

# bizztech

## How can an e-commerce benefit from its own metaverse platform?

- 1) Increased Customer Engagement and Loyalty – A Metaverse platform can provide a unique and engaging virtual shopping experience for customers, leading to increased customer engagement and loyalty. Customers can interact with products and services in a virtual environment, which can help build a deeper connection with the brand.
- 2) New Revenue Streams – The Metaverse platform can provide new opportunities for an eCommerce platform to generate revenue. For example, through the sale of virtual goods, such as virtual clothing or accessories, or through advertising and sponsorship opportunities in the virtual world.
- 3) Improved Customer Experience – By providing customers with a more immersive and interactive shopping experience, a Metaverse platform can improve the overall customer experience. For example, customers can try on virtual clothing or use virtual tools to view products in their homes, improving the purchase decision process.
- 4) Enhanced Product Display: The use of augmented and virtual reality technologies on the metaverse platform can provide customers with a more vivid and engaging display of products and services. This can lead to higher customer satisfaction and increased sales, as customers can better understand the product before making a purchase.
- 5) Data and insights: A Metaverse platform can provide valuable data and insights into customer behavior, preferences, and interactions. This data can be used to inform the development and improvement of the e-commerce platform, as well as to better understand customer needs and preferences, leading to a better customer experience and increased sales.

**Overall, a Metaverse platform can provide numerous benefits to an ecommerce platform, helping to increase customer engagement and loyalty, generate new revenue streams, and provide valuable insights and data.**

**The most strategically important requirements of a metaverse platform for e-commerce are:**

- **Download-free access via web browser**
- **General access without special equipment such as powerful computers or VR glasses**
- **No specific internet speed requirements**
- **Highly realistic to photorealistic graphics and avatars to allow users to identify with the platform**
- **The platform must be white label and accessible through the brewery's domain**
- **Flexible platform that can be adapted at any time - for example: additional 3D worlds, new features or technologies**
- **The platform must be scalable in terms of the number of users**
- **Easy implementation of interactive 3D objects (such as products)**