

Case Study: Helping increase Customer dwell time & brand engagement



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What was your problem statement?

Certain marketing campaigns designed around AR/VR needed much robust, intuitive and highly customizable tool to create content and publish on scale. Lack of availability of platforms with less dependency on hardware, ecosystem and steep learning curve forced us to handle AR/VR in a more conventional way which was designed a decade ago.

Did Scapic help you solve your problem? How?

Scapic's platform to create AR and VR content right from the web interface with very intuitive user workflow solved most of the old school problem we had earlier faced. Ability to use web AR was a step in the future. The entire Scapic ecosystem helped us create demos for several clients to create awareness of the impact an AR/VR component in certain marketing scenarios can bring. **Quicker and experiential demos to the client meant higher conversion rates too.**

Can you describe the project in detail? Where was the Scapic's solution utilised? How would it help you?

Augmented Reality on the Web, Facebook 3D Posts and Virtual Reality experiences.



Though AR/VR/MR are seemingly old technologies, Scapic's robust platform manages to edge this out as one of the preferred emerging technologies for digital marketing. The entire team at Scapic is focused & determined. Each time they have managed to deliver content as promised. The team is young and is open to challenging briefs, of which, the solutions they propose are elegant and reflect convictions.

How would Scapic's solution benefit your customer?

Quick creation and execution of content with relative better user experience keep our client ahead of the competition by consistently improving the reach.