

Nextech AR Solutions Corp.

15:43 17 Oct 2019

NexTech AR launches analytics dashboard so businesses can track their augmented reality ads

NexTech AR Solutions Corp (CSE:NTAR) (OTCMKTS:NEXCF) has unveiled a new analytics dashboard that lets businesses track the performance of their augmented reality ads in real time.

The company's ARitize platform converts 2D visuals into 3D AR models that users can view from every angle and even project into their own space. With the dashboard, businesses using NexTech's technology can watch how much time customers are spending interacting with an ad and even when they add a product to their cart.

READ: NexTech AR CEO: Instagram embracing augmented reality a boon for both the company and the industry

"With our new shareable real-time analytics dashboard, brand managers and online e-comm channel managers are able to measure their click through rates, dwell time, and add to cart for 7, 30, 90 and 365 days, which is a must in the world of e-commerce," NexTech CEO Evan Gappelberg said in a statement.

Price: 1.6

Market Cap: \$90.09 m

1 Year Share Price Graph



December 2018 June 2019 December 20

Share Information

Code: NTAR

Listing: CSE

52 week High Low
3.17 0.47

Sector: Tech

Website: www.nextechar.com

Company Synopsis:

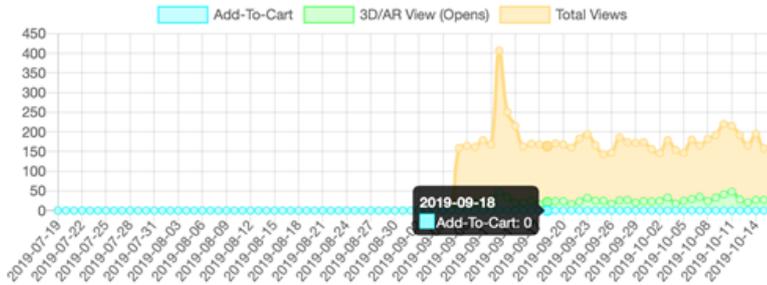
NexTech AR Solutions Corp is developing a proprietary Augmented Reality (AR) advertising platform that uniquely engages consumers by connecting them to brands and retail locations through a fully immersive AR experience. With a focus on our two core technologies, augmented reality and holographic telepresence, NexTech AR offers innovative solutions that can be harnessed across a wide range of industries.

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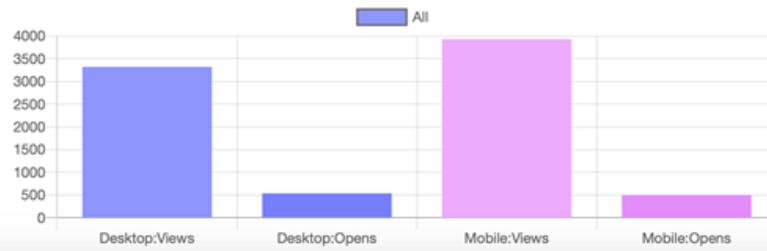
Traffic Statistics



Activity click the legend items to toggle chart



Device Breakdown



The data, Gappelberg said, makes clear the benefits of using augmented reality in advertising.

"We are super excited to see that our subscriber analytics consistently confirms that the average time-on-page with a 3D AR product is several hundred percent longer when compared to a regular 2D photograph or product video resulting in record levels of brand interactions," Gappelberg said.

"Similarly, there is a 100% to 400% increase in add-to-cart activity from the same WebAR experience, effectively turbo-

boosting online conversions and ROI which we expect will drive more and more ecommerce sites to adopt WebAR. This dashboard will be key to ensuring that more businesses decide to use AR in e-Commerce," he added.

Shares of Nextech rose 2.1% higher Thursday to C\$0.96 on the CSE and 3.5% to US\$0.74 on OTC Markets.

—Updated to include stock movement—

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up	to	Twenty	Five	Thousand	dollars	(\$25,000).
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