

Статья 2: Для бизнеса (в2в, партнеры, индустрия)

Рубрика: [Индустрия](#) (+ вынос на главную и в др. релевантные разделы)

Символов: нужно около 5-6к

Варианты заголовка:

- Superweapon for business: case of Emerald Verse
- Emerald Verse: Super Formula for Advertising
- Right now! Breaking news from the world of advertising
- Wow! Introducing a game changer in marketing

It happened! AR has been promising exciting new opportunities for brands for years. And here's the breakthrough happening right now: Emerald Verse's marketing platform is showing performance metrics that can't be ignored.

Our editorial staff is monitoring developments in real time. To be honest, we are under strong impression. We, hardcore AR and gaming evangelists, used to heavily underestimate the potential of this combo.

Recently we [wrote](#) about the amazing success of **Emerald Verse (EV)**. It's a newest marketing ecosystem for launching effective advertising campaigns and cross-marketing strategies using blockchain and augmented reality technologies. In short, its recent beta launch started with no advertisement at all. No marketing campaigns have been launched. The company has not sent out a single press release. No, seriously, even the project website is just getting ready to be released.

Experts from the world of marketing will not let us lie — this is really a rare occurrence. Think for yourself: even in such a completely silent format, the platform managed to organically attract **60,000 subscribers in the first days of beta testing**.

The mechanics are clear. By playing one of the 16 AR 3D mini-games presented on the platform, users walk around their cities and win valuable in-game tokens and NFTs. Blockchain technology then allows them to be sold for real money.

Communicating with their audience in the chats of the project, its development team is constantly intriguing and officially announces a long range of cool innovations and activities every day. Huge airdrops and even multidrops, unique loyalty programs and innovative promotions, astonishing possibilities for gamification, oh-so-inspiring opportunities for earning, and so much more!

But here's what impresses us the most. Let's study the business opportunities that Emerald Verse gives to business.

It seems that there exists zero niches that cannot radically benefit by using EV.

Here are just three of the top business challenges that Emerald Verse seem to revolutionize:

— **draw attention to the brand through advertising noise.**

This is a real headache for any marketer and business owner: the volume of advertising noise is growing obscenely every day. Every person in developed countries [sees](#) a shocking 8,000 advertisements a day in a day. This figure is constantly growing, and the ability of the audience to ignore ads is only increasing: people pay attention to only 5-7 messages per day.

Amid this decadence in marketing there appears Emerald Verse and shows results that seem to be unrealistic. But these stats are easy to check, and they appear to be true. On average, the audience spends at least 20 to 40 minutes daily in the app. It would seem a worthy result. But how to describe that **30% of these people spend in the app (get ready!) 6-8 hours every day**. With only a small number of all the features of the project currently being launched for testing! Do you want such engagement for your business?

— **opportunities for gamification on a fundamentally new level.**

Bringing a playful element to any product or business process, this mix of AR, blockchain and meta-economy gets people engaged with brands at an enviable rate. Definitely, existing advertising formats have received a serious challenge. It seems

that many of them will have to urgently transform, and some media are unlikely to withstand such competition at all.

Especially given the specific situation in the global economy, brands are increasingly aware of a simple fact. For their attention, the audience can rightfully demand a reward. And the business that will be able to bring the most exciting activities to people's attention faster than others will succeed. It is pointless to deny that the Emerald metaverse offers something truly outstanding. Content is a king no more. Long live the new king!

— **airdrops reinvented.**

Distribution of tokens and NFTs are already a very effective tool for crypto projects (and sooner or later any business will go crypto). And adding to it the opportunities that such an economy of action gives will probably appeal to anyone.

Income: level 1 — 5%, level 2 — 2.5%, level 3 — 1.25%, level 4 — 0.5%, level 5 — 0.25%.

The affiliate program also allows you to get a business account (a marketing tool for brands) for free. To do this, you need to invite 50 referral users to your network. Maximum size of a network is 100 people. More info [here](#).

Let's talk frankly about your business

Admit, how long ago have you conducted a large-scale marketing campaign using just one tool? Have you even ever?

And how much does it cost to attract 1 user for you? It's no secret that for many types of businesses the CPA cost exceeds \$100, and even under such conditions, it's profitable for them.

And how accurately can you estimate the degree of interaction of the audience with your product simply through advertising? Yes, yes... :)

How long, on average, does your potential customer interact with your ad? And what are the odds that he'll actively recommend it to his friends?

Do you already have an augmented reality business card?

How much does your client earn on average for interacting with your product?

How many advertising campaigns have already created using the augmented reality constructor?

And is your loyalty program assembled with a constructor that operates on the blockchain?

How about a token constructor? And a smart contract constructor? Marketplace and NFT marketplace constructor? Airdrop event constructor? What integration possibilities do your tokens give?

If any business depends on you, you should realize your real indicators right now.

Is mass love really guaranteed to your brand?

And now the inevitable question. Considering the fact that IoT will soon at least double the size of the world audience introducing

Okay, let's talk about really pleasant things. Here're some recent numbers about AR that multiple studies provide.

Audience likes AR:

- 75% of the global population [will be](#) frequent AR users by 2025
- **71% of consumers [say](#) they would shop more often if they used AR**
- 61% of consumers [say](#) they prefer retailers with AR experiences

Marketing performance:

- **interacting AR to your online sales [leads](#) to a 94% higher conversion rate**
- almost 100% of the smartphone user population will be frequent users of AR by 2025
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How you can hit the jackpot:

- 73 percent of consumers [say](#) they're willing to pay more for a product that promises total transparency that AR can provide (pss, add here advantages of blockchain and multiply the result by the power of gamification and metaverses give! Math is impressive, right?)
- 24% of respondents [blame](#) a lack of quality content as the chief obstacle slowing the augmented reality trend (EV undeniably hold a key to the kingdom of the coolest content!)
- **current competition so easy to win: just ride the wave now! Imagine, only 1% retailers [use](#) AR. It looks like a rare opportunity to challenge, right?**

To follow EV use this Project [Multilink](#).