International Journal of Trend in Scientific Research and Development (IJTSRD)
Volume 10 Issue 1, Jan-Feb 2026 Available Online: www.ijtsrd.com e-ISSN: 2456 – 6470

Immersive Marketing

Matthew N. O. Sadiku[1], Samuel A. Ajayi[2], Janet O. Sadiku[3]

[1]Roy G. Perry College of Engineering, Prairie View A&M University, Prairie View, TX, USA
[2]Texas Southern University, Houston, TX, USA
[3]Juliana King University, Houston, TX, USA

ABSTRACT

Immersive technology is the interaction of advanced software, devices, and data allowing users to experience information in new and empowering ways. Augmented reality, virtual reality, and mixed reality are tools available today to elevate an organization's capabilities, competitiveness, and agility. They allow for engaging storytelling through interactive journeys, virtual experiences, or brand narratives that consumers can participate in. These technologies allow customers to explore and interact with a product immersively. They provide innovative ways for brands to engage with their audiences. Immersive marketing uses augmented reality, virtual reality, and mixed reality to create engaging, interactive experiences. It invites people into an experience to discover a new product or service. In this paper, we will explore how leading brands are leveraging augmented reality and virtual reality to create captivating marketing experiences.

KEYWORDS: *virtual reality, VR, augmented reality, AR, mixed reality, MR, extended reality, XR, immersive technologies, immersive marketing, immersive technologies in marketing.*

How to cite this paper: Matthew N. O. Sadiku | Samuel A. Ajayi | Janet O. Sadiku "Immersive Marketing" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-10 | Issue-1, February 2026, pp.376-385, URL: www.ijtsrd.com/papers/ijtsrd100059.pdf

IJTSRD100059

INTRODUCTION

Immersive technology addresses today's operational, service, and sales challenges with a nod to the future of business: better information and faster delivery that strengthens companies against uncertainty, while building competitive advantage. It allows for hands-on demos that explain complex products in a memorable and engaging way. It offers unforgettable experiences that customers are likely to share, revisit, and recommend to others. Immersive content encourages customers to actively participate rather than passively consume, creating memorable experiences [1]. An immersive experience is an engagement that fully captivates our senses and transports us into a different world or reality, blurring the boundaries between the physical and digital realms.

Immersive marketing (or immersion marketing) includes traditional advertising, public relations, word-of-mouth advertising, digital marketing, samples, coupons, retail partnerships and other ways of surrounding the consumer with a consistent message about a brand. It provides interactive, captivating experiences that hold audience attention longer than traditional marketing. The rise of immersive marketing experiences is linked to several key technologies. It integrates various digital technologies to create interactive experiences that enhance user involvement and brand recall. The two most widely adopted immersive technologies are augmented reality (AR) and virtual reality (VR). Augmented reality (AR) overlays 3D-generated content onto the real world, typically through smartphone cameras or specialized glasses. Using AR to simulate real-life environments can significantly boost customer trust and purchase confidence. While AR enhances reality, virtual reality (VR) creates entirely new environments. Through headsets that fully immerse users in digital worlds, VR offers unparalleled potential for storytelling and experience creation. VR excels at creating memorable branded environments, delivering product demonstrations that would be impossible or impractical in the real world, and generating robust emotional responses through immersive storytelling [2]. Augmented reality (AR) and virtual reality (VR) technologies create virtual experiences that vary in their levels of realism. Figure

1 shows a representation of immersive technology [3].

WHAT ARE IMMERSIVE TECHNOLOGIES?

The first step in understanding how to use immersive technologies is to learn the differences between various forms. In their simplest form, immersive technologies consist in adding virtual objects to the real world. There are four types of digital realities leading to different types of immersive technologies [4,5]:

- *Augmented reality* (AR)- designed to add digital elements over real-world views with limited interaction.
- *Virtual reality* (VR)- immersive experiences helping to isolate users from the real world, usually via a headset device and headphones designed for such activities.
- *Mixed reality* (MR)- combining AR and VR elements so that digital objects can interact with the real world means businesses can design elements anchored within a real environment.
- *Extended reality* (XR)- covering all types of technologies that enhance our senses, including the three types previously mentioned.

These devices also enable new user interactions including spatially tracked 3D controllers, voice inputs, gaze tracking, and hand gesture controls.

Extended reality (XR) is the overarching term used to describe employing technology to blend real life and the digital world. It includes all the machine-human interfaces beyond the physical realm (reality) such as augmented reality (AR), mixed reality (MR), assisted reality (aR), and virtual reality (VR), as illustrated in Figure 2 [6]. Figure 3 shows the XR spectrum [7]. Immersive technologies reside along a continuous scale ranging between the completely real and the completely virtual world. At one end, the real environment refers to the actual physical space, objects, and people that exist in the tangible world around us. At the other end, the virtual environment represents a completely computer-generated and immersive digital space, distinct from the physical reality. The space in the middle is called mixed reality, which is a blend of the real and virtual environments, where digital and physical elements coexist and interact in real time. A range of devices makes up XR, and these are used by consumers and in many industries for entertainment, safety, training, or productivity purposes.

1. *VIRTUAL REALITY:* Virtual reality (VR) is XR at its most extreme. It completely immerses the user in a digital world, often using a computer-generated environment with scenes and objects that appear to be real. The term "virtual reality" essentially means "near-reality." Virtual reality is the key technology for experiencing sensations of sight, hearing, and touch of the past, present, and future. VR is a fully immersive technology where users wear a head-mounted display and experience a simulated world of imagery and sounds. VR enables active learning. The terms, "virtual reality" and "cyberspace" are often used interchangeably. A cyberspace may be regarded as a networked virtual reality. A person using virtual reality can look around an artificial world, move around it, and interact with virtual features or items. This effect is commonly created by virtual reality headsets. Head-mounted displays immerse the user in a virtual environment. Virtual reality is a simulated experience that can be similar to or different from the real world. It is a computer-generated, 3D environment that completely immerses the senses of sight, sound, and touch. The complete immersion of the senses overwhelms users engrossing them in the action. Virtual reality technology includes multiple components divided into two main groups: hardware and software components [8].

- *Hardware Components:* The hardware components include a computer workstation, sensory displays, a tracking system, wearable devices, and input devices. Sensory displays are used to display the simulated virtual worlds to the user. The most common type is the head-mounted displays (HMDs), which is used in combination with tracking systems. A head-mounted display is shown in Figure 4 [9]. Users interact with the simulated environment through some wearable devices. VR depends on special responses such as raising hands, turning the head, or swinging the body. A wearable device is important in making these effects realistic. Special input devices are required to interact with the virtual world. These include the 3D mouse, the wired glove, motion controllers, and optical tracking sensors. These devices are used to stimulate our senses together to create the illusion of reality.
- *Software Components:* Besides the hardware, the underlying software plays an important role. It is responsible for the managing of I/O devices and time-critical applications. The software components are 3D modeling software, 2D graphics software, digital sound editing software, and VR simulation software. VR technology has been designed to ensure visual comfort and ergonomic usage.

2. *AUGMENTED REALITY:* Augmented reality (AR) is a technology that combines real-world environments with computer-generated generated information such as images, text, videos, animations, and sound. It can record and analyze the environment in real-time. In augmented reality, the user typically experiences the real world through a device such as a smartphone, tablet, smart glasses, or head-mounted display. For example, AR allows consumers to visualize a product in more detail before they purchase it. This feature enhances consumer interaction and helps them never to repurchase the wrong item. The key objective of AR is to bring computer-generated objects into the real world and allows the user only to see them. In other words, we use AR to track the position and orientation of the user's head to enhance/augment their perception of the world. Augmented reality falls into two categories: 2D information overlays and 3D presentations, like those used with games. AR blends the virtual and real worlds by overlaying digital objects and information onto the users' view of the physical world.

To obtain a sufficiently accurate representation of reality, AR needs the following five components [10]:

- *Sensors:* AR needs suitable sensors in the environment and possibly on a user, including fine-grained geolocation and image recognition. These are activating elements that trigger the display of virtual information.
- *Image augmentation:* This requires techniques such as image processing and face recognition.
- *Head-mounted Display*: HMDs are used to view the augmented world where the virtual computer-generated information is properly aligned with the real world. Display technologies are of two types: video display and optical see-through display.
- *User Interface:* This includes technologies for input modalities that include gaze tracking, touch, and gesture. AR is a user interface technology in which a camera-recorded view of the real world is augmented with computer-generated content such as graphics, animations, and 2D or 3D models.
- *Information infrastructure:* AR requires significant computing and communications infrastructure undergirding all these technologies. The infrastructure determines what real-world components to augment, with what, and when.

3. *MIXED REALITY:*

Mixed reality (MR) is a term used to describe the merging of a real-world environment and a computer-generated one. Physical and virtual objects may co-exist in mixed reality environments and interact in real time. This is an extension of AR that allows real and virtual elements to interact in an environment. MR liberates us from screen-bound experiences by offering instinctual interactions with data in our living spaces and with our friends. Online explorers, in hundreds of millions around the world, have experienced mixed reality through their handheld devices. Mixed reality is a blend of physical and digital worlds, unlocking natural and intuitive 3D human, computer, and environmental interactions, as shown in Figure 5 [11] and Figure 6 [12]. This new reality is based on advancements in computer vision, graphical processing, display technologies, input systems, and cloud computing. Mixed reality has been used in applications across fields including design, education, entertainment, military training, healthcare, product content management, and human-in-the-loop operation of robots [13].

4. *ASSISTED REALITY:*

Like mixed reality, assisted reality (aR) is an extension of augmented reality, with a few notable differences to both. One of these differences is that aR is primarily hands-free through the wearing of a headset, whereas AR usually requires the holding of a device such as a mobile phone. While MR is a digital-first, real-world second reality, aR is a real-world first system. It combines software and a head-mounted display. It is best experienced using smart glasses or other wearable technology. The aR market is growing rapidly and promises to be the next great leap to boost workers' productivity. A worker wearing an aR device is shown in Figure 7[14].

5. *EXTENDED REALITY:*

The term "extended reality" (XR) has recently gained favor as an umbrella term that encompasses all of AR, VR, and MR. The primary user inputs for XR devices are described as follows. Voice interfaces are now ubiquitous thanks to mobile devices and standalone smart speakers. Apple's Siri, Amazon's Alexa, Google's Assistant, and Microsoft's Cortana are all voice-driven software interfaces that are continuously gaining new capabilities. Many XR devices enable user control with handheld controllers, which have capabilities beyond button press inputs. Both voice-driven interfaces and human-computer interactions have been developed specifically for XR devices, including gaze and gesture controls [15]. Figure 8 compares conventional computing with extended reality [15].

IMMERSIVE MARKETING

Marketing is undergoing a major transformation driven by technological innovation. It is witnessing a transformation as businesses explore new avenues to

engage target audiences. Traditional marketing approaches seem no longer sufficient in an era where consumers demand engagement and interaction. Brands are integrating augmented reality, virtual reality, mixed reality, spatial computing, and 3D content platforms into campaigns to create hyper-personalized and memorable experiences. Immersive campaigns uniquely captivate audiences, offering a sense of presence and participation rather than just passive consumption. Immersive marketing, also known as phygital marketing or immersive digital marketing, refers to technology-driven experiences that deeply engage audiences by making them active participants. It is a cutting-edge approach that combines the best of both the physical and digital worlds. It aims to create captivating and interactive experiences that deeply engage customers, leaving a lasting impression. Immersive marketing experiences use multisensory technology to create engaging experiences that boost interactions among audiences. These experiences blur the boundaries between the physical and digital worlds, leveraging technologies such as augmented reality (AR), virtual reality (VR), and mixed reality (MR) to create environments that respond to user actions in real time [2].

Immersive marketing marks a shift from broadcasting the same message to everyone to offering a different experience to each person. Traditional media speaks to the crowd. Immersive marketing creates moments people want to talk about, whether they experienced them firsthand or not. The most powerful immersive experiences do not just invite people in; they make space for them to connect with others. Immersive marketing is designed to engage and connect with audiences in myriad ways and through multiple touch points. Launching a successful immersive experience requires careful planning, design, budgeting, and implementation. Successful immersive marketing requires clear business objectives, rather than a technology-first approach, to ensure campaigns align with specific goals, such as brand awareness, education, conversion, or loyalty [9].

APPLICATIONS OF IMMERSIVE MARKETING

With the capability of saving time and money in operations, improving field service, and creating efficiencies in your sales process, immersive technologies are currently available to provide an advantage against competition, and a buffer against uncertainty.

In recent years, several industries, such as retail and distribution, financial services, discrete manufacturing, life sciences, media, entertainment, content, telecom, and other sectors, have employed services from a reputed immersive experience marketing agency.

Common applications of immersive marketing include the following [16-18]:

- *Advertising*: Traditional forms of advertising are no longer engaging users. Instead, consumers demand interactive experiences. Brands can use immersive marketing to meet this demand. As traditional advertising continues to lose effectiveness amid growing consumer ad fatigue, immersive marketing experiences are proving to be remarkably resilient against diminishing returns. Unlike traditional advertising, immersive marketing invites them to step inside a brand's world, interact with it, and form memories through direct experience. Immersive technology in advertising is rapidly transforming brand engagement by using augmented reality (AR), virtual reality (VR), and mixed reality (MR) to create interactive consumer experiences. Immersive campaigns uniquely captivate audiences, offering a sense of presence and participation.
- *Ecommerce:* As ecommerce penetration rises and fulfillment speed improves, Walmart is able to offer more targeted and measurable ad placements across search and display formats. Advertising is increasingly embedded within the shopping journey, allowing brands to reach consumers at the point of purchase rather than through standalone marketing channels. Advertising is contributing to a broader shift in Walmart's profit mix.
- *Social Commerce Marketing*: Social media platforms are evolving to become more immersive and interactive. Social commerce describes purchases that take place without the customer leaving the social media network where they encountered the brand and its community. Choosing the appropriate social media platforms like Instagram, TikTok, Snapchat, or Facebook is vital for immersive marketing success, aligning with the target audience's activity levels to maximize impact.
- *Inclusive Marketing:* Inclusive marketing is a strategic approach that aims to create campaigns and messages that resonate with diverse audiences, promoting representation, equality, and inclusivity. The interactive and participatory nature of metaverse environments makes them a natural fit for inclusive marketing pushes.
- *Experiential Marketing:* Immersive marketing is closely tied to the concept of experiential

marketing. It goes beyond traditional advertising methods and focuses on creating meaningful experiences that connect with customers on an emotional level. Immersive marketing enables deeper brand engagement and fosters loyalty. It allows customers to not just see or hear about a product but to truly experience it. It engages multiple different senses and it can be viewed through multiple modalities like mobile phones and wearable AR headsets.

- *Gamification:* One of the most powerful ways humans engage with one another is through play, and gamification has become a key pillar of immersive marketing strategy. Gamification applies game-design elements and principles in non-game contexts. It increases engagement by introducing game elements into marketing, tapping into competition and recognition to make interactions fun. Brands increasingly incorporate augmented reality into mobile apps and marketing campaigns to create interactive experiences that entertain while subtly promoting products or services.

BENEFITS

What makes immersive marketing particularly powerful is its ability to engage multiple senses at the same time. This blend of augmented reality, virtual reality, and artificial intelligence can create unforgettable brand experiences. Immersive technologies can create 3D product visualizations, allowing customers to interact with and configure products in real time. From virtual fitting rooms and personalized recommendations to mobile checkout, immersive marketing strategies offer substantial benefits for retailers. Other benefits include [18,19]:

- *Enhanced Engagement:* Immersive marketing offers a level of customer engagement that traditional marketing methods cannot match. By providing interactive and immersive experiences, brands can capture the attention and interest of their audience in a way that feels personal and engaging. Immersive experiences captivate audiences much longer than traditional media. Studies show that the human brain processes interactive content much faster than text, leading to higher retention rates.
- *Emotional Connection:* Emotions play a significant role in consumer decision-making. Although people compare prices and weigh the pros and cons before buying something, emotions often have the final say. We do not just buy with our heads, we buy with our hearts. Immersive storytelling allows brands to forge deeper emotional bonds with consumers. By experiencing a product or service in a simulated environment, users develop personalized brand associations that build loyalty. The future of marketing will be deeply rooted in emotional intelligence, driven by AI systems capable of understanding and responding to human emotions. These systems will enable brands to create highly personalized, emotionally resonant campaigns that cater to individual preferences.
- *Better Customer Experience:* You need to grab the attention of your customers in just a few seconds. One thing that is important for any brand is to make a lasting impression on the customers. Managing customer experiences requires constant monitoring and reevaluating existent and emerging interventions among stakeholders. The aim is to manage emotional and functional clues that create continuous total customer experiences effectively to trigger specific emotional responses in customers that can lead to sustained customer loyalty. Immersive experiences have a higher likelihood of being remembered compared to traditional advertising methods. Immersive marketing introduces your product to the customers in a more interactive dimension that is in the comfort of their homes, which improves customer experience.
- *Personalization:* One of the key advantages of immersive marketing is the ability to deliver personalized experiences to customers. By leveraging customer data and preferences, brands can create tailored immersive experiences that resonate with each individual. Artificial intelligence serves as the invisible backbone of many immersive experiences, allowing them to adapt in real-time to individual user behaviors and preferences. AI algorithms analyze user interactions to personalize immersive experiences in real-time, creating uniquely relevant journeys for each participant.

CHALLENGES

Immersive marketing challenges include high development costs, limited consumer adoption due to hardware barriers, difficulty proving ROI, ensuring content quality, and ethical concerns like data privacy. Businesses operate in a world that is increasingly competitive and customer expectations for a complete and fulfilling experience are rising. The use of AI, VR, AR, and sensory marketing will require significant expertise and resources, but the potential return on investment is enormous. Other challenges include [20,21]:

- *High Costs:* Immersive technologies are expensive. Significant investment in tech

(hardware, software, content) and justifying returns are major barriers. The initial investment for developing and deploying AR and VR experiences can be substantial, encompassing hardware, software development, and content creation. This may pose financial constraints, especially for small to medium-sized enterprises.

- *Ethical Concerns:* There are ethical considerations in marketing immersive experiences. Potential pitfalls include deception or manipulation, privacy and data security concerns, and risks of exclusion or discrimination. Marketers should prioritize transparency, consent, inclusivity, and data security to ensure ethical practices and protect consumer rights. As advertisements become more interactive and personalized, questions about data privacy and consumer manipulation will arise. Collecting biometric data, potential manipulation, and breaches raise significant privacy concerns, requiring robust ethical guidelines and building trust.
- *Content Quality:* Creating compelling and high-quality immersive content requires significant resources and expertise. Poor quality experiences can lead to disengagement and may harm the brand's reputation. Ensuring content is relevant and resonates with the target audience is crucial.
- *Collaboration:* Collaborating with influencers and partners offers access to broader audiences, leveraging their credibility and reach to extend brand visibility and engagement. Encouraging influencers to participate in product vision campaigns is a surefire way to establish enduring brand connections.
- *Transparency and Trust*: Immersive marketing provides immediate access to precise product information. For example, scanning an item with a mobile app can reveal its composition, origin, customer reviews, and usage recommendations. This transparency helps overcome purchase barriers and strengthens brand trust. Unified management of sales channels and inventory allows for the exact availability of products to be shown. When customers know where and when they can pick up their purchase, they feel more confident. Marketers must navigate these concerns carefully to maintain trust and transparency with their audiences.
- *Skills Gap*: Many marketers struggle with new tech, needing education on VR/AR/voice integration and shifting from traditional methods. Companies must invest in upskilling marketing teams on new technologies.

FUTURE OF IMMERSIVE MARKETING

In recent years, we have witnessed a rise in immersive experiences, driven by technology advancements and changing consumer preferences. The immersive marketing landscape continues to evolve rapidly. As these technologies mature, the line between physical and digital marketing will continue to blur, creating opportunities for brands that can effectively operate across this continuum. Forward-thinking marketers should keep an eye on these emerging trends. Successful brands will be those that use technological innovation to create meaningful relationships with their audience.

The future of marketing is an exciting frontier where technology, creativity, and human experience will converge. In the future, marketing campaigns will allow consumers to fully engage with products through immersive sensory experiences. One of the most anticipated innovations in marketing is the ability for consumers to interact with products as if they were physically present. In the future, sensory marketing will reach new heights through innovative technologies. Immersive marketing creates brand experiences based on 3D and AR technology. Consumer attention is scarce and choices abound; this is where immersive marketing offers step in as a powerful way for brands to stand out. As technology continues to advance, the future of immersive marketing looks even more promising [22]. The future of unified commerce hinges on increasingly interactive immersive marketing and even more efficient technologies. Brands that can create compelling, immersive experiences will be able to stand out in an increasingly competitive market.

CONCLUSION

Immersive technologies are helping to boost online shopping while bolstering consumer confidence in their choices. The global market for immersive technologies has exploded in recent years with the proliferation of 5G and headset devices. Brands that embrace AR/VR showcase themselves as forward-thinking, tech-savvy, and innovative, which can attract tech-oriented or early-adopter audiences. If competitors are using AR/VR for marketing campaigns, your brand could risk falling behind without exploring similar options.

Immersive marketing is a technology that uses immersive experiences to create an exclusive emotional connection with the targeted audience. It is implemented by using different types of technology such as virtual reality, 360° video, augmented reality, and other interactive experiences. It has become quite a popular marketing approach in recent years, as it allows the consumer to become a part of the story

portrayed by an interactive experience [23]. It helps brands build deep and lasting connections with their consumers by tapping into customer emotions and values. More information about immersive marketing can be found in the books [24-28] and the following related journal: *Journal of Marketing Theory and Practice.*

REFERENCES

[1] R. Davis, "Checklist for immersive technology in marketing & branding," February 2025, https://blog.boston-engineering.com/checklist-for-immersive-technology-in-marketing-and-branding

[2] E. Siu, "How immersive experiences are revolutionizing marketing," April 2025, https://www.singlegrain.com/digital-marketing/how-immersive-experiences-are-revolutionizing-marketing/

[3] "Wrap technologies, expands virtual reality law enforcement training with new immersive scenarios," August 2023, https://cioinfluence.com/virtual-reality-technology/wrap-technologies-expands-virtual-reality-law-enforcement-training-with-new-immersive-scenarios/

[4] M. N. O. Sadiku, C. M. M. Kotteti, and S. M. Musa, "Augmented reality: A primer," *International Journal of Trend in Research and Development,* vol. 7, no. 3, 2020.

[5] "What is augmented reality or AR?" https://dynamics.microsoft.com/en-us/mixed-reality/guides/what-is-augmented-reality-ar/

[6] L. van Heerden, "What is extended reality?" August 2021, https://journeyapps.com/blog/what-is-extended-reality/

[7] A. Xperteye, "What is assisted reality? Here is what you need to know," March 2022, https://blog.amaxperteye.com/what-is-assisted-reality-here-is-what-you-need-to-know

[8] M. O. Onyesolu and F. U. Eze, "Understanding virtual reality technology: Advances and applications," *Advances in Computer Science and Engineering*, March 2011, pp. 53-70.

[9] "Immersive marketing: Transforming brand engagement through experience," July 2025, https://blog.marketingblatt.com/en/when-a-brand-becomes-experience-immersive-marketing

[10] M. Singh and M. P. Singh, "Augmented reality interfaces," *IEEE Internet Computing*, November/December 2013, pp. 66-70.

[11] "What is mixed reality?" January 2023, https://learn.microsoft.com/en-us/windows/mixed-reality/discover/mixed-reality

[12] C. Rincon and J. Perez, "What are immersive technologies?" March 2025, https://www.adalovelaceinstitute.org/resource/immersive-technologies-explainer/

[13] "Mixed reality," *Wikipedia*, the free encyclopedia, https://en.wikipedia.org/wiki/Mixed_reality

[14] "What is assisted reality? Here is what you need to know," March 2022, https://blog.amaxperteye.com/what-is-assisted-reality-here-is-what-you-need-to-know

[15] C. Andrews et al., "Extended reality in medical practice," *Current Treat Options Cardiovasc Medicine,* vol. 21, no. 4, March 2019.

[16] "The future of marketing with augmented reality (AR) and virtual reality (VR): Immersive experiences and brand engagement," March 2024, https://online.mason.wm.edu/blog/the-future-of-marketing-with-augmented-virtual-reality-brand-engagement

[17] "14 Immersive marketing trends 2024 | Immersive metaverse," https://meetaverse.com/blog/immersive-marketing-trends/

[18] G. Schaal, "Immersive marketing: 13 unique examples to inspire your next campaign," https://www.bridgewaterstudio.net/blog/immersive-marketing-examples

[19] J. Milian, "The rise of immersive marketing and how it's shaping digital experiences," May 2025, https://www.tacpoint.com/blog/the-rise-of-immersive-marketing-and-how-its-shaping-digital-experiences

[20] "Immersive experience marketing tactics to engage your audience," https://www.peekpro.com/blog/immersive-experience-marketing

[21] "Navigating the challenges and opportunities of immersive technologies in field marketing," April 2025, https://www.linkedin.com/pulse/navigating-

challenges-opportunities-immersive-technologies-sbihe

[22] "The future of marketing: Immersive experiences and sensory engagement," October 2024, https://techrish.com/the-future-of-marketing-immersive-experiences-and-sensory-engagement/

[23] K. Sharma, "What is immersive marketing, and why is it effective?" https://www.advertflair.com/post/what-is-immersive-marketing-and-why-is-it-effective

[24] M. N. O. Sadiku, *Immersive (AR/VR) Technologies and Their Applications*. Tallahassee, FL: John & Johnna Publishers, 2025.

[25] M. Verma, *Elevate Your Brand with Immersive Experiences: Marketing through Augmented Reality (AR) & Virtual Reality (VR).* Mayank Verma, 2023.

[26] S. Smilansky, *Experiential Marketing: A Practical Guide to Interactive Brand Experiences.* Kogan Page, 2017.

[27] P. Kotler, H. Kartajaya, and I. Setiawan, *Marketing 6.0: The Future Is Immersive*. Wiley, 2023.

[28] S. Kautish and Á. Rocha (eds.), *Metaverse Driven Intelligent Information Systems: Emerging Trends and Future Directions*. Springer, 2024.

Figure 1 A representation of immersive technology [3].

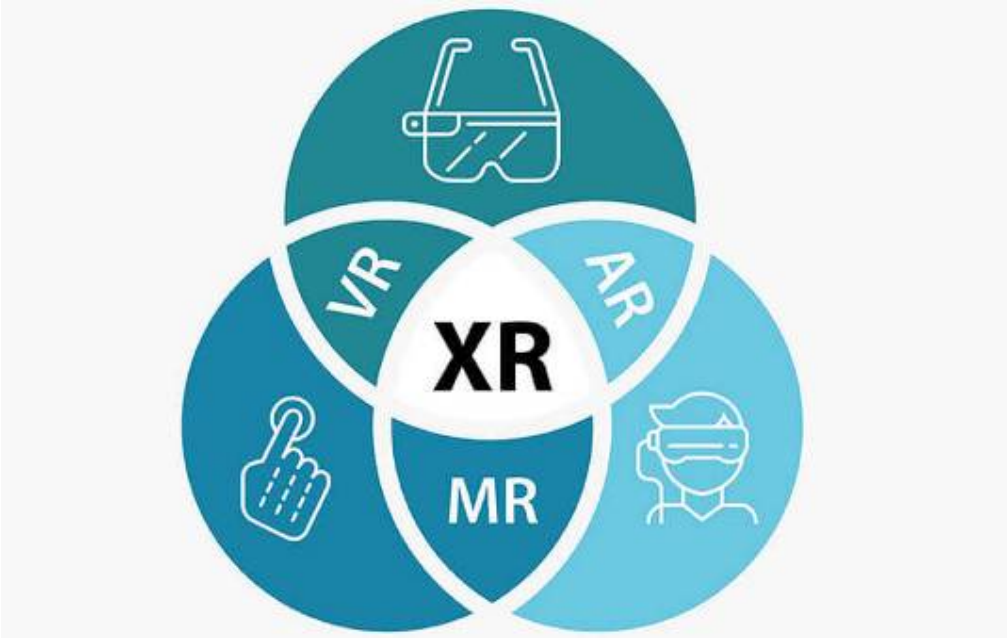

Figure 2 Extended reality (XR) includes AR, MR, and VR [6].

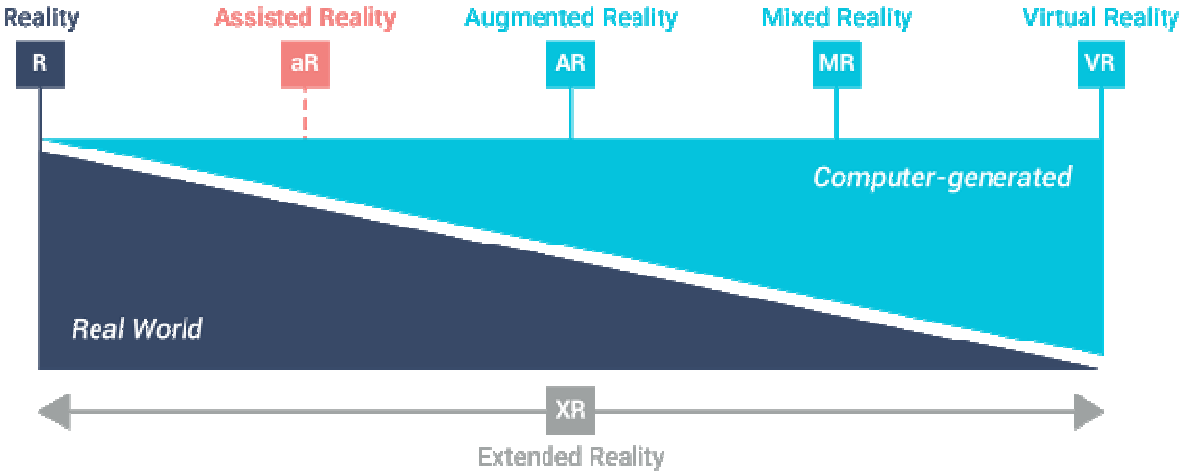

Figure 3 The XR spectrum [7].

Figure 4 A head-mounted display [9].

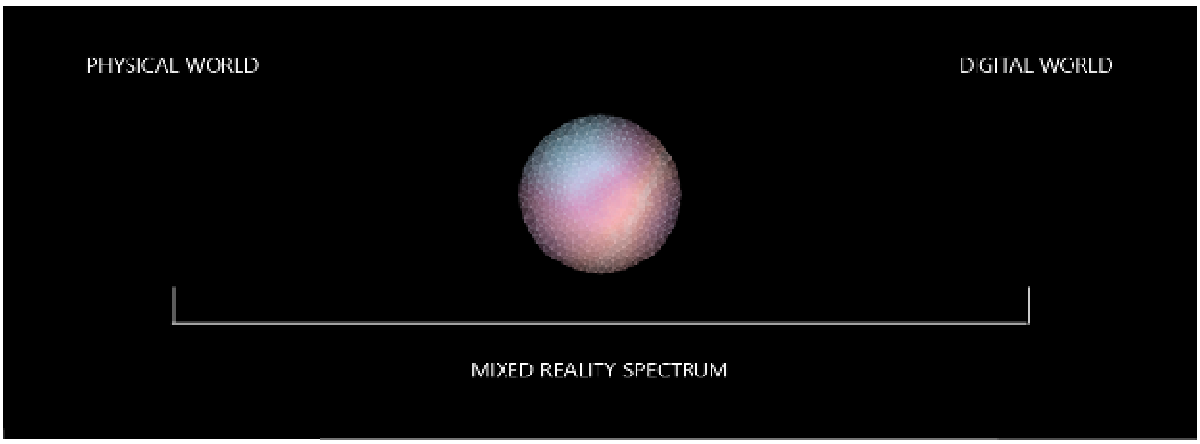

Figure 5 Mixed reality is a blend of physical and digital worlds [11].

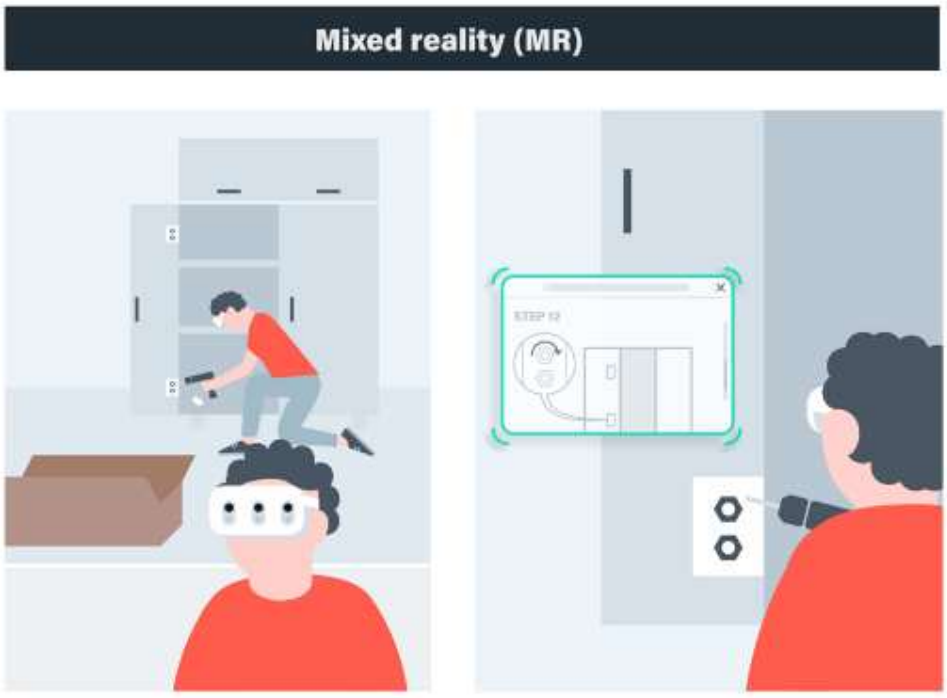

Figure 6 Mixed reality [12].

Figure 7 A worker wearing an assisted reality device [14].

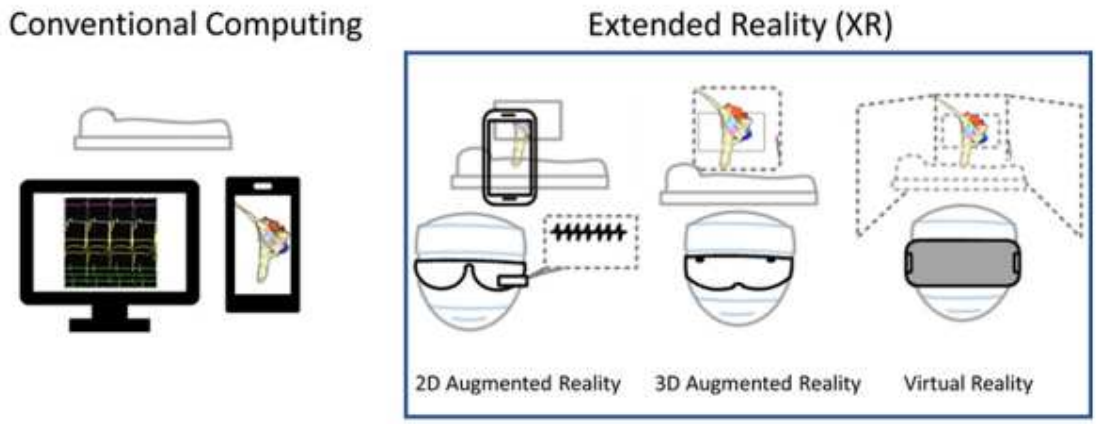

Figure 8 Comparing conventional computing with extended reality [15].