between brands is becoming more fierce day by day, one of the most galvanizing tools has proved to be Augmented Reality, especially for eCommerce websites.

AR **allows brands and businesses to create a more engaging, personal, and subjective experience** for the customer buying a particular product, which makes more traffic to the website, which is something that companies look for.

What is Augmented Reality, and what can it do for my brand?

1.0

Immersive technologies include not only AR but also Virtual Reality and Mixed Reality. While this paper mainly focuses on WebAR for eCommerce, you can get in-depth knowledge about other technologies in our white paper "A Step By Step Introduction to AR Marketing."



Virtual Reality

The simulated reality that allows the user to **navigate in photorealistic environments** in real-time, interacting with the objects present in them. Requires the use of **VR headsets**.

Mixed Reality

It **combines the real and virtual world**, where physical and digital objects interact in real-time. It requires the use of wearable hardware, such as **smart glasses**.

Augmented Reality

It **overlaps digital information on elements of the real world**. It doesn't require the use of wearable hardware - apps or web solutions (WebAR) are used. It can also be divided in three subcategories which are Social, WebAR and Native; while we will mainly focus on WebAR, it is interesting also consider an overview

of the first two. Social-based AR is that kind of AR that comes integrated within a specific app, for example Snapchat or Instagram face-filters. Native AR, on the other side, is developed from scratch, requires a dedicated app and it's expensive in terms of time and budget.

We can consider WebAR as a sub-category of AR since it refers to **web-based Augmented Reality** experiences that allow users to **experience AR through their smartphones or tablet browsers** without downloading any app. They simply need a **custom URL** that opens their device's browser and triggers an AR experience via the camera function.

In short, the difference from traditional AR is that users can try WebAR experiences by simply clicking on a link **without needing to download specific apps**.


The simplicity and immediacy of WebAR have enshrined such fast popularity because smartphones are increasingly improving performance, which can support these experiences.

The recipe for WebAR's success is this:

Easy access = great usability = better engagement

Since users experience AR directly within their phones' browsers, engaging and converting them is much easier. In addition, **a call-to-action during the WebAR experience** makes it as easy as possible for users to sign up, make a reservation, or even complete a purchase, perhaps after viewing a 3D model of the product.

Moreover, WebAR experiences are more accessible and much easier to experience than traditional AR experiences; no matter what smartphone or operating system users have, all it takes is a low-to-medium level device - as long as it has a camera and internet access - to immerse oneself in the fantastic world of AR.

				Web AR	Native App
	Requires social media apps			Only requires browser	Requires designated app
Organic Discovery	✓	✓	✓	✗	✗
Paid Promotion	✓	✓	✓	✓	✗
Quick to build	✓	✓	✓	✓	✗
Low barrier of entry	✓	✓	✓	✓	✓
Photo capture	✓	✓	✓	✓	✓
Video capture	✓	✓	✓	✓	✓
#Impressions, captures & shares	✓	✓	✓	✓	✓
Other analytics	✗	✗	✗	✓	✓
No content restriction (alcohol, tobacco, pharmaceuticals, etc.)	✗	✗	✗	✓	✓

As the chart above shows, **WebAR is way more versatile than other technologies**, such as AR integrated into social media apps like Facebook, Instagram, or Snapchat and it's way easier and quicker to use when compared to Native AR requires developing and downloading an app.

The advantages of AR in eCommerce

2.0

Augmented Reality creates a **personalized customer experience** in the eCommerce world and digital markets by **blurring the line between physical reality and virtual**.

Custom AR can be expensive, but with the Aryel platform, it's easy and quick to offer incredible Augmented Reality experiences while keeping an eye on the budget and without expensive app development.

Product Visualization, especially, is a powerful tool to **showcase products online** and allow potential buyers to see them immersed in their environment and experiment with colors or different features. This can be very helpful in increasing buyer confidence **-71% of consumers say they would shop more often if they used AR**. This is why AR can communicate details about the look and feel more than any photo or video. With AR, potential customers can make confident buying decisions with more satisfaction and build stronger customer loyalty.

Thanks to **Surface Recognition** or **Face Tracking** (which Aryel builder supports), it's easy to create **engaging Try-On experiences** or allow users to see your products directly at home. For instance, if a purchaser has grown to like a dining table set and wonders how it would come to look in their living room, the AR creates a modeled version of it – by visualizing the product in the space of the customer's choice.



This makes the consumers feel more comfortable and gives the retailers credibility, which helps them earn the consumers' trust and increase their conversions. Moreover, in an age where a custom product or experience is everything,

40% of consumers even say they would pay more for a product they could customize in AR. AR can bridge the gap between an offline experience in-store, where they can see, touch, and feel the products, compared to the experience online, which is more aseptic and can lead to less confidence in the product and returns. Using AR, however, customers who are shopping online can live the in-store shopping experience even from eCommerce and see how a product will appear in their house. That means **higher margins on existing spending** and **more customer engagement for online retail.**

What are the benefits this technology brings to brands and businesses in a nutshell?

- **Time-efficiency:** By employing these digital resources and devices, AR allows the purchasers to **explore various products while saving time.** When the interface itself grants users a more prolific itemized list of products, they are expected to buy **more products in a short period.** When consumers have selected which products they need, choosing what product to buy is a crucial step that AR can influence. For brands with an in-person onboarding process for their customers, using AR can compel customers with real-life experiences that drive them to buy. This ultimately boosts sales, giving eCommerce retailers confidence to experiment with this AR dynamic even more.

- **Better performances:** thanks to its engaging and interactive approach that quickly catches the attention of potential customers, **AR for eCommerce is proven to improve the CRO metric,** which means increasing the percentage of users who perform a desired action on a website to increase sales and conversions. Using 3D assets in an online shopping experience can **increase conversion rates by up to 40%.** Using AR can give customers the confidence to buy, **increase their post-purchase satisfaction, and reduce return rates.**

- **Complete personalization:** Most purchasers like to explore multiple avenues for selecting a specific product. With AR, people can now bridge physical and psychological barriers and **test out their preferences while experiencing a new way of online shopping.** The possibility of experimenting with colors, textures, patterns, sizes, etc., are dazzling option.

- **An engaging shopping experience:** AR grants customers a more assured examination of their choice and **reduces the chances of any return or exchange returns,** saving both time and money. Furthermore, as this report says, 35% of customers say AR would make them shop online more often.

- **AR helps consumers understand a product:** AR is a fantastic medium for **showing highly detailed 3D models of your products.** With 3D models of your products in AR, consumers can know exactly how their product will work for them, with their specific needs and space. That's why **39% of AR retailers already use AR for the consideration phase.**

- **A little push down the sales funnel:** it is known that funnel marketing is a thing. While converting a potential customer to an actual one can be difficult

for companies facing fierce competition, improving the online shopping experience can be **a crucial factor in attracting new customers** and retaining them during all the sales processes.

Augmented Reality is already playing a pivotal role in the dimension of eCom-merce.

With its rapidly developing platforms, it is also proving to be quite convincing to the online purchasers to stay engaged and **make purchases based on a correct and conscious choice** while also bringing in the in-store circulation of customers.

Conventional methods like product descriptions, 360 degree-views, etc., aren't proving to be very fruitful anymore – they **aren't merely convincing enough to lock in purchases.**



AR enhances satisfaction as it gives their product an increased chance of purchase, more so than their competition, who might not be employing this technology.

As for the customers, they can expect things to get interesting, as **eCommerce stores are additionally digitizing their resources** to assist them in practicing virtual shopping at their appropriate subjective time and the right place.

Thanks to AR, businesses finally have the **opportunity to bring their eCom-merce to life** and **give their customers a more engaging experience**, securing their loyalty and “guiding” them through their marketing funnel.

Why is WebAR the perfect fit for eCommerce?

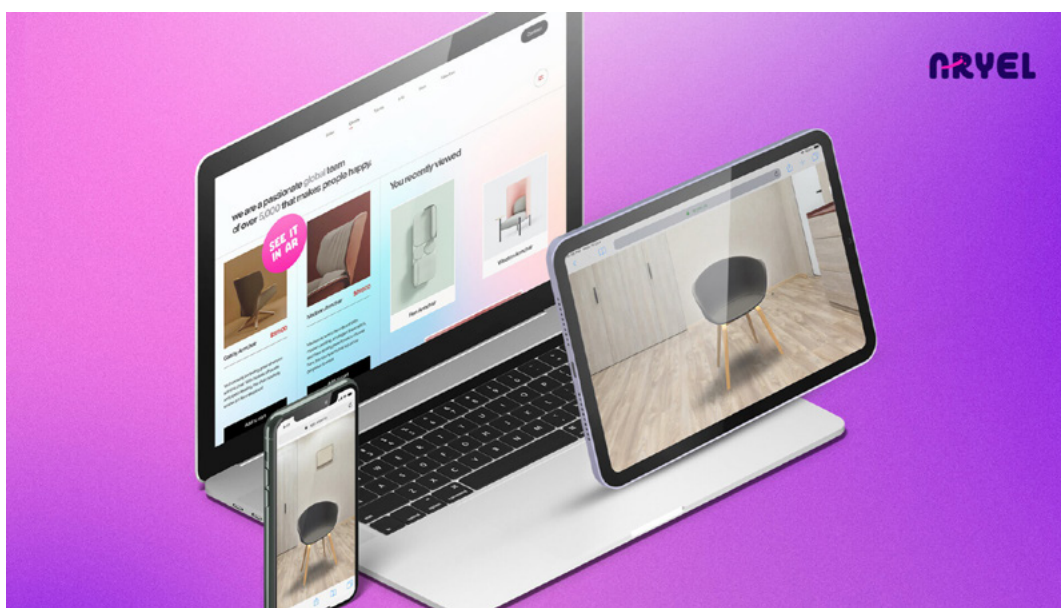
2.1

If traditional AR has some limitations indeed - i.e., it's costly and requires an

app - **WebAR works with a simple link and can be integrated into an existent eCommerce**, for example, on buttons with CTA in a snap.

Thanks to this technology, eCommerce can **boost sales and conversions, enabling potential customers to visualize items in their surroundings** and offering a better and **more meaningful user experience** while **reducing the risk of changes and returns** - with an eye on the budget and with no needs for apps.

Augmented reality is also the perfect solution to **improve the Conversion Rate Optimization**, by **increasing the percentage of potential customers who perform the desired action** on the eCommerce with engaging and interactive experiences, AR-powered CTA, and custom buttons.



In fact, using WebAR on all the steps of the marketing funnel can **gently convert customers with engaging Product Visualization and Virtual Try-On experiences that blow minds**. Conversion rates can be improved with experiences on product pages, in-app, and on the eCommerce embedding 3D models for 360° visualization, boosting CRO to the sky.

AR is even more powerful than adding a video to an eCommerce product page, which usually lifts conversion rates by 60% over buyers interacting with images alone. **On average, platforms that feature 3D content in AR in their stores can see a 94% conversion lift**. This happens because users can interact with the product, see it from different angles, evaluate the texture, or place it in the context of real life. It **helps them make the buying decision better** than images alone can deliver.

AR allows potential customers to visualize and customize products in 3D

when shopping. Engaging customers through the shopping process is becoming crucial in a highly competitive market and the eCommerce one. With AR, retailers can establish a new way to compete with **an entirely new customer experience, leading to higher sales and increased customer satisfaction.**

I do think that a significant portion of the population of developed countries, and eventually all countries, will have AR experiences every day, almost like eating three meals a day. So it will become that much a part of you.

-Tim Cook

While customers are generally used to shopping online, **61% say they prefer retailers with AR experiences** since the technology can **ease consumer doubts and accelerate sales.** This is because customers want to know that their purchase product will fit their needs.

For example, that means choosing a product to match the existing decor in their house or office in the furniture market. To allow customers to do so, IKEA released the **IKEA Place app**, allowing customers to visualize furniture in their space with real-time customizations. In addition, having this opportunity with AR means that retailers can see a decrease in returns and fewer wasted logistics costs.

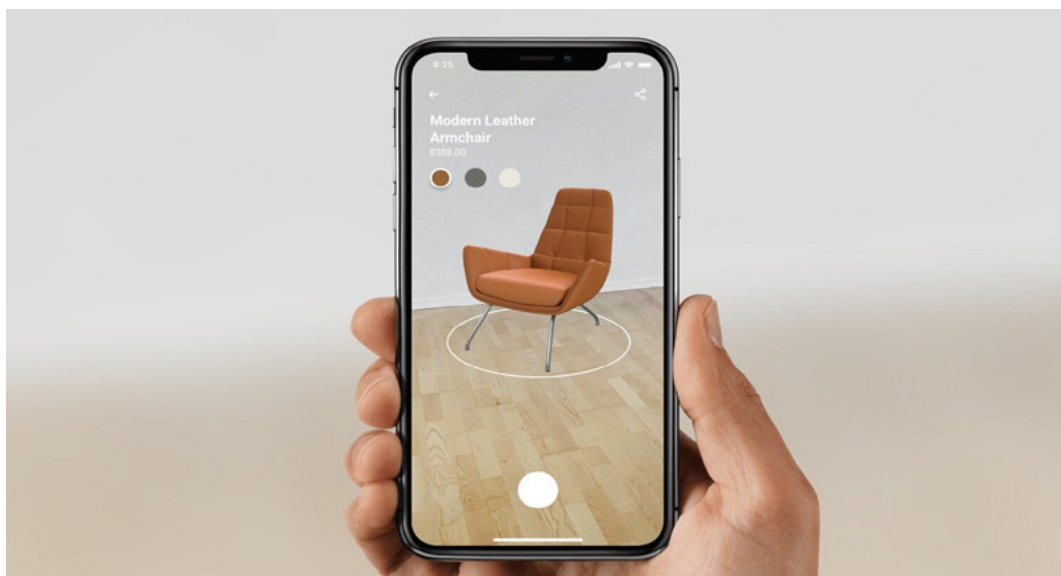
Of course, developing an app and convincing users to download it is expensive in terms of budget and time; **52% of retailers said that they were just not prepared to start using AR and other new technologies.** For most eCommerce owners, developing an app can be a serious challenge - and that's why **Aryel only works with WebAR**, allowing them to create AR Product Visualization experiences in a snap and share them with a simple link.

With Aryel's WebAR, marketers can create campaigns that fit various industries and their specific eCommerce needs.

Surface Tracking

2.2

This kind of campaign is the perfect fit for Product Visualization and, therefore, eCommerce.

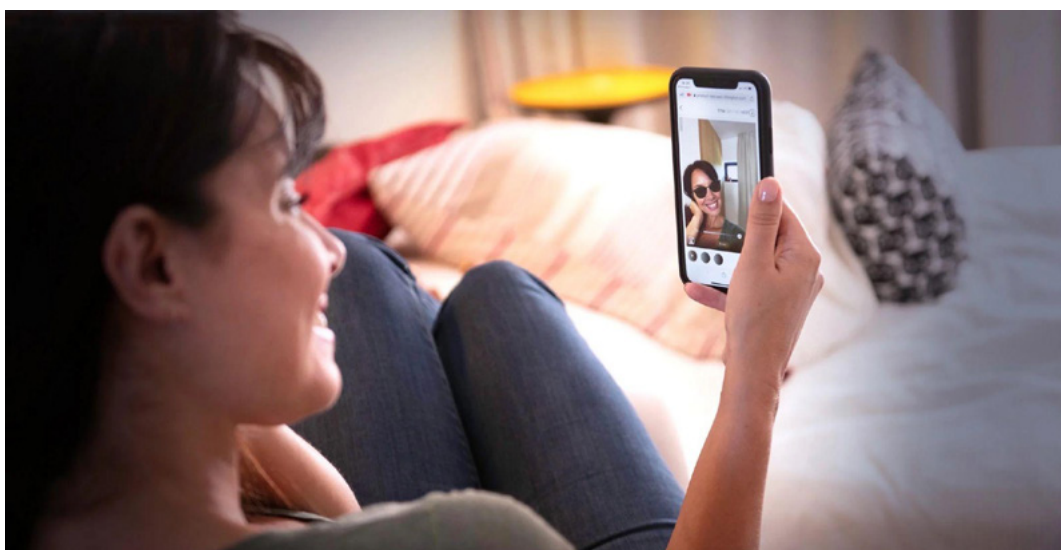


Marketers can perfectly integrate it into any existing online shop, and thanks to the algorithm that recognizes surfaces, **it automatically places the content on a vertical or horizontal surface**. Users will have the opportunity to see 3D models of the desired products in their real-life environment.

Face Tracking

2.3

The face-tracking is the same technology used for face filters on social media; it can both **unlock gamification and fun experiences as well as accessories virtual-try on** - which is the perfect fit for various eCommerce, above all Fashion, Accessories, and Beauty.

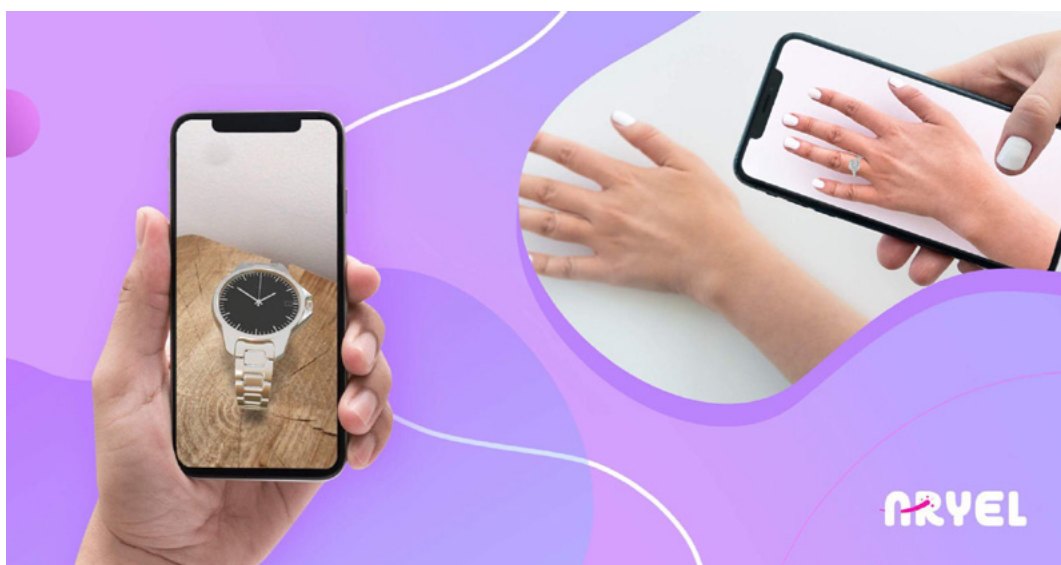


Thanks to the algorithm that recognizes users' faces, potential **customers can virtually try on hats, glasses, and even makeup** to find the perfect fit for their needs.

Hand Tracking

2.4

This campaign allows users to experience virtual Try-Ons on hands and wrists, making it the perfect way for brands to **showcase jewelry like rings and bracelets**, watches, or even nail polish, thanks to the technology that automatically tracks the user's hands.



Others

2.5

While the ones mentioned above are the most famous campaigns for eCom-merce, there are also other options for marketers that can even **bring customers from offline assets like flyers, catalogs, or posters, to their eCommerce**. To do so, they can use **Image Tracking or Marker Based experiences** that guide the potential customers directly on the product page, showing a video or a 3D model once the trigger is scanned.

Bonus Track

2.6

Plus, there is another way brands can showcase their products on their website, and it is to **integrate Surface Tracking campaigns on any website** with template previews, campaign links, and customizations, **to give users an incredible and realistic Product Visualization** experience from the very first steps.

If you work in a showroom or an auction house, or maybe you're an artist, and you need to find a way to showcase your works, AR can be the perfect way to boost sales and awareness.

Also, the main pain point with this industry is that **transporting pieces to potential customers can be risky and expensive**. Still, sometimes it's the only way to make a sale since they want to be sure the work fits in the environment before spending their money.

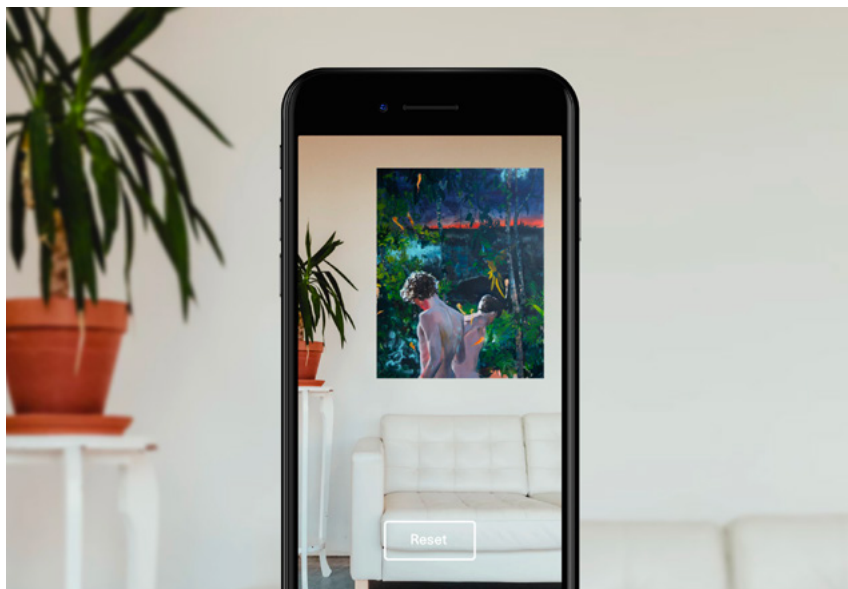
However, thanks to Product Visualization, they can now simply scan a QR code or a catalog to **start a fantastic AR experience that allows them to virtually place the painting in their living room** or their new office.

Supported by the Surface Recognition algorithm, the whole process is even more straightforward than before since **it anchors the 3D model on a wall or floor, or any surface**, and the user can move in the space visualizing the product from different angles.

The Onstream Gallery Case Study

3.1

Onstream Gallery is a digital place where people can visit an art exhibition just like in a museum, and an online space where they can buy newly discovered artworks.



To allow art lovers to discover emerging artists and buy unique pieces without even leaving home, Onstream Gallery integrated Aryel and WebAR into its marketing mix, and thanks to WebAR experiences realized in agility with the

Aryel platform, the curator of the gallery can offer potential customers and artists a new approach to the art market, showcasing AR as a new medium for the field.

Onstream Gallery **created immersive AR experiences for the e-commerce**, which allows potential buyers to **place the works on the walls of their homes** to find the one that best suits their space and personal taste, without the risk of returns or unsatisfied customers.

Thanks to Aryel, it is possible to go to the Onstream Gallery website and scan the marker next to each painting with the camera of the smartphone **to see how the work would look in a room:** an engaging and immersive system, which does not require the download of any app, nor any special technical skills to be developed.

According to [this report](#), **skincare is the second-largest branch of the beauty industry**, with more than 23% of its revenue and 63% of consumers have more trust in brands with an Instagram account.

Considering these two facts, it's pretty clear that having a solid presence on social media like Instagram can boost sales for beauty and skincare brands. But isn't it hard to sell this kind of product online without allowing them to try products?

Of course, but here's where AR comes in the field: Instagram is one of the most popular platforms for Millennials and Gen Z and offers the opportunity to share impressive and fun face filters on stories, IGTV, and feeds that can become viral.

With a platform like Aryel, **makeup brands can easily create their virtual try-on experiences**, allowing users and potential customers to try on their makeup thanks to the Face Recognition feature.

This offers the opportunity to **try lipsticks, and eyeshadows, blushes different shades**, decide which one looks better, and buy it directly online, all in a smooth, engaging process.

Considering that with the pandemic situation, it's impossible to try on products even in physical stores, this could be **the perfect solution for businesses to allow customers to test shades on their skin**, like they were used before, and even better!

Many big companies have already experienced significant uplifts from applications of beauty technologies; here are just a couple of them:

- e.l.f Cosmetics saw a [200% higher conversion rate](#) for online consumers using AR virtual try-on.
- Estée Lauder saw [2.5 times higher conversion rate](#) by adding virtual try-one on their digital channels.

The Dior Virtual Makeup Case Study

4.1

Dior dedicated a section on their eCommerce for beauty products to **help customers virtually try on makeup and make purchases online**, even without leaving home.

TRY-ON VIRTUALLY



Users can try makeup through the browser and pc web-cam **thanks to a Face Tracking AR** experience and discover the best shopping experience on beauty, skincare, and other products in the catalog. In addition, the platform allows you to **get a digital makeover through Augmented Reality**, find and try the latest styles and looks and trends and get professional makeup advice tailored to each user's style.

This virtual makeup experience lets users **find foundations, palettes, and lipsticks that fit personal styles**, enriching each user profile with valuable information.

The fashion industry experienced a negative drop after the pandemic, with Europe's clothing sector facing a production fall of 37.4% between April-June 2020. Retail sales of clothing products saw the most dramatic decline, with a 43.5% drop in sales. (Source: [Statista](#))

Considering this and the fact that clothing shops are the most likely to experience closures when the pandemic reaches a peak, it's easy to understand why most fashion sales moved online.

However, as for makeup, it can be tricky to buy clothes and accessories – especially from luxury or expensive brands – without seeing them in real life.

Understanding the actual size of a handbag, seeing how a pair of sunglasses would look on your face shape, or even seeing if a skirt is over-the-knee long can be challenging simply checking a plain 2D picture online.

From the brand point of view, **AR can help keep over-production under control**; fashion is unfortunately known as one of the most polluting industries, and an average of 35kg of textile waste is generated per person every year in the US.

Thanks to virtual try-on and the opportunity to experiment with 3D models instead of actual garments, brands can avoid overproduction and become more sustainable and eco-friendly.

But with Product Visualization and Virtual Try-On powered by AR marketing platforms like Aryel, it's easy and fun to offer buyers and shopping enthusiasts **a new way to shop online.**



Zara, the popular fast-fashion brand, is already offering its users the opportunity to live an AR experience from the ZARA app. Once in-store, the user has to scan one of the “Experience the Look” markers placed throughout and can watch models appear in real-time on a mobile phone showing off the latest looks. The experience is also extended to customers shopping online, who will be prompted to download and use the AR app on a marker placed on the shipping box.

Users **can try on a swimsuit or a dress directly from their homes**, experimenting with different colors and patterns, or simply checking if that it-bag is worth the hype and matches with all the outfits they already have in their wardrobe.

This could also be a convenient way to do the shopping for those who hate it or have no time to browse shops and find that perfect item for their needs. Whether users are shopping addicted or allergic to buying clothes for themselves, this is the ideal solution.

In an economic context that is moving fast and is becoming more digital day by day, **AR Products Visualization and Virtual Try-On can be the perfect solution for visual industries like Art, Design, Fashion, and Beauty** that need to cover the gap between off and online and find new touchpoints to get in touch with customers.

All the industry professionals who will take this chance will majorly benefit from Augmented Reality. With Aryel, **everyone can make their own WebAR experiences** and share them off- and online through a simple URL, and creating the content for your experience is easier than you think.

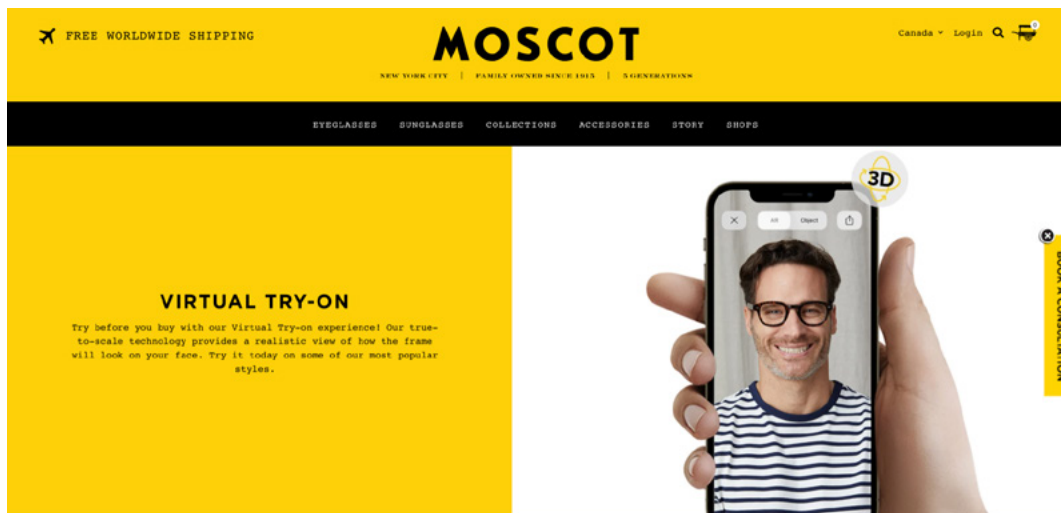
You can easily create 3D models with scanning tools (simple apps you can download to your phone) or even from 2D photos of your products (perhaps with the help of a professional or a member of your team).

The MOSCOT Case Study

5.1

To help their customers understand which pair of glasses fit better on their face shape, MOSCOT offers immersive and engaging virtual try-on directly on their eCommerce.

The integrated virtual try-on experiences let customers explore the designs from every angle using the 3D model and then try on the products using AR technology Face Filters.



MOSCOT reported that conversion rates doubled, with overall revenue amongst shoppers engaged with the 3D and AR increasing by 174%.

Thanks to AR Face Tracking, potential customers can digitally wear glasses and make sure they like how they look before buying, **allowing users to try on products even from home** - directly on their eCommerce, minimizing the risk of returns.

Moreover, the experience is highly engaging and makes the product stand out from the competition, and helps the brand better position in its market.

One of the industries that benefit the most from AR integrated into their eCommerce is the furniture, interiors, and retail.

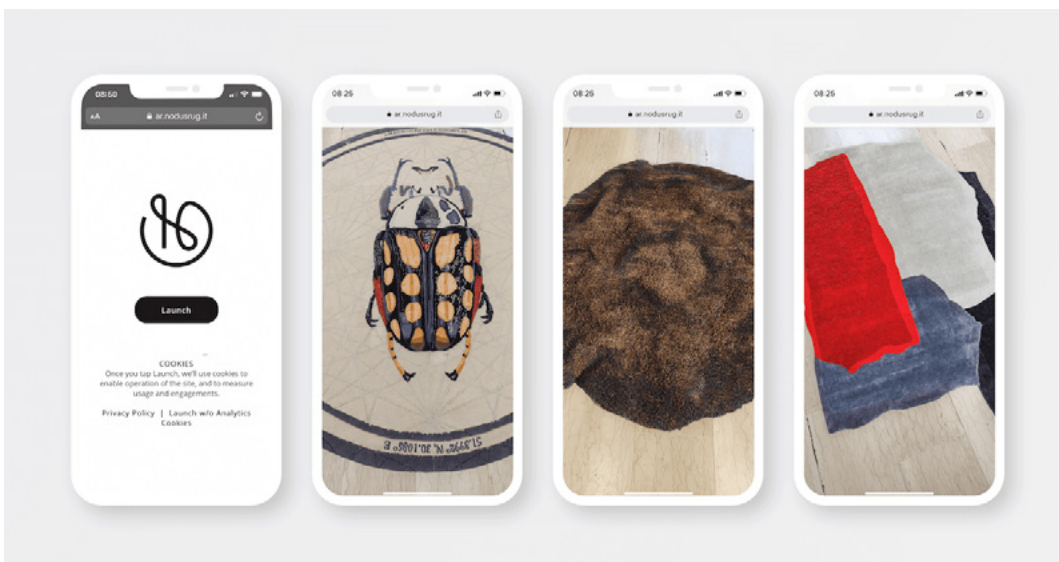
Thanks to this technology brands can boost sales and conversions, enabling potential customers to **visualize items in their surroundings** and offering a better and more meaningful user experience while **reducing the risk of changes and returns**.

Companies can also use AR to overcome physical distances and to allow customers to discover and buy products without even leaving home, simply integrating AR and WebAR into their marketing mix and offering potential customers a new approach to the retail furniture market, showcasing AR as a new medium for the field.

The Nodus Rug case study

6.1

An interesting use case is [Nodus Rug](#); the Italian luxury rug brand brings tangible innovation to its customers, who can now **virtually place a rug in the space** around them, and decide which one is the most suitable before buying it.



To do so, they used Aryel, the powerful marketing platform, to **bring new potential customers to the brand and encourage generational turnover**, making Nodus Rug's product engaging and interactive while bringing new buyer personas into their orbit, **combining rug art and designers' vision** with the most innovative AR marketing ever.

The Always-On AR approach for eCommerce

7.0

The traditional way marketers and companies approached Augmented Reality in the past few years were to develop a custom project and **just integrate it into one step of the funnel** or into the eCommerce directly, as a Product Visualization experience or maybe a Virtual Try-On.

However, being AR is a relatively young technology, at least in the SME market, this approach is changing drastically, thanks to new tools that allow more versatile strategies.

Aryel is one of them; our powerful AR Marketing platform sees AR as a technology to use during the whole customer journey, not just in one step of the funnel: that's why we're talking of Always-on AR (AOAR, in short). As a result, **AR is becoming more and more a tool of continuity in digital marketing**, in the same way as social media marketing or email marketing.

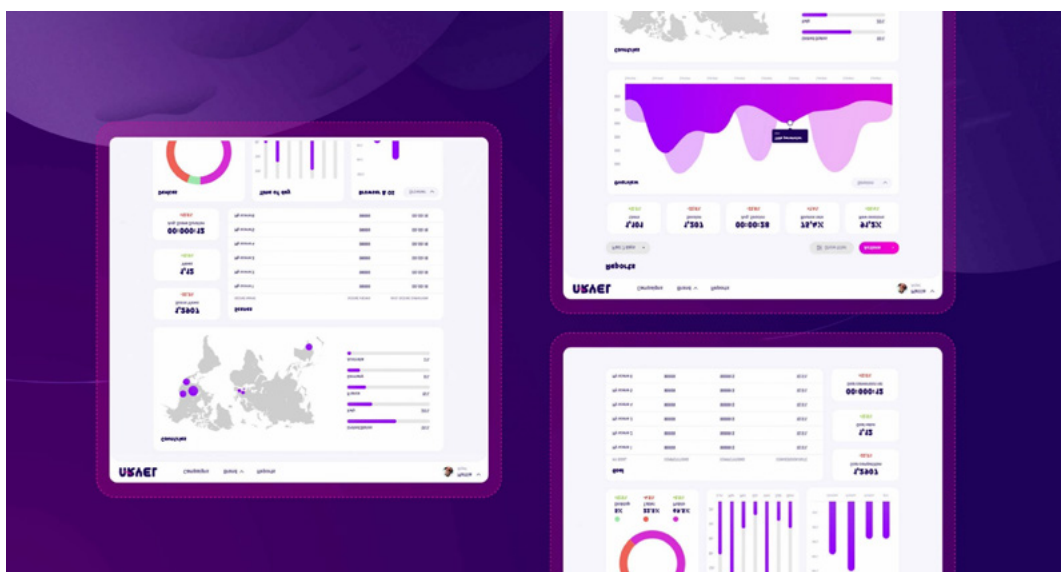
Thanks to the WebAR approach that only needs a link to share great content off- and online, Aryel allows agencies and marketers to spread content throughout the funnel, thanks to the incredible versatility of WebAR. For example, the link to a WebAR campaign can be shared offline on packaging with a QR code, embedded in an existing website or eCommerce, added to a newsletter, and shared on social media.

Reports and insights for eCommerce

8.0

As mentioned above, the **Aryel platform also provides reports and insights about campaigns and users** to keep track of their performance and understand the impact in the funnel they have and what benefits they bring.

The analytics dashboard with insights, data, and reports for tracking campaigns' performance helps marketers know the audience better, collect stats even from offline marketing campaigns and boost ROI.

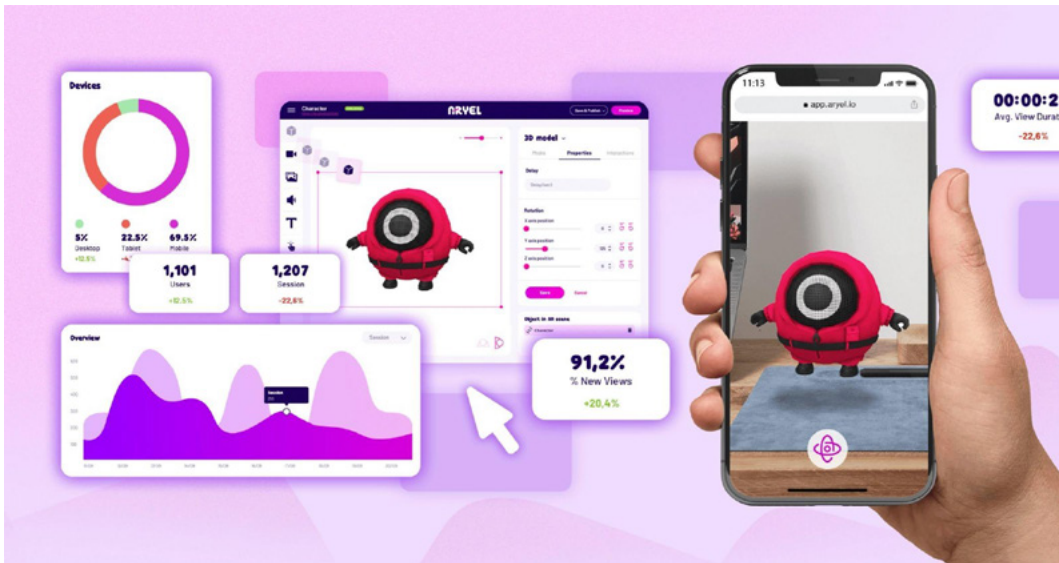


It is even possible to set up campaign goals linked with interactions and helpful in measuring how often users complete specific actions. For example, in Aryel, **marketers can create a maximum of 20 conversion goals or target actions**, tracked from the time they are made, where conversion is the execution of the desired target action by a campaign visitor, such as a CTA-click or a particular interaction with the AR object.

Considering the growing usage of this technology and its ability to drive customers' decisions, collecting data to understand better users' behavior it's crucial; according to a Snapchat and Deloitte report about AR in 2021, AR adoption is tracking with the mobile usage boom - by 2025, **nearly 75% of the global population and almost all smartphone users will be frequent AR users.**

The report then states that 65% of AR consumers worldwide and across generations use AR to have fun, but **76% of people expect to use it as a practical "tool" in their everyday lives**, for example, in eCommerce pages. In fact, as seen in this paper, interacting with products that have AR experiences leads to a **94% higher conversion rate**, making it a powerful marketing and sales tool for online shopping.

Talking about marketing, every professional in the field knows that data often lead to decisions - and that's why the reports dashboard on Aryel is not to underestimate. On the report page, it is possible to track the following metrics:



- **Users:** each visitor is initially referred to as a user, whereby a distinction is made between new users and returning visitors. In addition, each user who visits the AR experience also generates a view.
- **Views:** the single view a user performs while interacting with your AR experience.
- **Scans:** each time an experience is launched via one of its triggers.
- **Avg. View Duration:** how long visitors have stayed on average on an individual experience.
- **% New Views:** percentage of new views on the scene.
- **Time of Day:** what time of the day do users interact with your campaign.
- **Devices:** from which devices do users see the campaign.
- **Browsers:** from which browsers users see the campaign.
- **Scenes Views:** the total number of scenes displayed.
- **Scenes/View:** the average number of scenes displayed per view.
- **Avg. Scene Duration:** the average duration of time spent on a single scene.
- **Goal Completion:** the total number of times users complete a specific action (conversion).

- **Goal Value:** the total monetary value relative to the completed conversions.
- **Goal Conversion Rate:** the percentage of completion of a goal in relation to the total number of times the user has been subjected to it.

The best way to profit from AR on an eCommerce is, of course, to set KPIs and know the desired result of every step and the role AR has in achieving it.

👉 Key Performance Indicators (KPIs) are the key indicators of progress toward an intended result.

Here are listed **some examples of KPIs** which can be useful:

- Views/User
- Scenes/User
- Average time/Asset on Stage

Merging insights and metrics is crucial better to understanding the efficiency of an AR marketing strategy.

It is helpful to compare the number of users with the views, see how many times a user has seen the content, and compare this with the average time spent on the scene. This gives a qualitative nuance of the experience and essential insights into what ideal users want.

Practical example 1:

If there are a thousand users but 2 seconds stay time, the content is not that engaging or has technical problems. On the other hand, if there are 100 users but 45 seconds stay time on average, the content is excellent and engaging and therefore converting.

Since AR is meant to be shared in omnichannel/phygital contexts, it is good to measure the marketing campaign's success, set goals, and monitor how and if users complete the required activities.

Practical example 2:

Users visiting a landing page can be set as a goal. If there are 100 users but only two visits to the landing page, the campaign is unsuccessful. On the other hand, if there are ten users but eight follow the CTA, the campaign has been successful.

At Aryel, we want to encourage seeing AR not as an extravagant technology to use once and then forget about it but as a tool on the same level of social media and newsletter that can make the difference in the long run if used consistently.