**How IKEA, Lowe's And Others Excel At AR Marketing**

IKEA's Studio app, still in its beta phase, uses AR to enable users to test furniture placement, pattern colors and other design elements to create an entire room plan, and Lowe's AR app lets customers determine if a product is compatible with their home environment, learn how to use tools and get personal product recommendations.

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[*https://www.bbntimes.com/companies/5-companies-that-are-successfully-implementing-ar-in-marketing*](https://www.bbntimes.com/companies/5-companies-that-are-successfully-implementing-ar-in-marketing)