

# AR Campaign Menu

This chapter will describe the details of all AR campaign menu and related features inside

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# AR Menu

AR Menu is the first menu that you land upon when you view details of a WebAR campaign. This is a strong and useful tool for creators and business. Multiple features packed inside can make your life much easier while creating and publishing new campaigns over time.

## Automatic QR Code generation

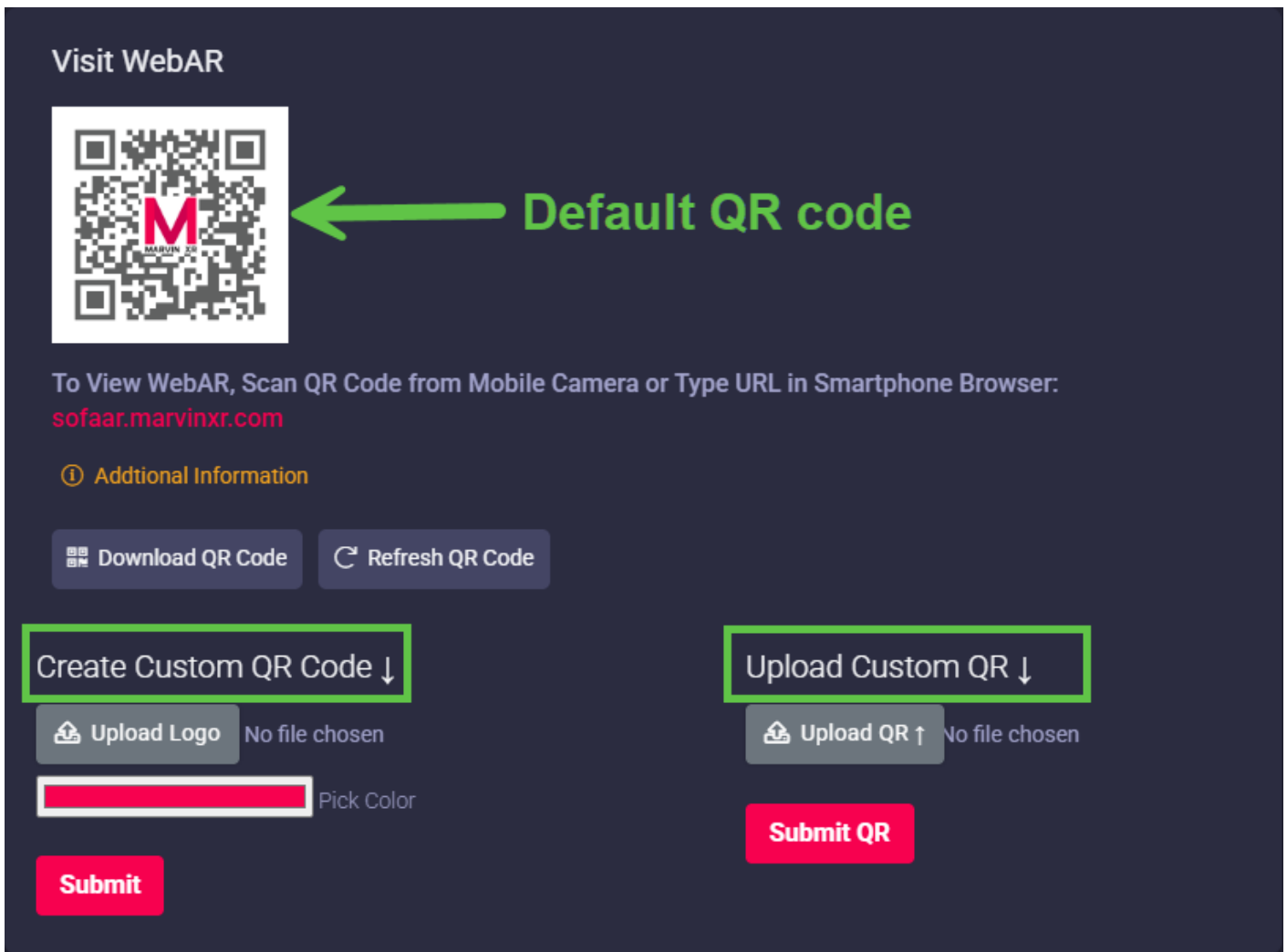
With each AR campaign, Marvin XR generates a **default QR code** that you can use anywhere. This is a great advantage to publish and spread AR campaign quickly without investing time to create a QR for them.

You can **download the QR code** and use it in digital or print advertising for user engagement. *Refresh QR* can help you to re-generate the QR code with varied shape (QR dots pattern will be changed).

You want to use a custom QR code with your logo etc? No problem at all.

If you don't have a custom QR code, you can create one [here](#) (make sure to use Marvin XR campaign URL and your logo to create the custom QR - *choose your preferred color or QR design if any*).

Now upload your custom QR code here so that your team members can access and download it whenever necessary.



## One-click HTML view change for Surface AR

You can always view your campaign from AR Menu page. The default HTML view of the campaign has a unique design. When you open it from desktop, it'll show you the 3D model and the QR code (along with URL details) so that you can quickly test it from mobile scanning the QR from the screen.

When you open the same campaign from mobile, it'll show up in a different design to let you quickly launch AR from there (device recognition design).

But we do understand that you might need to change the design as per your campaign requirement. Especially for ecommerce, plain and simple view is important while embedding such campaigns within their online product stores.

## Simplify Styling

Click on **Simplify Styling** would convert the campaign HTML user interface to minimalistic view

immediately.

If you want to add some custom HTML components on top (like text, button etc.), do it from Web Editor easily.

If you want to revert it to its original default view, click on the **Revert to Original Styling**.

Simplify styling for campaign HTML view

[Additional Information](#)

[View Campaign](#) [Simplify Styling](#) [Revert to Original Styling](#)

Responsive iFrame Generator [Read More](#)

[Generate iFrame for Website](#)



# Dashboard

## [Dashboard-IMG1.png](#)

**Web augmented reality campaign dashboard** is quite useful for the business to track KPIs and have a complete overview of the campaign performance worldwide. Several key information can help business to redefine the strategy for the campaign, retarget customer segment or in case if it's an ecommerce, then even update product distribution based on the most engaging and loyal customer base across geographies.

## World Wide Overview

Whenever anyone activates the AR from their smartphone, the dashboard shows that IP location of the user. The dashboard holds the total viewers history for its lifetime. You can download the report to excel with all the details inside.

Consider location-based retargeting: Use location data to retarget leads who have been in a specific location or who are within a certain radius of your store. This can be particularly effective for businesses with a physical presence, such as retailers or restaurants. This is helpful for SaaS business to identify their prime locations for potential leads.

## [Dashboard-IMG2.png](#)

## Visitor Heatmap

When does your audience like to engage more with your campaign? This is a critical insight in regards to how you can plan to launch the following campaigns (paid ads, social media strategy or email campaign) afterwards to maximize your chance to close the sales funnel quickly.

## [Dashboard-IMG3.png](#)

## Device Usage

What kind of smart devices your audience is holding? This can provide a good understanding of the potential customer segmentation and their way of online usage.

Retargeting customer segmentation based on smartphone device usage statistics can help you build a better business by creating more targeted and effective marketing campaigns. Here are a few ways to do this:

1. Use device-specific retargeting: Use data on the devices your leads are using to retarget them with relevant ads. For example, if you know that a significant portion of your leads are using iPhones, you might create device-specific retargeting campaigns that showcase the benefits of your product on an iPhone.
2. Create mobile-specific promotions: Use data on device usage to create mobile-specific promotions. For example, you might offer a discount to customers who engage with the AR campaign or make a purchase from their mobile device.
3. Tailor messaging to mobile usage: Use data on device usage to tailor your messaging to the mobile experience. For example, if you know that a significant portion of your leads are using their smartphones on-the-go, you might create ads that emphasize the convenience and portability of your product.

[Dashboard-IMG4.png](#)

## Visitors Country of Origin

When you aspire to launch a true international campaign to spread your brand recognition over internet, this view will help you to grab a fair insight of which country could be your next target to extend your business with more people interested in your product or service.

[Dashboard-IMG5.png](#)

## Browser Usage Statistics

If you have potential leads based on their web browser preference, there are several ways you can use this information in your marketing campaign. Here are a few strategies to consider:

1. Tailor your ad messaging: Use the information you have about your leads' web browser preference to create tailored ad messaging that speaks to their specific needs and interests. For example, if you know that a lead is using Safari on a Mac, you might craft an ad that emphasizes the compatibility of your product with Apple devices.
2. Create targeted landing pages: Use the information about web browser preferences to create targeted landing pages that cater to each group. For example, if you know that a significant

number of your leads are using Chrome, you might create a landing page that showcases the benefits of your product in the Chrome environment.

3. Consider browser-specific promotions: If you have a large number of leads using a particular browser, consider creating browser-specific promotions to encourage them to take action. For example, you might offer a discount to Chrome users who sign up for your service or buy your product.

4. Use browser-based retargeting: Use browser-based retargeting to serve ads to users who have already visited your AR campaign. This can be a highly effective way to keep your brand top-of-mind and encourage leads to take action.

[Dashboard-IMG6.png](#)

Remember, however, that web browser preference is just one data point among many, and should be used in combination with other data and insights to create a truly effective marketing campaign.

# Insight

**Web augmented reality campaign insight** help you to track your AR campaign to the micro level. This is important to keep a progressive overview of your campaign performance and perhaps improve the campaign from time to time or experiment to see the uplift of user engagement graph in the long term.

Daily user view history can provide **valuable insights** into the interests and behaviors of your leads, which can help you improve your marketing campaigns and increase the chances of deal closure. Here are a few ways to use daily user view history to improve your marketing campaign:

1. **Segment your audience:** Use data on daily view history to segment your audience and create targeted campaigns. By grouping your leads based on their interests or behaviors, you can create messaging that is more relevant and effective.
2. **Create retargeting campaigns:** Use data on daily view history to create retargeting campaigns that reach leads who have already shown an interest in your products or services. By targeting leads who have visited your website or viewed specific pages, you can create campaigns that are more likely to lead to a sale.
3. **Analyze trends:** Use data on daily view history to analyze trends in your leads' behavior. By understanding what pages or products are most popular, you can create campaigns that are more likely to resonate with your audience.

## Total Unique Visitors

A viewer can open an AR experience many times due to its novel and wow effect. But if the user is using same smartphone, opening an AR campaign multiple times will not count the user as multiple persons. It will still be considered as a unique user. Thus the total unique visitor will show your campaign's maximum reach within its lifetime.

## Total Campaign Views

As a society, we still widely rely on word of mouth to decide on any kind of purchase. WebAR campaign can manifest it to manyfold with its unique user experience associated. Often, upon discovering, users are keen to show the experience to their friends and family. As a result, one user can view a campaign multiple times. We capture the total campaign views too.

## Campaign Loading Time

WebAR campaign's success depends on its agility and speed to get loaded faster in users' smartphone. Too much HTML components associated can overkill a campaign. The rule of success is to keep things simple. Your campaign loading time is a valuable metric to measure the performance benchmark under ideal conditions.

[Insight-IMG1.png](#)

## AR View Timeline

Your campaign lifetime performance index is enlisted within this segment. The daily user engagement will highlight the performance from day to day. If you want to analyze a specific timeline, just drag the above bar to increase or decrease the span of your search time period. This way, if you are running an AR campaign for a longer period of time (typical with ecommerce related SKUs), getting back to past and analyzing certain phases could always be useful for business insight.

[Insight-IMG2.png](#)

# 3D Model

**3D Model View** is to help you to get an overview of the 3D model that you are using for your AR campaign. From here, you can upload a new 3D model anytime which would get reflected to the campaign immediately.

There is no upper limit restriction to upload a 3D model of any size. But for webAR, the smaller the 3D model size, the better the campaign performance will become.

## 3D Model View for Surface AR

It is recommended for Surface AR to upload a GLB model whenever you want to change.

Click on **Enable Animation for iOS** if you want to update an animated 3D model - upload both GLB (**Upload File** button) and USDZ animated model (**Upload Animated 3D for iOS** button)

For static 3D models, you only need to upload a GLB 3D model.

Marvin XR can auto convert the 3D model for iOS usage.

Please follow the steps [here](#) for achieving that.

Please note that for animated 3D models, the above steps will not work

# Sofaar - 3D Model View

View Campaign

Open In Editor (Beta)

3D View

Previous

Next

Read 3D Editor [instructions](#)



Upload 3D [glb file for Android] (Max size 40 MB)\*\*  
Keep 3D model size less than 10 MB for optimal performance

Upload File No file chosen

Submit

If you have animated 3D, upload USDZ for iOS  
Doesn't have .usdz model? No problem - read [here](#)

Upload Animated 3D for iOS

Download GLB model

# Sofaar - 3D Model View

View Campaign

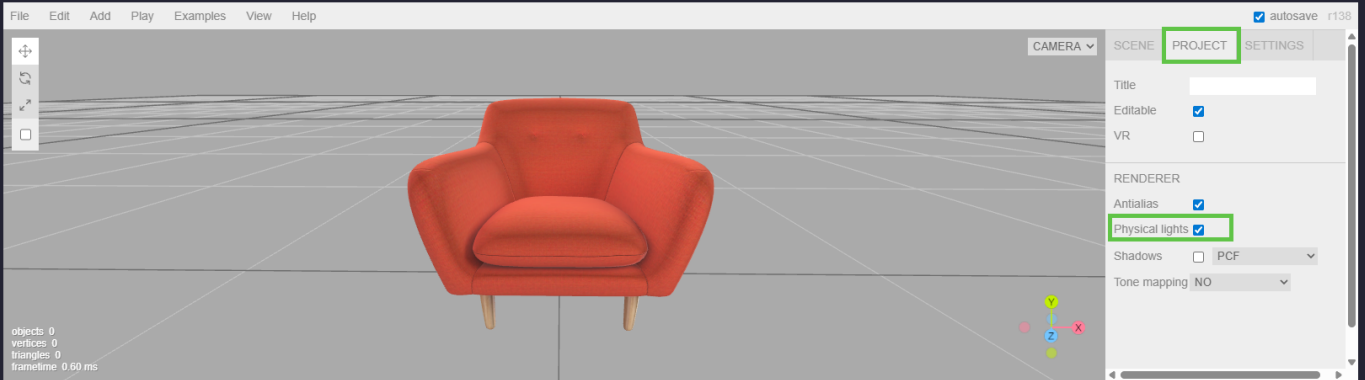
Open In Editor (Beta)

3D View

Previous

Next

Read 3D Editor [instructions](#)



Upload 3D [glb file for Android] (Max size 40 MB)\*\*  
Keep 3D model size less than 10 MB for optimal performance

Upload File No file chosen

Submit

If you have animated 3D, upload USDZ for iOS  
Doesn't have .usdz model? No problem - read [here](#)

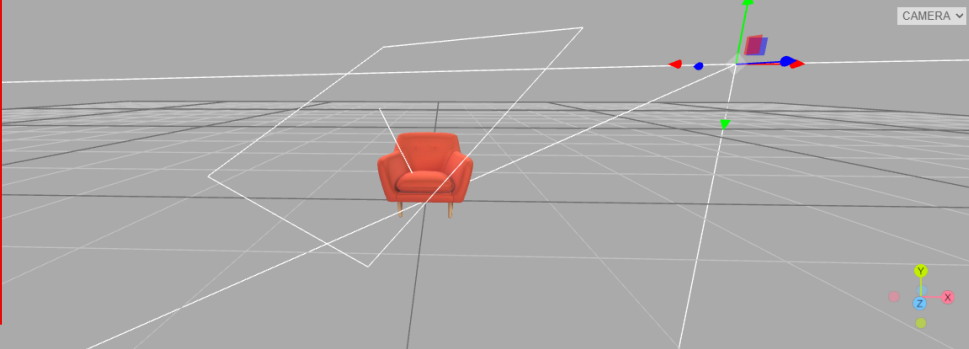
Upload Animated 3D for iOS

Download GLB model

File Edit Add Play Examples View Help

autosave r138

- New
- Import
- Export Geometry
- Export Object
- Export Scene
- Export DAE
- Export DRC
- Export GLB
- Export GLTF
- Export OBJ
- Export PLY
- Export PLY (Binary)



CAMERA

SCENE PROJECT SETTINGS

Title

Editable

VR

RENDERER

Antialias

Physical lights

Shadows  PCF

Tone-mapping NO

Upload 3D [ .glb file for Android] (Max size 40 MB)\*\*

If you have animated 3D, upload USDZ for iOS

Keep 3D model size less than 10 MB for optimal performance

Doesn't have .usdz model? No problem - read [here](#)

Upload File No file chosen

Upload Animated 3D for iOS

Submit

Download GLB model

# Web Editor

You are so happy to see your first WebAR campaign running live. Amazing feeling - isn't it? But now it needs an advanced setup - customizing your AR campaign. Web Editor is there for you to help.

Essentially WebAR is a HTML view with fairly straight forward contents inside. If you have never touched HTML, this might take a little learning (See the video: [HTML Tutorial for Beginners - HTML in 10 Minutes](#))

But if you have the very basic knowledge of how HTML works, then it'd be fairly a simple task for you.

Because simplicity is beautiful -isn't it?

Click on **View Details** of the campaign and go to **Web Editor** menu.

Customizing a HTML UI (AR campaign view) can take many layers. To make it brand labeled, you can quickly

- Change **Page Title** (update <brand\_name> tage)
- Change **Header** (add header css with your preferred brand name)
- Change **Page Color** (update body color css)
- Add **Buttons** (go below in the body section and add buttons there)
- Add **Footer** (add it after body tag)
- Update **Custom Tags** (add css, js or other type-fonts)

You can update several AR features directly from the Web Editor. There will be more help articles on that.

Click on **Edit** menu, perform your changes and click **Save**.

Refresh your AR campaign URL to view the changes immediately.

Change HTML view of your AR campaign using Web Editor

```
</style>

</head>

<body id="sofaar-body">
<model-viewer id="color"
autoplay ar-ar-modes="webxr scene-viewer quick-look"
ar-scale
camera-orbit="30deg auto auto"
max-camera-orbit="auto 100deg auto"
shadow-intensity="1"
camera-controls touch-action="pan-y"
bkp-poster="{{ url_for('static', filename = 'sofaar.png') }}"
src="{{ url_for('static', filename = 'sofaar.glb') }}"
disabled-ios-src="{{ url_for('static', filename = 'sofaar.usdz') }}"
shadow-intensity="1.79" auto-rotate exposure="1" shadow-softness="0.55" tone-mapping="commerce" class="container_div">

<!--Add Color Pallettes to the 3D model - FOLLOW STEPS
1. Uncomment the below div with id="color-controls".
2. Choose your favroite HTML color HEX codes (https://htmlcolorcodes.com).
3. Replace the existing HEX color codes for "data-color" & "background-color".
4. Add new color button? Copy the first line of button tag (with &nbsp;) and add before the last line.
5. Save the configuration -->

<!-- <div class="controls" id="color-controls" style="top: 2%; left: 50%;" onclick="colorControl()">
<button class="neu-btn" data-color="#6F6858" style="background-color: #6F6858;"></button>&nbsp;&nbsp;&nbsp;
<button class="neu-btn" data-color="#7E6E71" style="background-color: #7E6E71;"></button>&nbsp;&nbsp;&nbsp;
<button class="neu-btn" data-color="#8668AF" style="background-color: #8668AF;"></button>
</div-->

<button id="ar-button" slot="ar-button">

</button>
</model-viewer>
<!--QR Code popup button -->
<button id="ar-button2">

</button>
```

Edit

Save

Cancel

# Settings

Keep your AR campaign healthy and effective with the help of Settings menu.

Let's see what are some key features packed inside:

## Shutdown

Perhaps for some unforeseen reason you need to postpone your AR campaign for a brief period. Of course, you do not want to delete the campaign immediately for which you have worked maybe days or weeks. Shutdown the campaign, without deleting it forever. Thus you can save your precious work for the future.

## Restart

Start your AR campaign which was previously shutdown. Sometimes, due to high volume access, if your campaign seems a little slow from performance perspective, restarting is a good option.

## Delete AR

You are done with your AR campaign. There is no need to keep it there. Delete it for good.

Once a campaign is deleted, it cannot be recovered again. All data associated will be gone too.

## Settings



WEBAR CAMPAIGN NAME

# Sofaar

Shutdown

Restart

Delete AR

## Share On Social Media



## Set Up Custom Domain

Must Read Instructions Before You Begin

Please provide FQDN here (no HTTP/HTTPS)

Save

## Share AR campaign on Social Media

One of the key metrics for a WebAR campaign success is to bring it towards as many as possible audience segments. Social media channels are great to share your work to the world. Share the campaigns directly to all major social media at once.

[Settings-IMG2.png](#)