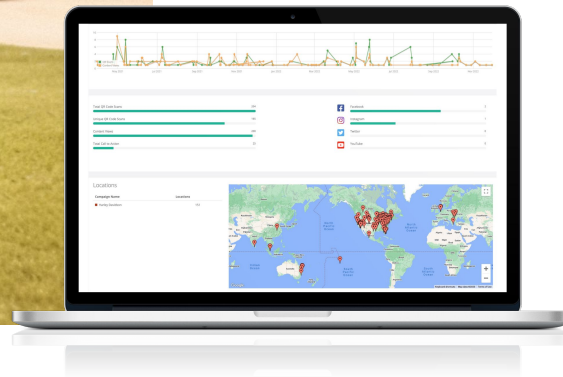# Virtual **Real Estate Agent** Campaign

Be Everywhere at Once with Your Digital Twin

Imagine being in front of potential buyers at multiple locations simultaneously. Now you can—with an AI-generated avatar of yourself, your digital twin.

With a simple scan of a QR code—on a For Sale sign, brochure, billboard, or even a TV ad—buyers can instantly engage with your digital self. Just as if you were there in person, your avatar can introduce the property, guide them through a virtual walkthrough, showcase property videos, and even highlight other listings in the area.

Plus, with detailed live reports, you'll gain insights into when, where, and how buyers are interacting with your avatar, helping you refine your marketing strategy like never before.

Are you ready to transform the way you connect with buyers?
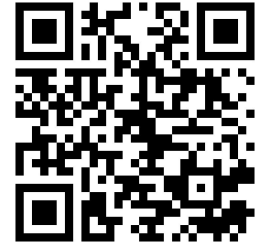

**Scan the QR code
to see how it works**

What is a Digital Twin?

- Essentially, it's a virtual replica of yourself. AI avatars are used to create this replica.
- This process involves:
    - Utilizing photos to generate a visual representation.
    - Employing voice clips to clone your vocal patterns.
- The goal is to create a digital version that can mimic your appearance and voice.

Your digital twin can be your ultimate virtual salesperson, effortlessly delivering presentations, sales pitches, and product demos to audiences worldwide—in over 120 languages.

What are the requirements to create your digital twin?

- A clear, front-facing photo of yourself taken against a plain background. Refer to the next slide for instructions and examples.
- A two-minute voice clip of you speaking. Refer to the next slide for instructions.

**Scan the QR code
to see how it works**

Case Study **Mater Prize Homes Avatar Campaign**

Opportunity

The Mater Foundation reached out to UnifiedAR to incorporate Interactive Print into their Mater Prize Homes print promotions. Their objective was to provide people with an immersive experience that would not only enhance engagement but also bolster ticket sales.

Solution

UnifiedAR developed a tailored AR campaign that seamlessly combined multiple AR experiences into a single QR code. When scanning the QR code on print brochures and direct mail, users were greeted by Boyd Duff, the Mater Ambassador, for a brief introduction. By interacting with floating buttons around Boyd, users could delve into the property with 360-degree AR, watch property videos, and view 3D floor plans, all from their mobile device. They also had the option to purchase tickets online by way of a seamless call to action.
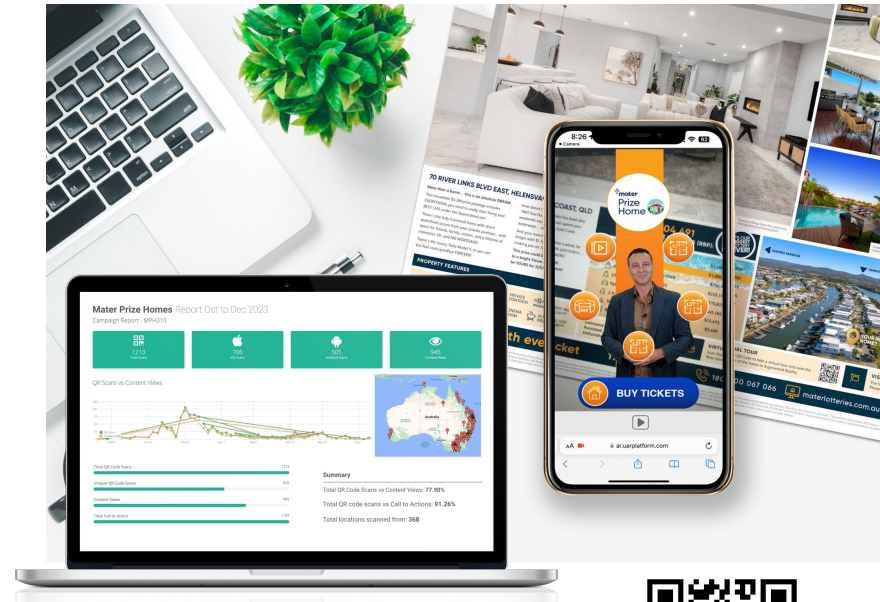
The collaboration began with an initial meeting between the UnifiedAR team and Mater Foundation's Marketing Manager. Close collaboration ensued to conceptualize UI designs, assist in 3D modelling, handle green screen video editing, and set up the campaign in Mater Foundation's UnifiedAR account.

UnifiedAR also partnered with their digital marketing team to implement a Facebook pixel for digital retargeting to Mater Prize Home's Facebook advertising audience.

Result

During a 30-day period, there were 1,213 QR code scans from the direct mail piece. Out of these scans, 77.90% viewed the content and 91.26% of them clicked on the Call to Action. Mater Prize Homes also saw that the scans were coming from over 360 locations within Australia and could even identify regions of elevated activity.

As a result, Mater Prize Homes have committed to using similar interactive print campaigns into the future and are working closely with UnifiedAR's Interactive Print experts to enhance campaign performance through optimization of QR code placement, design, and call to action prominence. It is also likely that Mater Foundation will start using these same experiences launched from a QR code on TV advertising as well.

Real time reports

This campaign delivered over 77% views and 91% click through rate

What is Required to **Create Your Digital Twin**

- A clear, front-facing photo of yourself taken against a plain background.
- A two-minute voice clip of you speaking. We require this to clone your voice.

Photo requirements

- A clear, front-facing photo of yourself taken against a plain background.
- Ensure that the color of your attire contrasts with the background for clear visibility.
- Make sure your entire body, including your hands, is fully visible.
- Keep your hands either at your sides or positioned in front at waist level.

Voice clone requirements

- Read this script clearly and naturally while recording.
- You can use your phone (video) or a mic to record your voice. File can be MP4 video or MP3 audio.
- Make sure there's no background noise

I am feeling good today. I want to create a moment to relax and feel confident together.

Life can get pretty busy, and it's easy to forget to slow down. So, let's all take a deep breath. Inhale the good vibes, exhale any stress, and let's be right here. Right now.

We all face challenges, but remember—you're stronger than you think. Confidence doesn't come from figuring everything out; it comes from facing things head-on and growing from the experience.

Today is like a fresh start, a new chapter waiting for us. It's okay not to have all the answers. Life is a journey, and we are all learning and growing as we go.

As we hang out here, let's appreciate the different stories and perspectives we all bring. Each of us adds something special to the mix, creating a cool blend of experiences.

In the big picture, we're all on this journey together. Let's be supportive, lift each other, and make this a space where everyone feels valued and respected. Confidence tends to show up in places where people feel supported.

So, as we keep going, let's face the future with calm and confident vibes. Trust yourself, cheer on your victories, and know you can handle whatever comes your way.

Thanks for being here. Here's to a chill and confident journey ahead.

Let's Bring Your Ideas to Life

Thank you for taking the time to explore how Digital Glare can help you elevate customer engagement through interactive content, AR experiences, and virtual sales technology.

As an authorised UnifiedAR reseller, Digital Glare delivers both the **cutting-edge technology** and the **creative expertise** needed to implement powerful, results-driven campaigns across any industry.

Book a time to chat

I'd love to discuss your goals and explore how we can create a solution tailored to your business.

https://calendly.com/uar-kaushal/new-meeting

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