

AR-powered CRM Marketing

The Future of Customer
Experience and Relationship

a comprehensive strategy by

ARYEL

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Phygital experiences are **the new trend in the marketing field, merging the word physic (i.e., the “real” world) and digital**. This technology takes the perks from virtual experiences, like immediacy, engagement, speed, and the chance to keep in touch with potential buyers and existing customers.

This has proved to be the **best way to satisfy a new generation** – primarily Millennials and Generation Z – **of hyper-connected and demanding consumers looking to meet their needs primarily online**.

In this scenario, **Augmented Reality** allows brands and businesses to create a more engaging, personal, and subjective experience, **revamping customer relationship with compelling content that boost lead generation and retention**.

What is the Role of CRM in Marketing?

1.0

Customer relationship management (CRM) aims to organize client contact information to **improve the overall customer experience, nurture relationships with the audience and monitor feedback**. It can also provide greater efficiency, better communication, more effective customer service, and higher engagement and customer satisfaction.

In short, CRM **helps build more effective relationships and provides a better customer experience** along the customer journey, from evaluation to purchase and beyond.

According to reports by Ruler Analytics, **91% of marketers say that lead generation is their most important goal**, but what can CRM do to boost marketing strategies?

As a tool that helps manage relationships with customers, it's clear that **CRM marketing is crucial to streamline customer interactions and both marketing and sales processes**, helping drive inbound leads, identify new content opportunities, plan customer journeys, and perform more efficient data-driven marketing.

According to stats, **67.8% of marketers use a CRM to hold their lead data, 25% use Google Sheets or Excel to manage their lead data, and 7.2% of businesses don't hold their lead data**.

These data, however, are crucial to designing better-performing marketing campaigns and include:

- Existing customers and their purchasing history

- Outbound emails from sales reps to prospective and current customers
- Inbound leads

As briefly mentioned above, CRM can help marketing in different ways, from managing leads to boosting content generation and enhancing data analysis:

- **Manage inbound leads:** CRM can help manage all the leads collected from marketing channels, campaigns, and collaterals, such as white papers or chatbots. From a CRM, it is possible to keep an eye on how many leads are collected each month and effectively score them, to optimize all marketing activities.
- **Data-driven approach:** CRM allows you to analyze the key performance and pain points of your strategies throughout the funnel, figuring out which are the touchpoints with the highest drop rates and optimizing them. And vice versa, to which you can attribute the highest level of ROI. All this is to help you strategically reallocate your marketing budget while fully maximizing profits.
- **Manage customer journey:** talking about the customer journey, CRM is the best way to track it and get insights about what customers are engaging with.
- **New content opportunities:** all the data collected by a CRM can help marketers to identify and invest in new content that directly responds to customers' needs. These needs are collected in the CRM and arrive from newsletters, forms, and any contact channel available.

Most popular CRM software and why you need to know them

1.1

To perform all these strategies, marketers need **CRM Marketing tools that can help them collect and manage all these data.**

There are plenty of tools in the market, and trying to understand the differences between the tools and the industry landscape can be challenging: but identifying the best tools based on specific needs is crucial to perform CRM Marketing successfully.

Hubspot

HubSpot is a perfect tool to start, as it does a little bit of everything, being an inbound marketing software and offering marketing automation in an all-in-one approach. Basically, HubSpot's CRM gives sales & marketing an easy-to-use, intuitive interface that makes it easier to manage pipelines, log sales activity automatically, and make pipeline management simple. Plus, it is possible to integrate it with Aryel's platform.

Mailchimp

Mailchimp is probably the most popular CRM tool for newsletter and email marketing and one of the most complete cloud email marketing services for creating, managing, and analyzing email marketing campaigns. Moreover, Mailchimp has also become an all-in-one marketing platform that provides eCommerce tools and customer relationship management (CRM) features, among with website hosting and design functionalities.

Salesforce

Salesforce is the third most used real-time CRM software for marketers and professionals. The tool is cloud-based software (basically a suite of products that cover the whole funnel) designed to help businesses find prospects, close deals, and customers, combining sales, service, marketing, commerce, and IT teams with a single, shared view of customer information.

As of today, the Aryel platform seamlessly integrates with the most popular CRM tools in a snap, such as Hubspot, Salesforce, ZOHO, Mailchimp, Intercom, and ActiveCampaign.

1.2

The next big trends in CRM Marketing

In recent years, the **CRM has evolved far beyond being just a tool for contact management**. As we move into the new decade, some key CRM trends will shake up the industry as we know it. According to a report by Technavio, the [CRM market](#) had a growth of 14.14% in 2021 and is expected to increase by US\$44.17 billion from 2020 to 2025. At the same time, the market's growth will decelerate at a rate of 14%.

But that's not all: according to Fortune Business Insights, the [global customer relationship management market](#) is projected to grow from \$63.91 billion in 2022 to \$145.79 billion by 2029, at a Compound Annual Growth Rate (CAGR) of 12.5% over the forecast period.

This market is increasing due to the migration of business operations to cloud-based models for easier remote-base usage, thanks to their scalability, reliability, and high-resource availability features.

Here are some of the next significant trends for CRM in the upcoming years, including **rising CRM use from new markets, new features and integrations, and the impact of broader tech trends on CRM**.

AI is becoming a crucial part of CRM systems

AI-driven software resources – from conversational intelligence programs to sales analytics platforms, several CRMs are expected to incorporate AI into

their wider functionality.

Conversational UI and self-service CRM

The [2021 year was important for the voice AI market](#) (such as Siri or Alexa), and some CRMs are already using voice assistants. A study by Statista reports that by 2024, the [number of voice assistants will reach 8.4B units](#). This trend is likely to rapidly expand, with **CRM features extending to include recording voice meetings, transcripts, and identifying topics**. It is expected that comments, likes, and shares will be easily tracked in the future, providing insights into long-term social media trends and customers' behavioral patterns. CRM tools will also **recognize when an answer doesn't satisfy the customer and put them in touch with a salesperson**.

There are fewer barriers for first-time CRM users

65% of sales professionals use a CRM, and 97% consider sales technology "very important" or "important", according to [LinkedIn State of Sales 2020](#). As CRMs continue to become cheaper and easier to implement and use, a higher percentage of companies are expected to adopt CRMs for the first time in 2022.

CRMs will offer a high-definition view of customers

Choosing a solid CRM and filling it with reliable data enriched by other apps is the easiest way for a company to build an overview of its customers. For example, LinkedIn's State of Sales Report 2020 shows that **top-performing salespeople have higher confidence in their CRM data than their counterparts**. Of the top group, 53% are very confident, and only 32% are optimistic below that.

Younger generations are pushing for CRM use

28% of millennials think CRM applications are "extremely critical" to their success, compared to 18% of Generation X and 9% of Baby Boomers. CRM will grow as Millennials, Gen Z continues to gain buying power, and the next generations enter the workplace. Teams will become increasingly tech-centric and work on maximizing performance through CRM technology.

Leveraging CRM Data for Wider-Reaching, More Concentrated Personalization

The data from CRM gives invaluable insight into the nature and preferences of your customer base. That knowledge **allows for more focused content marketing efforts and provides perspective on where ideal prospects can be reached**. Also, **personalization is becoming increasingly essential in both sales and marketing contexts**. Integrating CRM editor components in the tech stack can help marketers achieve their goal of customer centricity and increase sales, engagement, and quality of the outputs from CRM. This will be made more straightforward thanks to **WYSIWYG editors** (an editing software that allows users to see and edit content in a form that appears as it would

when displayed on an interface) that include **feature-rich options that enhance users' ability to personalize communication** and unlock deeper engagement.

CRM to boost Customer Experience as never before

The latest and most exciting trend about CRM marketing is **the boost it can give to customer experience**. The collected data can help better shape the communications shared on different channels, both in the lead generation and **nurturing steps**.

Using the CRM, **account-based communications are personalized according to the customer's current initiatives, challenges, and activities**, providing a more comprehensive data set for **calculating customer lifetime value, acquisition costs, and other key metrics**.

As the customer experience continues to grow, demand for CRM solutions is growing. According to joint research from Salesforce and Forbes, **CX is on the top five list of priorities for 65% of all executives** in the next three years, particularly after Covid, while a report from Zendesk states that **75% of customers say they'll spend more on products from a company offering a good CX**.

Why is WebAR the perfect fit for CRM Marketing?

2.0

Augmented Reality is the perfect tool to **enhance engagement and CRM, from lead generation to after-sales communications**. These touchpoints are crucial to generating leads, nurturing relationships with potential customers, and converting them into clients and brand ambassadors.

According to research by Grandview, **the rising demand for digital communication channels will significantly impact the rise of the CRM market through 2028**. Around **67% of customers now interact with brands on social media platforms, and messaging, SMS**, and other mediums for customer service are beginning to develop too.



The relationship between a brand and its customers is made of different events; some are more **related to building loyalty and awareness**, while others **depend on customers' actions**, such as filling a chart on an eCommerce, looking for support, or asking to reset a password.

CRM Marketing is generally made of two steps: **Collecting & Conversion and Nurturing**. While the first refers to the online marketing channels and activities used to engage and attract potential new customers and leads (such as Social Media, Content Marketing, Website Design, Emails, SEO, and Pay-Per-Click), the second is the process of **creating a solid relationship with individual customers, to turn them into loyal, paying customers, focusing more on qualified leads**.

WebAR is a perfect tool to make these events and related communications more engaging and appealing, even integrating gamification assets (you can download The Aryel ultimate guide for AR Gamification [here](#)). AR technology

has a real wow factor, and the novelty immediately engages users.

WebAR for CRM unlocks many features, such as:

- Dynamic fields to deliver hyper-personalized AR experiences
- High user engagement and interaction
- An Augmented Reality experience via Link or QR
- Events and conversions tracking
- An omnichannel approach, available off- & online to bridge the gap between physical and digital channels

For example, **users usually receive an email on their birthday with a special offer or a dedicated discount code.** According to stats, birthday emails outperform all other types of promotional email in almost every way, **with +481% transaction rates and +342% revenue per email.** Those are pretty impressive results, considering that they can be boosted even more with Augmented Reality; according to Aryel stats, **AR for CRM provides a +82% engagement rate, 2.5 average dwell time, and an average of 20 returning views per user.**

Aryel's platform allows brands with smaller budgets to create AR campaigns and augment CRM. Moreover, the smooth adoption of WebAR campaigns on the users' side can simplify this process, allowing them to skip annoying app downloads and get straight to the fun part.

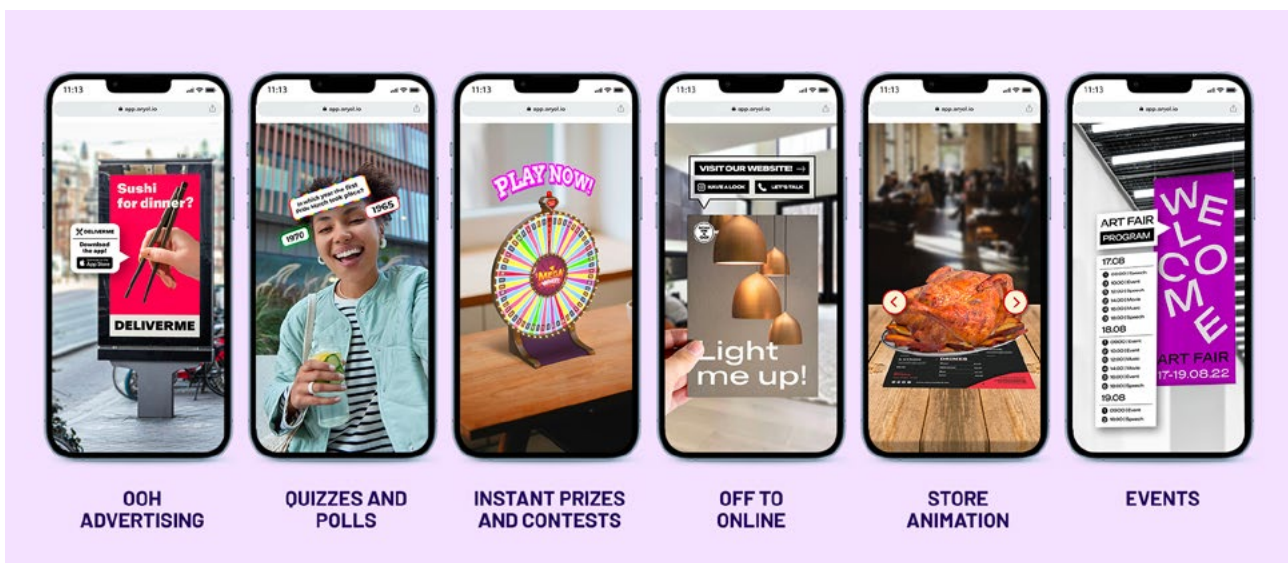
How to use Augmented Reality for CRM Marketing

3.0

AR can boost all the steps of CRM Marketing, from lead generation to lead nurturing; every touchpoint can be enriched with interactive and compelling content, making even the most boring communications shine bright.

AR for Collecting & Conversion

3.1



Augmented Reality is the perfect way to give extra gear to Lead Generation, engaging the audience like never before, since it helps brands and businesses to stand out from the crowd and attract the attention of potential customers.

The process is simple: users land on a branded page, the first step before going into the AR experience. From here on, users can access AR content directly from their smartphone using the web browser. The last step is the collection of the information users provided in a web-to-lead form, and according to the integrated CRM, the data will then be saved in a reference list to be used later on.

Lead Generation touchpoints must be disruptive and unique and offer an unforgettable experience: they are pretty different and can be both off-and online. Here are some examples of the most common lead generation touchpoints and how AR can enrich them.

OOH Advertising

OOH advertising has to blow minds in just a few seconds since people usually don't pay much attention to it at first glance. However, AR can make old-school

advertising Interactive, bringing display campaigns to life and boosting engagement.

Quizzes and Polls

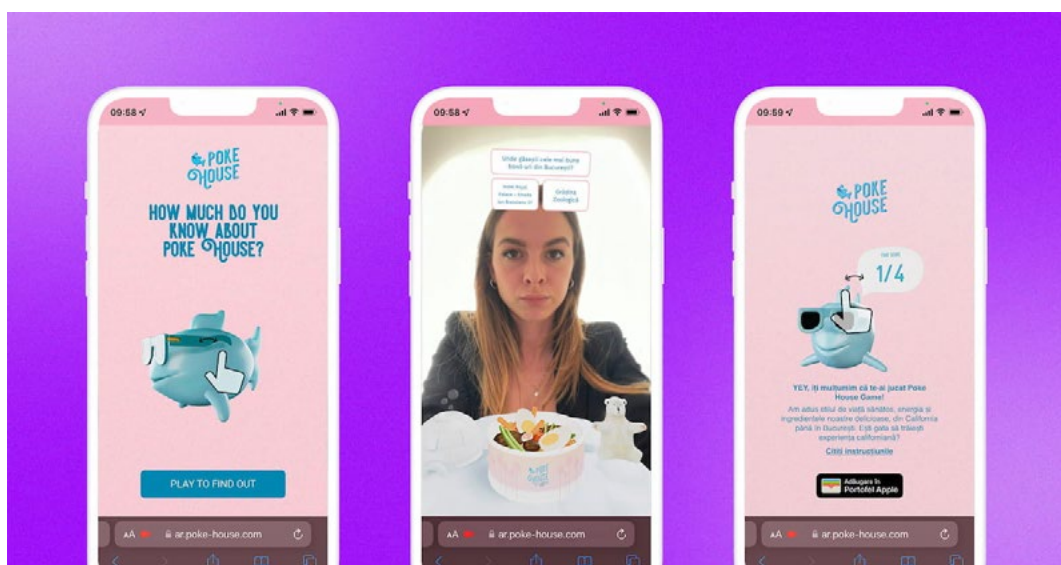
Gamification is the perfect tool to boost interaction, with Augmented Reality games that encourage customers to stay in touch with the brand; quizzes and polls can increase sales and create stronger bonds with your customers through personalized experiences.

• **POKE HOUSE CASE STUDY**

To open its new flagship store in Romania, Poke House chose Aryel to **develop and share a highly engaging online gamification experience to bring users into the physical store.**

This WebAR marketing campaign thus becomes a powerful driver to bring customers from online to offline, to introduce a product considered new in a market where Poke is still an emerging trend, and then to present and make the brand known and to be able to immediately associate it with a premium experience both online and offline, offering a high-quality product.

This pushed Poke House to think big, and thanks to a top view campaign on TikTok, they focused on gamification, **the best way to focus all the assets and objectives in a few seconds.**



The gamification experience is enriched with **3D content and animations to enhance engagement and interactivity**; the 3D assets, which appear on the screen depending on the right and wrong answers, can lead to numerous combinations and encourage users to try the quiz several times to discover them all.

The key point of the quiz shared on the brand's social media is to **engage the user thanks to the multi-scene approach**, which facilitates the reiteration of

the experience, stimulating them to come back again and again.

The results have been particularly encouraging: in addition to **collecting new leads in the target market, the campaign on TikTok collected more than 204k interactions in a single day.**

See the full video here:

[GO TO THE FULL VIDEO](#)

Instant prizes and contests

Augmented Reality games can boost interactions and encourage users to stay in touch with the brand. In the meanwhile, AR offers participants a more immersive experience while enhancing brand storytelling, encouraging them to get in touch with the brand again and eventually become ambassadors.

• **DOG HEROES CASE STUDY**

DogHeroes created a **WebAR** experience with a “catch the item” Gamification approach.



The user is asked to help prepare different dog meals by collecting ingredients and tilting the head to catch dropping items and avoid the wrong ones (e.g., chocolate) in a Face-Tracking experience made with Aryel. If enough points have been scored, **the user will have access to a discount coupon for future orders.**

On the brand's side, **the experience allows the collection of data and leads** (stored thanks to the CRM integration) since users are asked to enter their data within a simple form, with which the brand can then **leverage retargeting campaigns and dedicated promotions in the future.**

Off to online

Extend the customer experience and blow minds with **product tutorials, how-to, and exclusive rich content that seamlessly bring potential customers and users from offline to online** to explore all the brand's touchpoints.

• **MIELIZIA CASE STUDY**

Mielizia, an Italian honey brand, used WebAR to launch a new marketing strategy to enrich its packaging with fun, immersive experiences.



Users can interact with the Mielizia 3D mascot bee that will take flight on the screen; thanks to Aryel's WebAR, the brand can share immersive storytelling and, through a simple and intuitive menu viewable by swipe up, users can then access engaging multimedia and interactive content, learning about the history and supply chain of the products through motion graphic videos, infographics, and video recipes.

By scanning a honey jar, **customers can immerse themselves in a virtual experience that boosts brand awareness, increases loyalty,** and encourages them to learn more about the product and the brand.

The experience has been notably successful, with users spending **2.5 minutes on the experience, which has been watched 20 times on average.**

Store animation

Welcome customers into your brand's world and use this experience to increase sales in the customer journey. **AR can offer participants a more immersive experience while enhancing brand storytelling,** encouraging them to **connect with the brand again and eventually become ambassadors.**

Events

Thanks to AR, it is possible to enrich events with new layers and offer

participants a better experience without downloading any apps while offering them incredible phygital experiences that boost brand awareness.

• **SENTINEL DIAGNOSTICS CASE STUDY**

For two trade fairs, Sentinel Diagnostics - an international market leader in the diagnostics industry - created an Augmented Reality (AR) experience with technology partner Aryel, a World Tracking experience.



The goal was to engage the fair visitors and communicate brand and product values, differentiating from other booths and competitors at the event.

The World Tracking experience was created to convey functionally and interactively all the features of the new product presented during the AACC, the main event in the US dedicated to the clinical chemistry industry.

On this occasion, Sentinel Diagnostics used Aryel to engage visitors and communicate the in-depth features of the STAT-NAT® line and the new SENTINAT® 200, with an average of 3.2 minutes per user spent in the experience.

“The events where Sentinel Diagnostic adopted these augmented reality experiences turn out to be just one of the multiple opportunities to take advantage of these activations, and they certainly won’t be the only ones.” Explains Davide Bettinelli, Project & Partnership Manager at Aryel.

“WebAR experiences and related benefits can be integrated into all online touchpoints already adopted by the brand - such as website, newsletter & DEM, social channels-and offline - such as future events and print media-going on to modify their content from time to time.”

The Sentinel Diagnostics case study is particularly valuable to the AR industry since it is proof that even diagnostic companies and those in such a niche manufacturing sector, such as medical and hospital, can leverage this

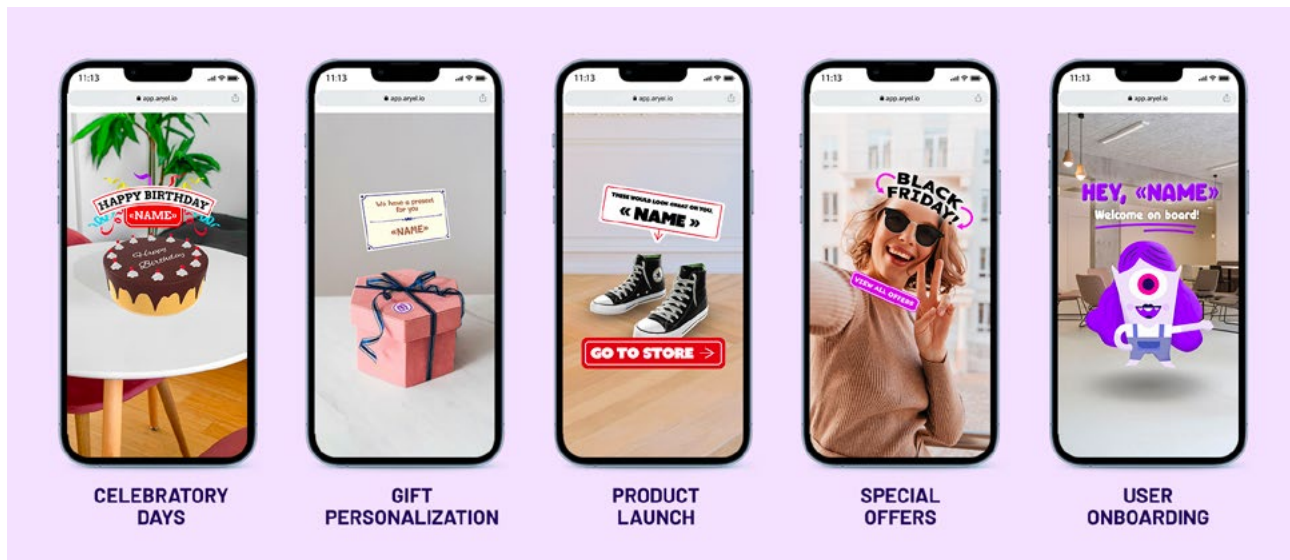
technology to enhance their visibility and brand awareness, differentiating themselves from competitors and bringing innovation to the way they communicate their products as well.

See the full video here:

[GO TO THE FULL VIDEO](#)

AR for Lead Nurturing & Retention

3.2



CRM for lead nurturing aims to strengthen the customer bond and engage with them in a new way **while improving cross-selling and lifetime value**. AR can speed up this process by offering immersive and engaging experiences and custom experiences that put the customer in the spotlight.

At this point in the customer journey, there are two different kinds of content, one **action-triggered**, the other **event-triggered**, and both can be enriched with unique and engaging WebAR content.

To make it clear, action-triggered content is dynamic 1:1 content, sent automatically when an action is performed by the user, for example:

- Placing an order
- Subscription to newsletter
- Password reset request
- Filling customer survey
- Abandoning shopping cart
- Material download/ request
- Expiry of agreement or subscription

On the other hand, event-triggered content is sent based on an action, and

they are inherently promotional, like:

- Welcome and onboarding emails
- Promotions
- Birthdays
- Anniversaries
- Celebratory days (e.g., Xmas, Black Friday, etc.)

Again the process is very simple, and it seamlessly works thanks to an integration with a CRM tool; with that, it's possible to extract data & attributes for each user according to previously-defined rules based on a specific action or event-triggered. At this point, Aryel's WebAR brings in dynamic fields from the CRM to offer users a unique & hyper-personalized augmented reality experience on the web.

Celebratory days

Christmas, Mother's Day, Saint Patrick's... with AR, it's easy to create tailor-made assets and features according to different business goals. Depending on the occasion, the Aryel platform has more than 1k ready-to-use templates for every possible commercial highlight!

Gift personalization

Customers love to feel unique and at the center of attention: Ar offers the opportunity to integrate personalization services to every existing product range and improve the bond between customers and the brand.

Product launch

When launching a new product, innovation is the key. AR CRM helps brands become unforgettable with innovative experiences that bring new dynamics to the table and encourage user-generated content.

• **FANTIC CASE STUDY**

In conjunction with the launch of their new Enduro and Motocross 2023 ranges, Fantic Motor decided to integrate Augmented Reality into their marketing strategy **as a tool to provide a new level of product exploration** directly on their website.

The company chose Aryel's platform to create and share product visualization campaigns in WebAR with its flagship products. The goal is to differentiate the customer experience and bring more potential clients into stores.

The experiences in WebAR have been **integrated into the brand's website**. Moreover, on each product page, there is a "Discover it in augmented reality" button that allows users to view the product in the surrounding environment directly on the smartphone screen to **engage users in the early stages of discovery and brand awareness and bring both new generations and historical fans closer to the brand**.

In fact, the project involves using AR across multiple channels at different stages of the funnel and at different times of the year, with an omnichannel and Always-On AR approach.



Special offers

Customers are bombarded with ads all day, and standing out from the crowd can be challenging. AR can help promote offers in an innovative and interactive way, from flash sales to loyalty plans, coupons, and so on.

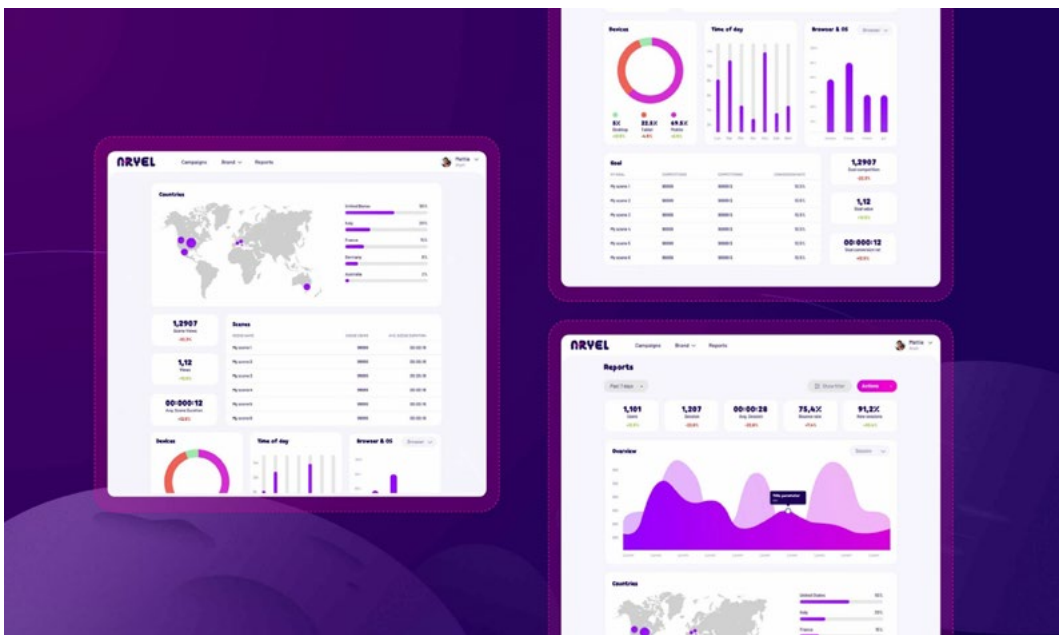
User onboarding

AR can be helpful even for internal dynamics: welcoming the new resources and offering them a unique and custom experience for the first days in their new workplace is a piece of cake!

Aryel's WebAR can also **provide reports and insights about campaigns and users to keep track of their performance and understand the funnel's impact** and what benefits they bring. The analytics dashboard with insights, data, and reports for tracking campaigns' performance helps marketers know the audience better, collects stats even from offline marketing campaigns, and boosts ROI.

It is possible to set up campaign goals linked with interactions and help measure 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.

AR is not an extravagant technology to use once and then forget about it but a tool on the same level as social media and newsletters that can make the difference in the long run if used consistently.



Talking about marketing, every professional in the field knows that data often help to make empirical decisions that can improve the effort and the strategies- 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.

In conclusion, Augmented Reality and its declinations, such as WebAR, are a perfect tool **to perform effective CRM Marketing strategies through the marketing funnel.**

Being such a versatile technology, with AR, there's no limit to creativity: every kind of printed media can be enriched with immersive and engaging content, such as 3D models, images, video, audio, or even gamification dynamics, **aiming to catch the attention of potential customers at every step of the funnel.**