

The latest technology buzz is around blockchain, which is poised to revolutionize the e-commerce industry with its massive potential. According to Statista, by 2021, the global blockchain technology market is predicted to grow to \$2.3 billion. From the elimination of intermediaries to streamlined workflows and reduced complexities, blockchain's potential to overcome e-commerce challenges is irrefutable.

### **Challenges of the Current E-commerce Industry**

The e-commerce landscape has been extremely competitive, with players of all sizes offering similar products and services. In order to stay in the race, businesses have to constantly embrace smarter business models and technologies, but there are several challenges:

- Traditional business models have middlemen who charge a hefty percentage of the earnings in the selling process. For instance, sellers have to pay processing fees to facilitate payments for the completion of the transactions.
- Safeguarding consumer data is a key concern as retailers need to build customers' trust and assure them that their personal and financial details are completely safe. Sellers usually have to invest heavily in data encryption and other measures to prevent hacking and protect consumer data.
- E-commerce selling is a complex process comprising an array of multi-faceted operations such as supply chain, logistics, payments, and more. Managing these operations and the intermediaries involved is another challenge for the industry.

### **The Solution – Blockchain**

With several big data breaches capturing the limelight in recent months (especially Facebook's privacy crisis with Cambridge Analytica), privacy concerns are weighing heavily on the minds of internet users worldwide. As these challenges overwhelm sellers, they have been looking for that one technology that is capable of handling all security-related challenges. Fortunately, they have found the perfect solution in blockchain, being a decentralized system, it brings a host of benefits for the domain.

### **But, What Exactly is Blockchain?**

A blockchain is a database in which bits of information (or blocks) are linked together (in a chain). Since the database is shared and managed by more than one party, irregularities are easily spotted, making it a highly trustworthy system. And although blockchain has long been primarily associated with Bitcoin transactions, its true potential is finally being recognized by several industries. According to Gartner, blockchain's business value-add will grow over \$360 billion by 2026. Key features of blockchain include:

- Blockchain creates transparency and achieves consensus-based trust without the need for a central authority.
- The decentralized ecosystem offers a robust structure that is practically impossible to hack.
- It enables consumers to connect with companies or other consumers, eliminating middlemen from the process.

- Blockchain extends the ability to turn insights into immutable assets, allowing superior control of data usage.
- It can help enterprises minimize cost implications by up to 90% savings.

## **How Blockchain Will Transform E-commerce**

Despite the positive impact that blockchain has had on the global economy, things have not been very bright for the e-commerce domain, as it has been ridden with challenges since its inception. All these years, the industry has been looking for a secure technological backbone, which blockchain will finally fulfill.

### **Operational Efficiency**

Blockchain's decentralized model is capable of streamlining operations and driving efficiency. Since the technology facilitates integration with various management systems, it can help regulate and streamline workflows with intermediaries such as logistics and payment processing partners.

### **Transparency**

Another significant advantage of blockchain in e-commerce is that it brings the required level of transparency in transactions, which fosters trust. Since every transaction is recorded in a shared ledger, it cannot be modified. Such high-security and radical visibility improves transaction processing speed and ensures traceability throughout.

### **Cost-Effectiveness**

E-commerce sellers can rely on blockchain-led bitcoins and a host of other cryptocurrencies to avail cost-effective digital payment solutions. By removing middlemen and intermediaries from the payment process, blockchain eliminates transaction and processing fees, allowing retailers to achieve cost-effectiveness.

### **Data Security**

Since a single data breach can cost an e-commerce retailer millions in revenue and a lot more in brand authority, blockchain offers a level of security that retailers cannot afford to do without. Blockchain is built on the distributed ledger technology (DLT) that offers the highest level of security available for online database platforms.

## **Blockchain Applications in E-commerce**

As the online sales industry continues to both adopt distributed blockchain technology and benefit from it, the ways in which sellers can function and serve their customers — and their bottom line — will multiply. Here are a few applications for blockchain technology in e-commerce:

### **Inventory Control**

One area that can highly benefit from the use of blockchain is inventory control. For instance, by incorporating blockchain into inventory control, retailers can decrease items from inventory as with some standard shopping carts, but can also order replacement stock when pre-defined thresholds are reached. This makes sure that the online store never runs out of product, while at the same time ensuring that excess inventory is not accumulated.

## **Digital Ownership**

The tons of high quality photos, product videos, reviews, and other information that are integral to any e-commerce website are typically created at great cost to the store owner, but the ownership belongs to the e-commerce platform. However, with blockchain, retailers can have complete ownership of all digital assets including digital storefronts, product photos/videos, and reviews. This ownership will be recorded on the blockchain and will be fully transparent.

## **Loyalty Reward Programs**

Blockchain can enable customers to benefit from personalized offers and loyalty reward programs. By securely capturing purchasing history and preferences on the blockchain, personalized offers and loyalty reward programs can be completely automated within the blockchain. Since records of every purchase are stored in the chain, it is easy to have a smart contract to offer a discount, or to issue reward points to customers as they surpass certain spending thresholds.

## **Identity Management**

As more and more people are using online channels to conduct transactions, the digital footprints they leave behind are unimaginable. Every time consumers enter their personal or bank information onto an e-commerce website for payment purposes, information gets stored on several internet databases that are vulnerable to security issues. By protecting individual identities from theft and misuse, blockchain can help retailers build strong authentication mechanisms and encrypted digital identities for improved identity management.

## **Supply Chain Tracking**

Every e-commerce site thrives on the reliability of its supply chain; a reliable supply chain process lets the store operator know what stock is in the pipeline and when new stock will arrive, as well as make sure vendors are supplying the exact products ordered. By using blockchain to track the supply chain, e-commerce companies can ensure that vendors stick to criteria that has been agreed upon and do not substitute products without notice – ensuring that transparency is maintained throughout the process.

## **Warranty Management**

Very often, consumers and retailers experience the frustration of having lost paper receipts and being unable to prove warranty coverage. With blockchain, retailers can easily and efficiently store warranty information; manufacturers, retailers, and customers will all be able to access the data, allowing warranty information to be easily accessed and validated.

## **Better Operations**

Blockchain's potential is massive, and as more and more industries embrace the technology, its impact will only grow exponentially. The advent of blockchain has already started changing the e-commerce industry, and in the next few years, it will completely transform the online shopping landscape. The technology will allow customers to gain direct access to retailers, eliminating middlemen and making the process more streamlined and efficient. Besides, with cybercrime damage costs predicted to hit \$6 trillion annually by 2021, blockchain will enhance the transparency and security of e-commerce transactions.

With the e-commerce industry likely to experience 50% annual growth by 2020, it is necessary for established players as well as e-commerce startups to keep themselves tuned to the latest trends and integrate upcoming technologies like blockchain on their platforms for better operations.

# Crypto currency in E Commerce

With the buzz around cryptocurrency, Web 3.0, NFT and the blockchain, you may have considered taking Bitcoin as payment for your eCommerce business. Even if you don't, it pays to familiarize yourself with how crypto changed the eCommerce landscape.

While cryptocurrency prices have been relatively volatile, many companies support crypto payments. Major eCommerce service providers like WooCommerce, BigCommerce and Shopify accept crypto payments through digital wallets like BitPay and Coinbase Wallet.

In this article, we cover the advantages and disadvantages of implementing cryptocurrency payments in your eCommerce business. We also provide a guide to accepting cryptocurrency on your eCommerce website.

## What is Cryptocurrency?

Cryptocurrency is a digital currency (i.e. lines of computer code) not issued by a bank or government, allowing users to spend money anonymously. Bitcoin is one of the most prominent cryptocurrencies, which can be traded on crypto exchanges like Coinbase. Some businesses also accept bitcoin and other cryptocurrencies as payment.

Bitcoins are stored in a digital wallet, available online through cryptocurrency exchanges or offline in a flash drive-like device. You use this wallet in crypto transactions by transferring funds from your digital wallet to the vendor.

## Top 4 Cryptocurrencies to Know

According to the major cryptocurrency exchanges, these are the four most popular cryptocurrencies:

- 1.**Bitcoin:** The most well-known modern cryptocurrency
- 2.**Ethereum:** An energy-efficient alternative to Bitcoin and the second-most valuable cryptocurrency
- 3.**XRP (Ripple):** Boasts lower transaction fees and often used for international fund transfers
- 4.**Bitcoin Cash:** Offers an unlimited supply unlike Bitcoin, which makes it a better choice for transactions

## Stores That Accept Bitcoin and Cryptocurrency

Bitcoin and cryptocurrency in general has been widely adopted these past few years. Here are some businesses that accept crypto:

- 1.Magento
- 2.Overstock.com
- 3.eGifter
- 4.Shopify
- 5.WooCommerce
- 6.BigCommerce

## Is Cryptocurrency a Viable Option for eCommerce Stores?

Many large eCommerce companies accept cryptocurrency as payment, but is it a good idea? Let's discuss the advantages and disadvantages.

## Why Should Your eCommerce Brand Adopt Crypto Payments?

Adopting crypto payments for your eCommerce brand helps you reach more clients and finish transactions faster. Here are four reasons to start taking cryptocurrency payments:

### Reach a Broader Market

Taking digital currency payments means reaching a new market of tech-savvy clients. Moreover, accepting crypto means you don't have to go through the hassle of converting currencies when doing business with international clients.

However, expanding your client base to other countries means you may need to make international deliveries, so make sure your shipping and last mile delivery solutions can handle them.

### Process Transactions Faster

Credit cards and bank transfers take hours, sometimes even days to process. Cryptocurrency transactions only take minutes to arrive in your digital wallet, letting you access the money faster.

### Get Lower Transaction Fees

Credit card companies and most payment processors can charge up to 5% in transaction fees. Crypto transaction fees tend to fluctuate, but they generally don't go higher than 1.5% per transaction. This number may seem small, but it stacks – giving you considerable savings in the long run.

### Reduce Risk of Fraud

Cryptocurrency transactions are transparent because they're recorded on a publicly viewable digital ledger called the blockchain. Additionally, crypto transactions are very hard to reverse, so clients can't ask to withdraw money from your account without your consent, preventing fraud.

## Online Merchants That Accept Bitcoin

Many major brands accept bitcoin and other cryptocurrencies. Here are several examples of online retailers and stores that take bitcoin as payment:

- Microsoft Store
- Overstock
- Namecheap
- NewEgg
- ExpressVPN
- AMC Theatres
- Shopify
- Rakuten

## Benefits of Cryptocurrency in eCommerce

### Lower Transactions Fees

Credit card companies and payment apps like Stripe or Square charge transaction fees anywhere from 3-5% on each transaction. Many eCommerce companies build these fees into their online store prices. Cryptocurrency transactions often don't have fees or are as low as 1%. However, there are cryptocurrency conversion fees when transferring cryptocurrencies to national fiat currencies like USD.

### For Anonymous Transactions and the Bank-Averse

Cryptocurrency allows for anonymous online purchases by using encrypted wallet addresses — it's basically like using unmarked cash. This allows your clients to purchase items without compromising their personal information and allows you to do business without worrying about any privacy regulations.

### Reduce Fraud and Chargebacks

Contrary to popular belief, developers built cryptocurrency's blockchain technology specifically to reduce fraudulent activity. By accepting cryptocurrency, money is exchanged immediately, it cannot be rescinded and it cannot be forged; therefore, the ability for fraudulent chargebacks or returns is drastically reduced.

## **Disadvantages of Cryptocurrency in eCommerce**

### **Price Volatility**

The value of cryptocurrencies tend to fluctuate wildly, compared to the relatively stable movements of fiat currencies. If crypto values drop, you may experience cash flow issues and difficulty in daily operations.

### **Lack of Buyer Protection**

Credit card companies and banks usually have strong client protection measures to safeguard you from unauthorized spending. However, cryptocurrencies have no buyer protection, so you may need to build trust with clients before they warm up to crypto payments.

### **Environmental Concerns**

Bitcoin is produced through mining, an energy-intensive task that consumes more electricity annually than the entire country of Argentina and has a large carbon footprint that equals New Zealand. These issues can hurt crypto prices, like the bitcoin price drop that happened after Elon Musk and Tesla refused to accept bitcoin as a form of payment because of its environmental impact.

### **Cryptocurrency Taxes**

Although Bitcoin isn't subject to regulations, the government requires you to report your Bitcoin transactions and the revenue/loss from holding the "property" – as declared by the IRS.

According to the IRS, "a taxpayer who receives virtual currency as payment for goods or services must, in computing gross income, include the fair market value of the virtual currency, measured in U.S. dollars, as of the date that the virtual currency was received."

## **Accepting Cryptocurrency Payments on Your Website**

If you're planning to take cryptocurrency as a payment method on your website, you need to prepare these things first:

### **Digital Wallet**

You need a digital wallet to receive, send and store many cryptocurrencies like bitcoin and Ethereum. For eCommerce users, we recommend cryptocurrency exchange wallets like Coinbase because they let you make transactions faster.

### **Shipping**

Adopting cryptocurrency means you're opening yourself to international clients. Review your shipping capabilities to prevent any delivery issues and ensure you can handle orders from abroad. If not, upgrade your 3PL software, and don't promise two-day shipping unless you can guarantee it.

### **Payment Processor**

Many eCommerce platforms like Shopify and WooCommerce already offer cryptocurrency payment integrations. If your platform doesn't offer it, look for a crypto payment gateway that suits your needs.

### **Marketing**

You need to announce that you're accepting cryptocurrency payments. Do this through your eCommerce website, social media and other marketing tools at your disposal.

## **How to Accept Bitcoin on Your Site**

To start accepting Bitcoin on your eCommerce site, simply integrate a BTC payment processor into your store. Many major eCommerce providers like Shopify and WooCommerce already have BTC payment processor integrations, so you can implement them immediately.

Different BTC payment gateway solutions offer different features, so examine the following when making your pick:

- Cryptocurrency transaction fees
- Batch payout frequency
- Supported cryptocurrencies
- Supported regions and countries
- Client Support

Once you accept BTC as payment, market your progressiveness and tech-savviness to your consumer base. You can display signs on your site that say, "Bitcoin accepted here."

What If Direct Integration Isn't Possible?

If a direct integration isn't possible, consider alternative options such as the following:

- Payment buttons:** Add a payment button to your website; consider using the Coinbase API to create your Bitcoin buttons.
- Custom cryptocurrency payment integration:** Create a custom-made Bitcoin API that integrates with your eCommerce platform's shopping cart
- Invoices:** Invoice your clients instead of using shopping carts. Coinbase even has an invoice generator tool.

# Artificial Intelligence in E-Commerce

## Importance of AI in the eCommerce industry

AI is implanting itself into all aspects of our lives. From the emerging number of self-checkout cash registers to security checks at the airport, AI is almost everywhere. A report published by Gartner stated that, in the last four years, the number of businesses fostering AI increased by 270%. Still, there are plenty of misconceptions about all things related to AI. For example, many assume that AI is a comparatively new branch of study when it's actually nearly 70 years old.

It's crucial for a business to have an eCommerce platform to be able to compete with other retail businesses. If your eCommerce business isn't able to sell online, you won't be maximizing your revenue. On top of that, eCommerce businesses have seen an upward surge after the pandemic. The revolutionary and transformative use of technology has led us into an era where we are immersed in social media, gadgets, and the internet as we've never been before. For all of those reasons, many successful businesses have decided to embrace the online market and are seeking opportunities to improve sales in this way.

With many brick-and-mortar businesses wanting to enter the eCommerce arena, AI is becoming a substantial part of the business world. It's also boosting engagement and interaction with digital touchpoints. We're witnessing firsthand that implementing AI in your eCommerce website can boost your sales and improve your efficiency and productivity in operations.

## Top 5 ways AI can benefit your eCommerce business

A survey by HubSpot stated that 63% of clients don't even know that they use AI technologies. This shows that you can deploy AI for your eCommerce site indirectly or without even really knowing it. Here are the top five benefits of deploying AI in your eCommerce business:

### Voice commerce and virtual assistants

eCommerce virtual assistants (VAs) are chatbots that use language processing and machine learning technologies to understand customer queries and offer the needed support accordingly. This is not new to us anymore. We're all well versed with Google Assistant, Amazon's Alexa, and Apple's Siri.

eCommerce businesses prioritize using virtual assistants because they're active 24/7 and can handle queries effortlessly. Importantly, this improves a business's scalability, too. Virtual assistants can perform several tasks ranging from product research to listing to handling inventory. For customers, VAs represent easy and quick access to information and assistance.

Voice technology is not new either. Businesses have been using it since the 1960s. Still, voice commerce has had remarkable growth. It's essentially a technology that permits users to buy or do searches with their voices. Voice commerce is preferred by many for its speed and convenience because users don't have to type anything to search.

## **Smart search**

Many customers use the search box to find products on an eCommerce website. It should go without saying that these customers are most likely to make a purchase compared to those who are only "window shopping." Finding the actual desired item is the biggest problem here. For many, even after using relevant keywords, they often don't find what they're looking for.

Smart search is also referred to as "searchandizing." It's a combination of merchandising and search. It blends merchandising techniques with online search practices. Searchandizing involves advanced elements, like, for instance, faceted search, navigation, autocomplete, recommended product listings, recent searches, and many other features that are merged with established search techniques. eCommerce platforms use image annotation to offer personalized, user-friendly, and useful search experiences through behavioral data.

## **Personalization**

Personalization in the eCommerce industry is remodeling the shopping experience according to an individual customer's pain points, needs, preferences, and tastes. For example, they can show recently viewed products, run an automated personalized email campaign, or create a personalized product list.

We can also translate it as the strategy of personalizing the online shopping experience by dynamically or actively showing content, whether it be campaigns, brands, or products, to customers. This depends on their click-through, browsing behavior, purchase history, etc.

Personalization was a part of the eCommerce industry before the implementation of AI. However, now, computers can now crunch big bites of data that enable optimization and real-time analytics. eCommerce stores have hundreds of thousands of products and, correspondingly, many, many customers regularly.

Software or an algorithm can quickly analyze the data on the spot and fetch trends in customer behavior. With personalized product recommendations, eCommerce stores can benefit from customers' inclination to impulse buy. You can also cross-sell or upsell products by recommending different products to the customers at the checkout depending on their preferred brands and categories.



## **Automation**

Online stores are now available on multiple channels with 24/7 availability. This often requires some form of automation. By automating customer support, merchants can save time, energy, and operating capital. AI can be of great help when it comes to automation for eCommerce business owners.

With automation, an eCommerce business can manage and execute all repetitive tasks and simplify the front and back-end workflow. With AI, eCommerce businesses can automate everything from featuring new products on multiple channels to synchronizing sales, identifying high-risk transactions, offering discounts to loyal customers, etc. Additionally, shifting the burden of answering routine queries to automated chatbots allows eCommerce business owners to focus on more complicated requests.

## **Remarketing to potential prospects**

Remarketing is more like a reminder of an eCommerce business brand and its items to the target audience. A retargeting strategy aims to reach users who are already your customers or those who have previously visited your website. These customers might have already bought from you in the past or they might have left their buying journey at some point before completing a purchase.

With the help of AI computer vision, an eCommerce business can identify the behavioral pattern of every customer on the basis of sales generated and the most viewed or purchased items. This data can be used later to attract them back to your eCommerce website. Push notifications are the most powerful retargeting strategy here. These notifications are brief and straightforward, so there's little risk of customers getting annoyed. An eCommerce business can also use personalized push notifications that provide one-on-one communication.

Businesses use AI in their remarketing campaigns as a cost-effective and helpful strategy. Remarketing places your business at the forefront of the customer's priorities. So, next time they surf the internet for shopping, your name will be one of the first to pop into their head.

## **What's the future of eCommerce like with AI?**

AI is constantly transforming the eCommerce industry. Today, it's impacting how an eCommerce store features and sells products to its customers. By offering a highly personalized shopping experience with the help of virtual buying assistants, AI is improving the online shopping experience for both customers and retailers.

The technology also offers advanced ways to identify customers' behavior and analyze big data to help eCommerce stores engage, segment, and retarget their customers. Pulling off a highly personalized customer experience is key to the prosperity of an online business. AI applications can identify and analyze consumer data to forecast future purchasing patterns and make product recommendations depending on the browsing patterns of the consumers.

According to a rough calculation, a report by "Business insider" stated that nearly 85% of customer interactions would be managed without a human by 2020. With emails, phone calls, and chats being efficiently and quickly responded to by automated systems, these stats appear to have been realistic. By 2025, Tractica predicts that the profit generated from the direct and indirect application of AI software will increase up to \$59.8 billion.

However, there is still work to be done. According to some recent surveys, up to 85 % of AI initiatives don't deliver on their promises at the end of the day. Clearly, there are still improvements to be made to AI algorithms, and this number should go down as those improvements become a part of modern AI solutions.

# AR VR in E-Commerce

## How Ecommerce Businesses Are Using Augmented Reality

AR allows ecommerce customers to preview products or experience services in their own environment and on their own time, before electing to make a purchase. Using AR, your customers can preview products and be more likely to pick the right product the first time.

### 1. Virtual try-on solutions.

"It looked great on the mannequin." -Everybody, at least once, after trying a new clothing item on for the first time and realizing it doesn't suit you at all.

The fear of that very outcome can reduce conversion rates. Shoppers want to really know what they're getting and take every precaution for it to be what they want. And if they do take the chance to buy and it doesn't work out, your return rates will go up.

AR helps online shoppers understand what they're buying and how the items will work for them. There are applications like this for clothing, makeup, accessories and even eyeglasses.

### 2. Preview placement.

What will that couch really look like in your living room? How big will that television screen appear on your wall? It can be difficult to tell even when you're at the store looking at the physical item — never mind looking at it on a small computer or mobile screen.

Preview placement gives customers a real-time glimpse of what a product will look like when placed in their own environment.

DTC furniture brand Burrow uses AR to help customers visualize how their couches will fit in their living rooms. Their Burrow at Home app uses ARKit to place true-to-scale 3D models of Burrow's couches in photos taken on customers' iPhones and iPads.

### 3. Interactive user manuals.

If you're selling a product that has a learning curve before it becomes easy for new customers to use, an interactive user manual might be a great AR application for you to help users better understand how your product works.

An interactive user manual responds to user actions, providing on-page contextual support when using a piece of software, website, or application. Many AR user manual apps scan the product and indicate the buttons in the real-life environment using graphical arrows and animations with text.

#### **4. Social media filters.**

If you've used Instagram Stories or Snapchat lately, you may have used an AR filter. These filters were once used just for fun, but over the years there's been a rise in the number of brands jumping on the AR bandwagon through social media filters.

Here are some of the benefits:

- It's a great way to showcase a new product by enabling people to test out how it'll look on them.
- The novelty factor of AR filters can help boost audience engagement and encourage people to tag you in their content.
- The "wow" factor can help you stand out from the crowd of brands on social media and showcase what makes you special.

#### **Augmented Reality Can Help Grow Your Store**

One of the greatest limitations in ecommerce is the difficulty of representing a physical, three-dimensional product in a virtual, two-dimensional environment. AR can help bridge the gap between shopping at a physical location and shopping online by making it easier to represent merchandise and giving the consumer a better understanding of the product they're purchasing.

Here are some of the things AR can help you do:

##### **1. Increase customer engagement.**

AR is inherently interactive, making it easy for customers to get hooked on your site. And, the longer they stay on your ecommerce website, the more chance they have to make a purchase! Even if they don't buy during their visit, the improved engagement means they've developed a relationship with your brand and your product, and likely made a memory — making them more likely to remember you in the future.

##### **2. Reach new customers.**

To get people's attention in a noisy world, you'll have to create a buzz. Creating an engaging AR campaign can be one way to do it.

### 3. Reduce returns.

With AR, you can give customers a lot more information about a product than with a static image or even a video. Along with offering 3D views, you can show what a product would look like in a consumer's space, making it less likely that they receive the product only to find it doesn't look as anticipated.

### How to Bring Augmented Reality to Your Ecommerce Store

If you've decided to make use of AR in your business, here are a few steps you can take.

#### 1. Clarify your business objectives.

What do you want to achieve? And how does it help your customers? Make sure you don't stop after answering the first question, because the second question can take your AR application from good to great. You need to understand exactly what you want the customer experience to achieve. Figure out your vision and goals before jumping into the technical aspects of your AR application. Once you know where you're going, it'll be easier to choose the techniques and technologies you need to get there.

#### 2. Identify augmented reality tools you would like to use.

Once you know what you want to create, you can start identifying the tools you need to use. Here are the aspects you need to think about:

- **License type:** If you have a limited budget, you may want to choose an AR platform that offers a free license. Many AR solutions provide both free and commercial licenses. However, remember that the free version won't be as robust as the full software.
- **Supported devices:** Whether you're planning to run your augmented reality app on mobile devices, laptops or AR glasses, make sure the tool you use can support the hardware for your app.
- **Supported operating systems:** If you're going to develop apps for several operating systems, make sure the platform you choose supports every operating system you want to run your app on.
- **Capabilities:** Carefully evaluate each platform to determine whether they have the exact features you need. For example, not all platforms support geo-location, so if you're planning to create a location-based AR app, those won't help you.

#### 3. Market your new tool.

Now that you've put all the hard work into creating your tool, you'll want to make sure the world knows about it. Here are a few ways you can get the word out:

- **Create a demo video:** Make promotional and instructional videos for your app that demonstrate how to use it.

- **Display in-app instructions:** Provide clear direction so people understand what they're supposed to do to get the most out of your app.
- **Make your content shareable:** Enable users to share their AR experience with friends and social media contacts.