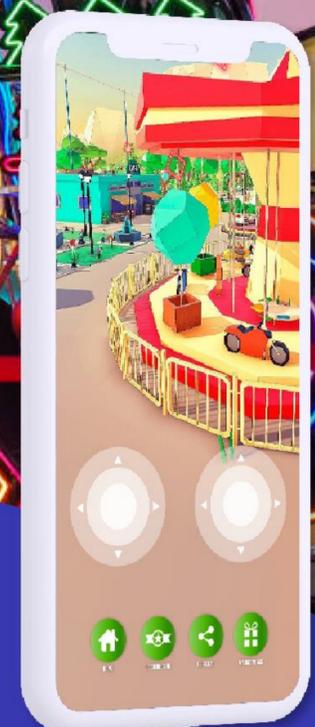


skale

The MetaTrend:

5 Engaging Experiences You Can Launch in the Metaverse



Neal Stephenson first used the word “Metaverse” to depict a virtual world that revolutionizes digital interaction in his 1992 Science fiction novel – Snow Crash.

Remember the movie “[Ready Player One](#)”? Perfect representation! So, moving on...

Metaverse has been garnering attention because of the pandemic. Imagine having the leverage to reshape the game in your favor by creating your currencies, offering virtual goods, building a space where friends and families can shop & socialize simultaneously, and making their shopping as fun as a game.



But before anything else, we must take into account some challenges that accompany this metaverse transition, including:

- **Cybersecurity**

- Firms must use advanced technology infrastructures to mitigate the risk of cyberattacks and information hacking.

- **Privacy Rights**

- There will be an added sense of responsibility to secure and protect the personal data gathered and maintain such a level of user privacy.

- **Regulatory Compliance**

- Since this metaverse is relatively new to most businesses, there is a lack of regulatory standards. Thus, making the perfect set-up for unlawful activities.

- **Anti-Fraud Efforts**

- Digital currency payments and their authenticity should be continuously verified and secured to prevent any risk of fraudulent activities.



5 Engaging Experiences that agencies like you can launch in the Metaverse.

[Talk to a Metaverse Expert](#)

Immersive Shopping Experience

The Metaverse Shopping Experience is receiving much interest, particularly from the digitally-native generation, who got wind of its emergence and are likely to be a massive fan of the shop 'til you drop mantra. With these campaigns, shoppers get 24/7 access, have an AI assistant or virtual sales consultant, and see the dimensions of their desired products, which can be enriched with haptic [touch] technology.



Alibaba's Taobao, a Chinese online marketplace, launches its "Metaverse Mall" for the 618 Shopping Festival, where shoppers can explore through 3D stores while engaging with immersive activities.

Similarly, most malls can leverage these opportunities to produce experiential retail activations, ensuring that their metaverse mall is an extension of their actual mall.



Learn more about [Taobao's Metaverse Mall](#)

Virtual Events

In the post-pandemic era, everyone craves exciting, entertaining, and social experiences. These virtual events deliver support in enhancing the experience through the Metaverse.

In reality, a physical event can only host a finite number of monitors and present a defined number of simultaneous video feeds, but that's not a problem in the metaverse.



However, it should come as no surprise that in 2021, the sensational pop star – Justin Bieber proved that anything is possible in Metaverse as he performed live as a digital avatar in his interactive virtual experience concert.

Thus, it recognizes that there is no firm limit on the number of guests and participants that can be involved in these occasions, which is perfect for hosting major events.



Get a glimpse of [Justin Bieber's Performance](#)

AI Companion

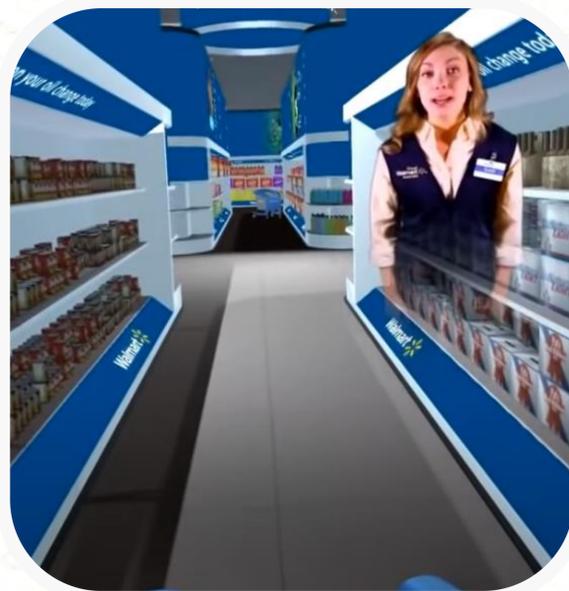
AI companions are much like avatars. Apart from the well-known young bald boy with a blue arrow on his forehead or the human-like blue alien – digital avatars have their Metaverse concept. [Avatars](#) are virtual identities that could provide an immersive social shopping experience for you and your shoppers.



According to an article by CNBC, Walmart is now getting ready to enter the metaverse with a collection of NFTS and will be establishing its own cryptocurrency.

In their metaverse sneak peek, such AI companions serve as mall shoppers' "lifelike" companions, virtual assistants, and concierges — all merged into one.

It is created to understand, interact, and tend to the users' spending behavior. Such can also be targeted towards navigating the metaverse malls, driving more operational efficiency.



Watch [Walmart's VR Shopping Experience](#)

Gaming

Essentially, “Metaverse” can be classified as a game only with real-world opportunities delivered through a comprehensive digital experience. Most players are entering the next-generation gaming platforms with player-to-player interaction, trading in-game assets and physical sense of touch using haptic gloves and jackets.



With this, SM Supermalls, Southeast Asia's leading mall operator, partnered with Roblox to launch their AweSM SuperKids Zone – a virtual entertainment zone for kids to learn, explore, play, and meet new friends.



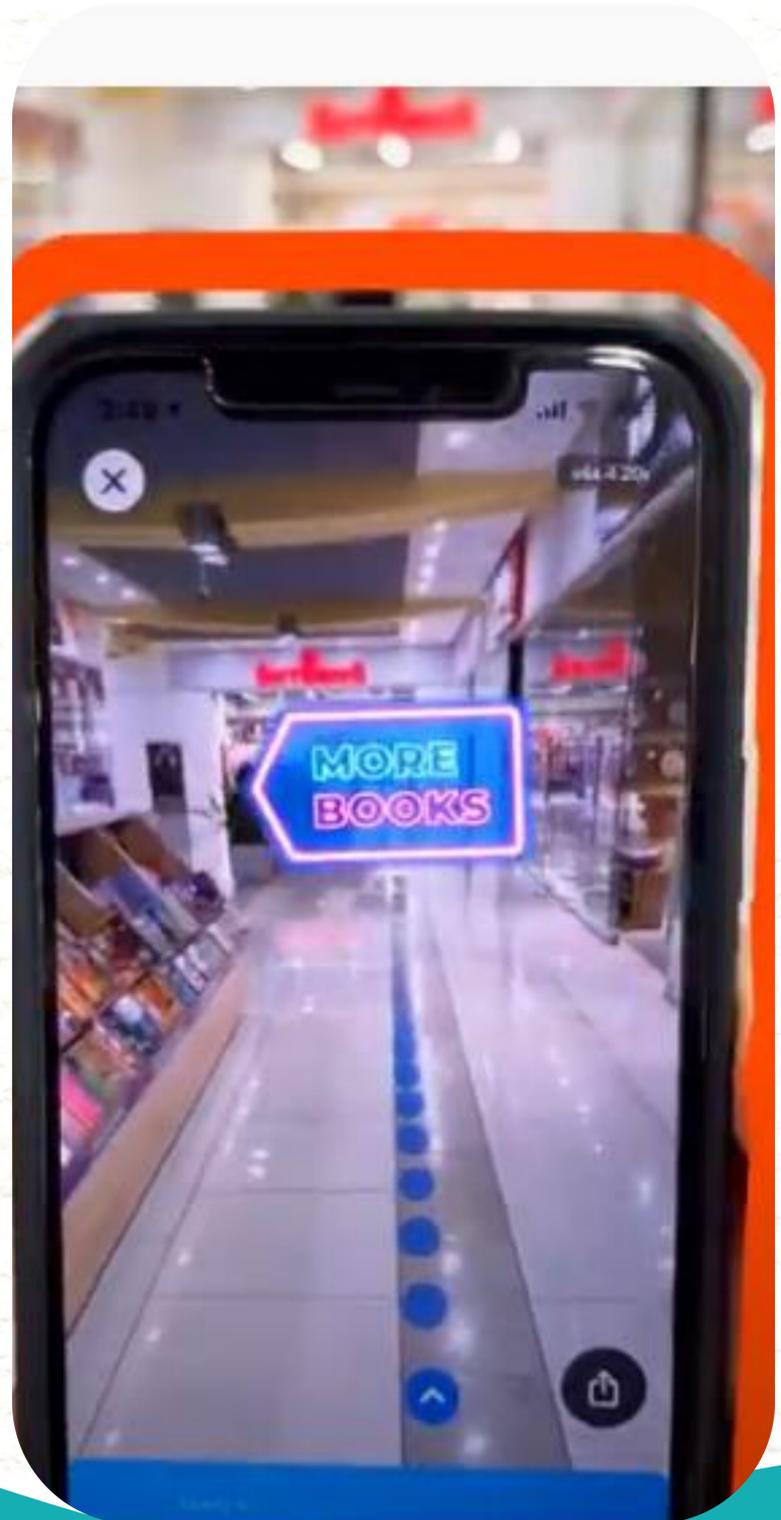
Learn more about [SM Supermalls' campaign](#)

Advertising

Metaverse Location-based advertising creates more room for brands to fully extend their message across the real world, enabling the use of virtual to spice up the mix resulting in interactive content compared to traditional banners.



According to an article released by Augmented Pixels, AR and VR metaverse advertisements are more potent and immersive because of their thoroughly engaging and captivating experience. Such reflects In-metaverse advertising, virtual influencers, metaverse events, and commerce, including NFTs.



Sneak Peek on [Augmented Pixels' Metaverse Advertising](#)

Want to offer these exceptional Metaverse experiences?

SKALE can make that happen.

Create an immersive and interactive experience

SKALE can simulate physical spaces and offer an immersive experience that goes beyond real-world limitations.

Digital avatars for everyone

In a 3D space, we can let users create and customize their own avatars and socialize from the comforts of their homes.

Deliver an omnichannel experience

Translate rich immersive experiences into incentives for shoppers to offline sales channels.

Strengthen brand partnerships

Give your clients something they can't refuse: a more immersive and effective form of advertising.

Track conversions

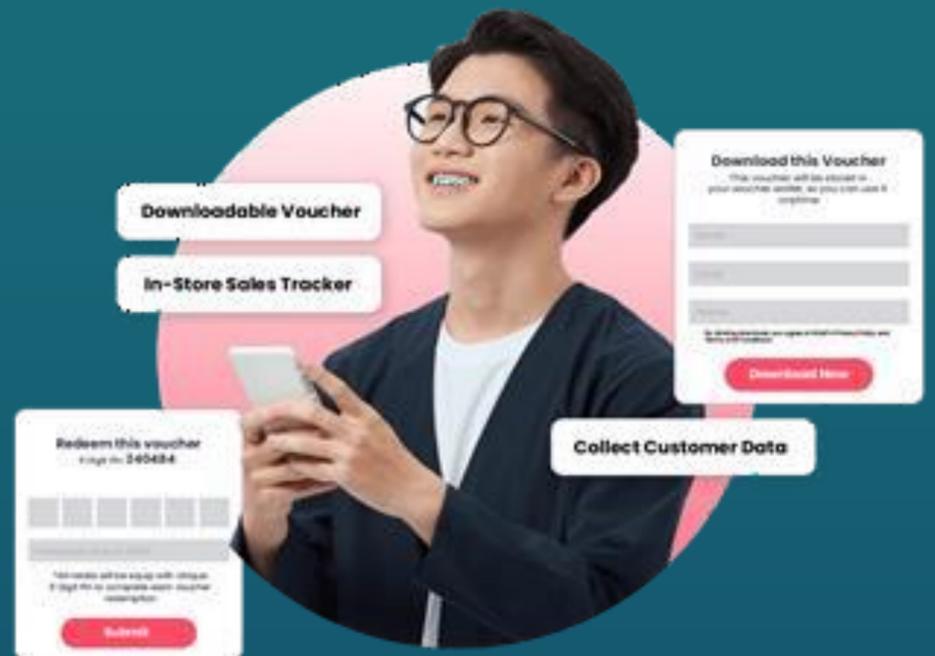
Connect Metaverse experiences to the SKALE platform to track your customers' online and offline actions.

[Talk to a Metaverse Expert](#)

SKALE

SKALE is the go-to marketing platform and tech partner for agencies in driving, enabling, and tracking in-store success.

Home to a comprehensive suite of marketing tools, SKALE offers solutions designed to drive shoppers to physical stores and collect relevant offline data such as shopper footfall, in-store sales, and first-party data.



Other Solutions



Digital voucher platform

[DEMO](#)



Smart receipts

[DEMO](#)



Digital Stamp Card

[DEMO](#)



Spin & Win

[DEMO](#)

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