**How AR, AI Are Transforming Social Experiences**

Cathy Hackl explores how augmented reality and artificial intelligence are transforming the way marketers can engage with consumers and explains how the technologies are being used by brands to entertain and to enable users to virtually try products. She also looks at how Pinterest's use of artificial intelligence is shaping visual search and advises marketers to try its "Complete the Look" feature to personalize shopping experiences.

***MarTech Advisor 8/7/19***

[***https://www.martechadvisor.com/articles/arvr/the-augmented-consumer-how-ar-and-ai-are-changing-customer-experience-and-ecommerce/?utm\_source=mta\_rss&utm\_medium=feed&utm\_campaign=rss\_subscribers***](https://www.martechadvisor.com/articles/arvr/the-augmented-consumer-how-ar-and-ai-are-changing-customer-experience-and-ecommerce/?utm_source=mta_rss&utm_medium=feed&utm_campaign=rss_subscribers)

***Image credit:***

[***https://www.lovecreativemarketing.com/lovecreativemarketing/wp-content/uploads/2015/10/Augmented-Reality-marketing.jpg***](https://www.lovecreativemarketing.com/lovecreativemarketing/wp-content/uploads/2015/10/Augmented-Reality-marketing.jpg)