**Report: Marketers Get Serious About Mixed Reality**

Consumer mixed reality app installs are surging, and marketers are following suit with expected ad spending of $11 billion by 2024, a significant increase compared with $2 billion this year, according to Juniper Research. Some 75% of these consumers are expected to make in-app purchases, but abandonment rates are high, so Juniper urges developers to follow players such as Snap and Niantic that are regularly updating offerings.

***Mobile Marketing Magazine 11/11/19***

<https://mobilemarketingmagazine.com/consumer-mixed-reality-app-ad-spend-app-installs-2019-2024-juniper-research>

Image credit:

<https://www.affinityvr.com/wp-content/uploads/2016/10/mixed-reality-affinity-vr.jpg>