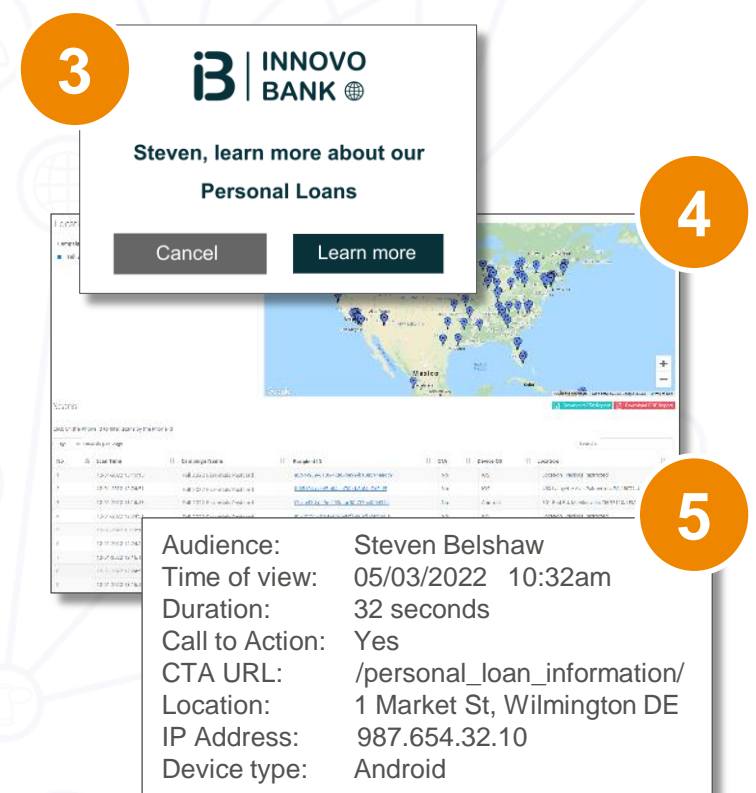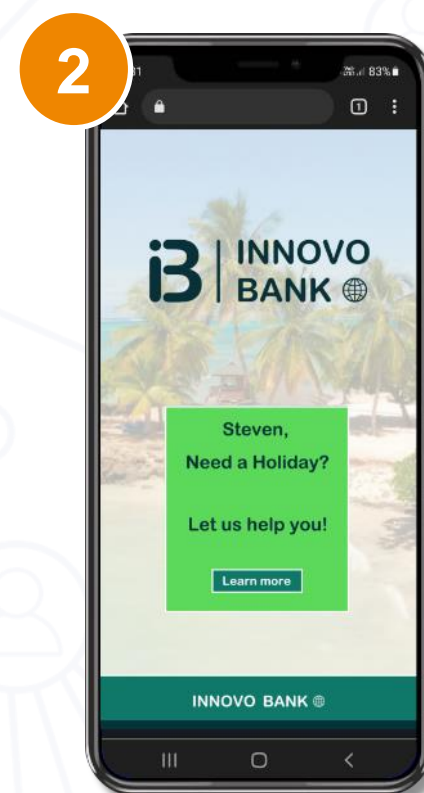# Advanced Omnichannel Functionality.

Addressed Mail

The Addressed Mail Module allows users marketers to deliver a more personalized WebAR experience to targeted mail lists whilst providing access to campaign response activity on a per recipient basis. Know exactly who did what! The Addressed Mail Module also enables personalization of splash pages, calls to action and even passing data through PURLs. **Click here** to see a sample data spreadsheet showing what data is returned when using this feature.

Immersive 360-Degree Tourism Video

Audience: Steven Belshaw
Time of view: 05/03/2022   10:32am
Duration: 32 seconds
Call to Action: Yes
CTA URL: /personal_loan_information/
Location: 1 Market St, Wilmington DE
IP Address: 987.654.32.10
Device type: Android

Digital Retargeting

The Digital Retargeting Module allows marketers to insert Facebook pixels and Google tags into the WebAR browser for the purpose of retargeting with ads on associated platforms. Use print to initiate targeted social media ads.
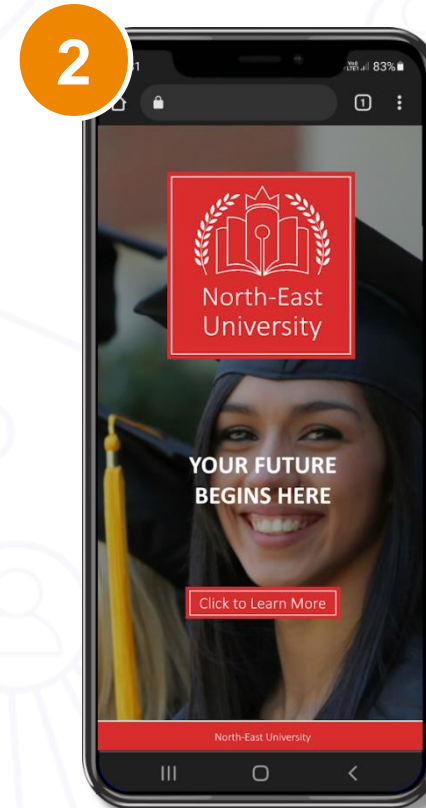
Augmented Reality Video Frame Containing Multiple Videos

Geotagged Content

The Geotagged Content Module when available will enable campaigns with localized content and calls to action. This model will be perfect for national campaigns that require a localized area marketing output. One campaign, multiple geotargeted experiences and calls to action.

Interactive Scaled iPad with Playing Video

Electronic Direct Mail (Email)

The Integrated Email Module allows marketers with mail lists that contain email addresses to deliver multi-touch communications across both physical and digital mail based on predefined rules and/or time frames such as "Mail not scanned", "Mail scanned but CTA not taken", or "14 days after mail send" etc.
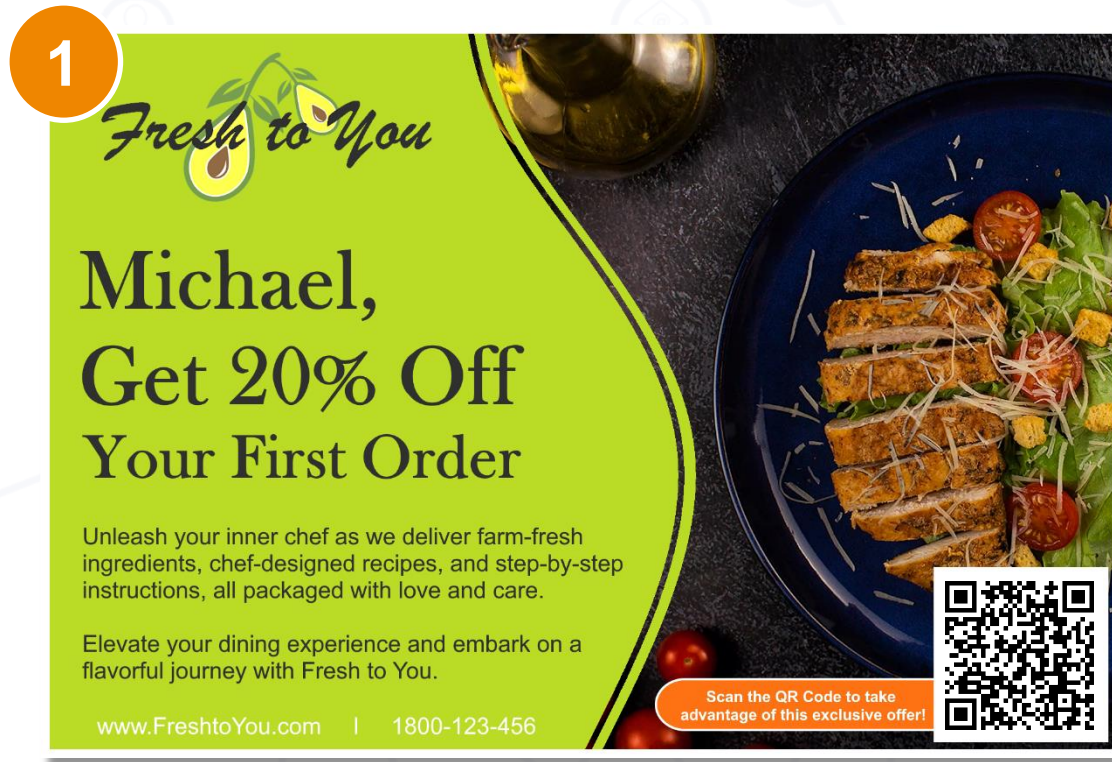
Interactive Scaled iPad and "Lil Chef" with Playing Video

Direct Mail Not Scanned

Direct Mail Scanned but no CTA

Email opened and no CTA

Sample omnichannel program

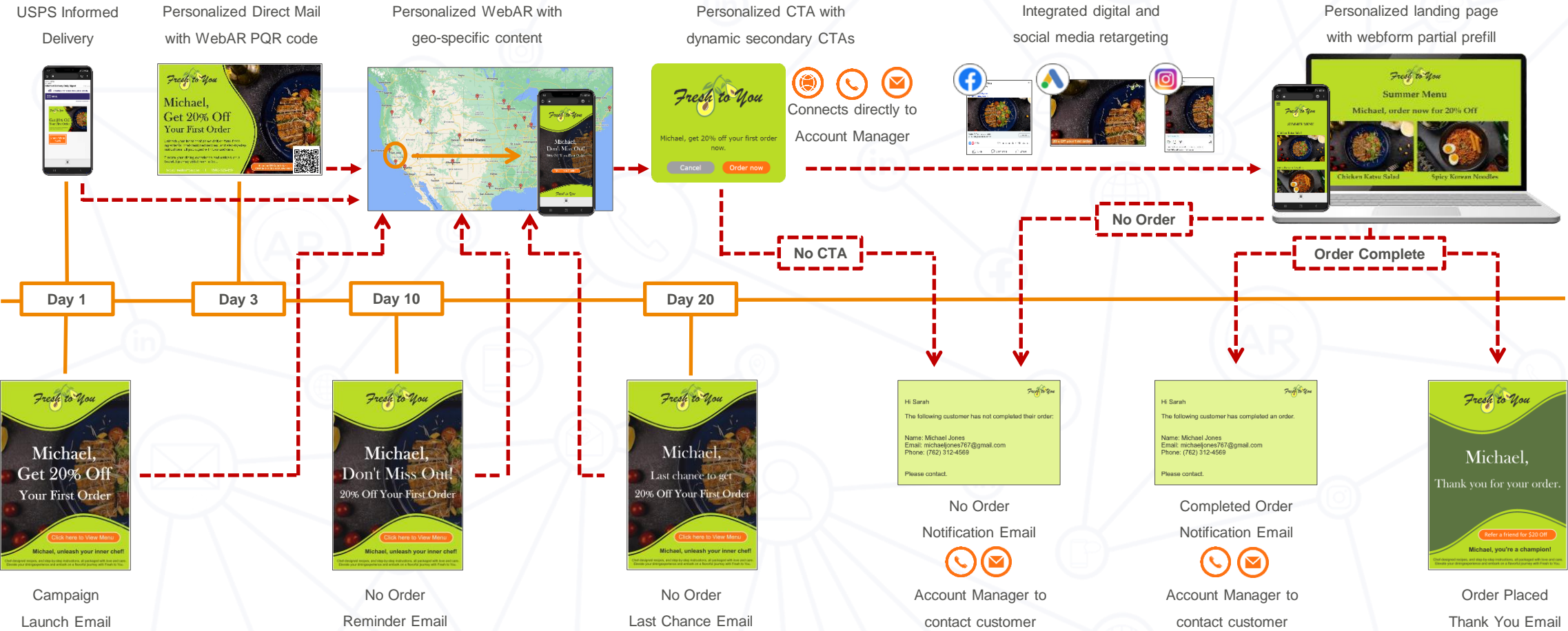An example of what can be achieved using USPS Informed Delivery, Addressed Mail, Digital Retargeting, Geo-Content and Integrated Email Modules in parallel.

USPS Informed Delivery

Personalized Direct Mail with WebAR PQR code

Personalized WebAR with geo-specific content

Personalized CTA with dynamic secondary CTAs

Connects directly to Account Manager

Integrated digital and social media retargeting

Personalized landing page with webform partial prefill

Michael, get 20% off your first order now.

No Order

No CTA

Order Complete

Day 1 **Day 3** **Day 10** **Day 20**

Campaign Launch Email

No Order Reminder Email

No Order Last Chance Email

No Order Notification Email — Account Manager to contact customer

Completed Order Notification Email — Account Manager to contact customer

Order Placed Thank You Email

Catalog Module

The Catalog Module will allow users of the platform to set up multiple WebAR video or 3D campaigns that can be accessed via a single QR code that launches a web-based catalog that includes a side menu, multiple categories and links to additional web content such as a website or online store etc.
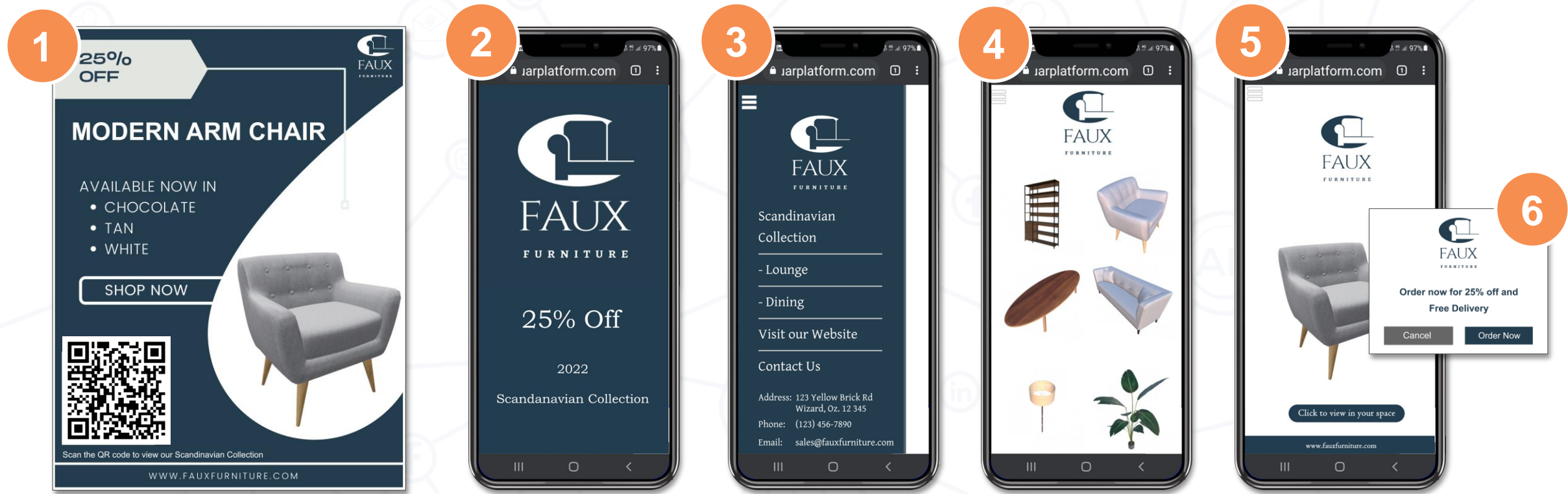
WebAR Furniture Catalog

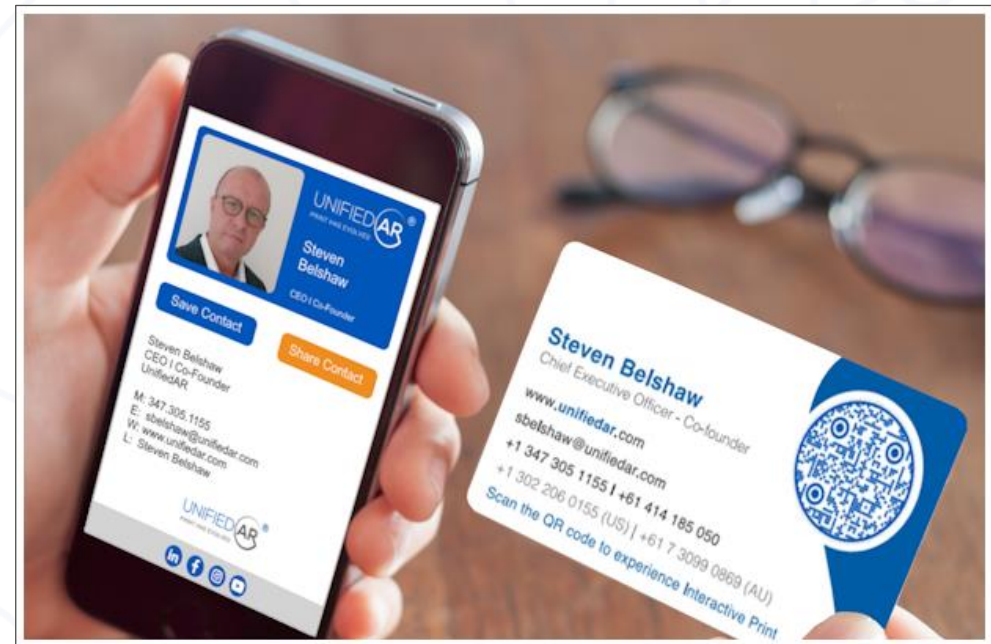# Contact UnifiedAR for more information

Contact UnifiedAR:

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Phone: +61 414 185 050 I +1 347 305 1155

United States I Australia

Scan the QR code to see UnifiedAR's eBusiness Card Solution in action