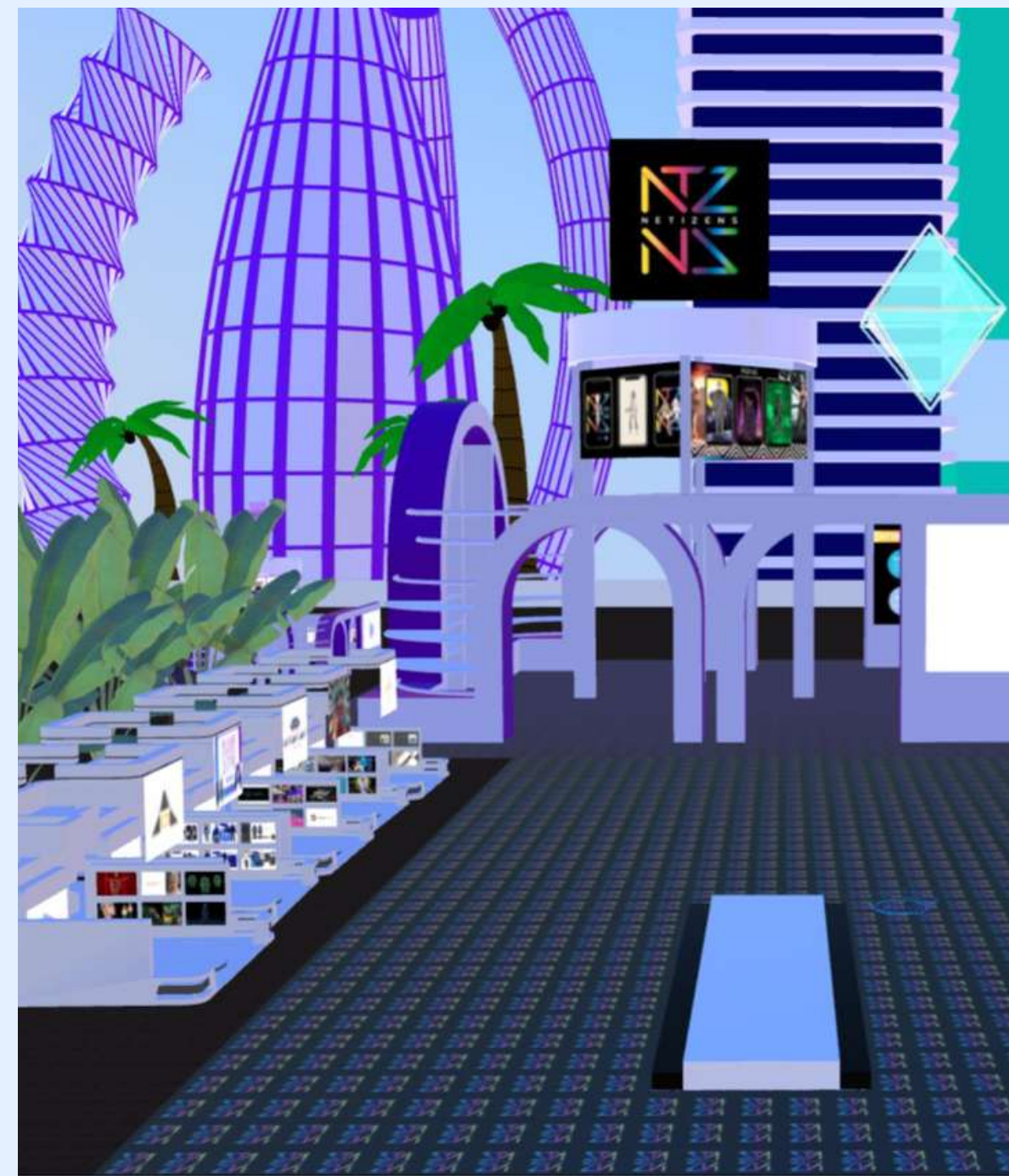# THE METAVERSE IS THE NEXT MARKETING INNOVATION

MEXT, THE METAVERSE SOLUTION FOR EVERY INDUSTRY

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THE METAVERSE IS THE NEXT MARKETING INNOVATION

1. EXECUTIVE SUMMARY

The internet is an indispensable tool in today's world. It has revolutionized the way we communicate, work, access information and even how we live. However, in terms of technology, we are reaching the limit of what web 2.0 can offer. Its limitations in marketing opportunities and in creating a sense of community and shared experiences has all become major restriction concerns among the people. This is where the revolutionary 3D Metaverse solutions comes in and can help.

The concept of the Metaverse has been around for decades but with recent advancements in technology it is gaining more popularity, as easier to implement and closer to reality than ever before. With the quick development of AI, 5G, virtual and augmented reality, blockchain technology, and other emerging technologies, the Metaverse is poised to become a central part of our lives in the future. It has an immense potential to radically change how we work, interact, share information, entertain, and educate as it stimulates a sense of co-presence. Its ability to bridge the gap between the physical world and the digital world is also one of its key features.

This white paper delves into how the 3D Metaverse solutions address the current internet limitations and the benefits of using Metaverse technology in businesses, marketing and events. It also highlights how Metaverse platforms like Mext provides no-code solutions to adopt easily and unleash the marketing potential of the Metaverse for brands. After reading the whitepaper, the reader can see the exact business potential of Metaverse and how to advance their virtual presence as well as provides insights for those seeking how to start with the Metaverse to maximize its potential in their activities.

2. THE PROBLEM

The loneliness on a website, the clutter of social networks, the weariness of similar content such as amazing posts video and storytelling in social media, the arrival of a new generation born with the internet and steeped in video games and who yearn for more than seeing a pretty video or a webinar where you are bored to death, are signs that the current marketing approaches are challenged and will need innovation.

In terms of technology, we are also reaching the limit of what web 2.0 can bring in terms of innovation in marketing. During the past 5 years, almost no innovation has happened to improve the way to address your customers and community through your website or social media. Contents may change, colors also from time to time, the word "personalized" changed to "hyper-personalized" to do the same marketing ads, but nothing really disruptive or innovative! Most of the time, people and companies are waiting for the "buzz" to exist on the web.
In parallel, we see a strong trend towards new customer experiences involving new technologies such as Metaverse, Web3, AI, VR and Blockchain (distributed ledger). And even if companies and marketers can perceive this as technology evolution that may probably bring the next big marketing evolution, for the most of them it still looks complex, uncertain, and confusing on how to implement it to grab its real value!

All these signs show that a new marketing era is rising, that is similar to the previous 2 marketing opportunities generated by the evolutions of the Internet where companies were able to create their own website, that was used for marketing and sales tool, and later to address social media as another new marketing tool. The key question here is how to use the new technology involving the Metaverse to create the next big marketing move and grasp value!

3.THE METAVERSE AS NEW MARKETING TOOL

3.1 The Opportunity

Whatever the definition given to the Metaverse, emphasizing the technical, social, business or marketing aspects, the Metaverse remains a technological evolution and an extension of the current web 2 features. It provides a lot more tools to build interactive and connected 3D spaces that you can embed in any website to add new user experience capabilities and creates a bridge between the virtual and physical world.

Unlike any web-based platform, on standards like http and HTML, it enables companies to create their own customized "3D webpages" that deliver consistent and interactive new customer experiences. It empowers companies to create 3D virtual spaces like interactive showrooms, exhibitions, classrooms, …. where people can meet, develop emotions and relationships, explore products in 3D and attend amazing and interactive events, that is usually, powered by advanced technologies like AI in order to get advanced analytics about customer's experience.

It's an opportunity for marketers to use innovative tools to create new user experiences and contents to increase brand awareness and grow business. Using the Metaverse for marketing can lead to several innovative approaches and benefits such as to stimulate emotions, build highly customizable branded spaces, make the best use of your communities, enable Iterative learning opportunities for employees, capture the Z-generation attention, increase your CSR figures and beyond…

3.2 The Challenges

Typical reaction to any new technology: As any new technology, the adoption is always challenged by lack of awareness, resistance to change, fear of failure, lack of time and/ or financial resources as well as the belief that it takes high adoption time due to the learning curve.

Metaverse decision making processes: The Metaverse could help companies and new projects could be started by departments like marketing, sales, HR or in many other ways! However, deciding where to start and how to prioritize Metaverse is still not mature within the organizations.

Misconception that experienced Metaverse people are required: The Metaverse looks very technical, requiring new knowledge in 3D Engine, VR, XR, AI, Blockchain. Those technologies are part of a Metaverse core technology, but a Metaverse project does not require necessarily any specific technical skills when it is built on a no code platform like Mext, as Mext manages this complexity for its users.

Hold back Metaverse adoption until its fully established: The Metaverse adoption has been negatively impacted by the move of Facebook (renamed Meta) to the Metaverse, joined at that time by Microsoft and other players promoting the Metaverse as tomorrow's next big thing. Less than one year later, this move has been followed by another technology evolution, AI. This communication frenzy generated by Meta has created huge communication chaos making the Metaverse perceived as a hype or the big new thing that companies are not able to grab the value due to its complexity and uncertainty.

With all these challenges in mind, Mext designed its Metaverse platform ensuring simplicity in Metaverse adoption while providing easy guidance to employees.

4. METAVERSE MARKETING

4.1 Stimulate Emotions

According to John Hugues, a study by Google from Gartner and Motista , showed that B2B buyers are more emotionally connected to brands than B2C buyers. While B2C brands had an emotional connection with 10 to 40% of consumers, 7 out of 9 B2B brands had emotional connections with more than 50% of customers. So, within the sales cycle, buyers need to connect with brand and create relationship with its representatives.

The Metaverse allows you to connect with the buyer's persona and journey as well as create personalized spaces to stimulate their positive emotions, increasing trust and emotional understanding. The objective is to establish stronger personal relationship and make them have a special connection to your brand with a sense of security and confidence even when they are miles away from you.

How to use the Metaverse to stimulate your audience emotion to attract and encourage them to act?

**Gathering with emotional user-driven experience!**

A Metaverse platform helps to create an environment to meet and interact to develop feeling and bring the spark of emotion and interest! It allows to create a place where we act together and deepen relationships through user-driven experiences.

It provides a unique opportunity for you to be able to accompany and guide your visitors when they visit your 3D websites so that they don't feel lonely anymore. With avatars and voices, together with your potential customer, you can visit a stand or a showroom to explain them the advantages of your product and gather data about their reactions. You can laugh together and pursue meaningful small voice chats to enhance your bond and gather information for future business opportunities. This for sure facilitates more effective communication, strengthen relationships, and increase engagement.

What about you organize an event in your Metaverse where, with your avatar you can go and say hi to your guests one by one and have small private chats with them to share thoughts, or to walk with them to join another attendee and to introduce them!

Imagine you are in big event gathering in the Metaverse and you want to have a private discussion with someone, you just have to walk naturally with him/her in a more isolated place in the Metaverse and have this discussion and solve any sensitive issue without having any specific additional actions (organize another meeting, emails exchanges etc.). Imagine you create challenges for your visitors inside your Metaverse space to stimulate senses and curiosity that increases user feelings.I breif, what you can do at a traditional show or in-persn talk with your customer or prospect.
These sensing tools created by the Metaverse can affect our emotions in many remarkable ways.
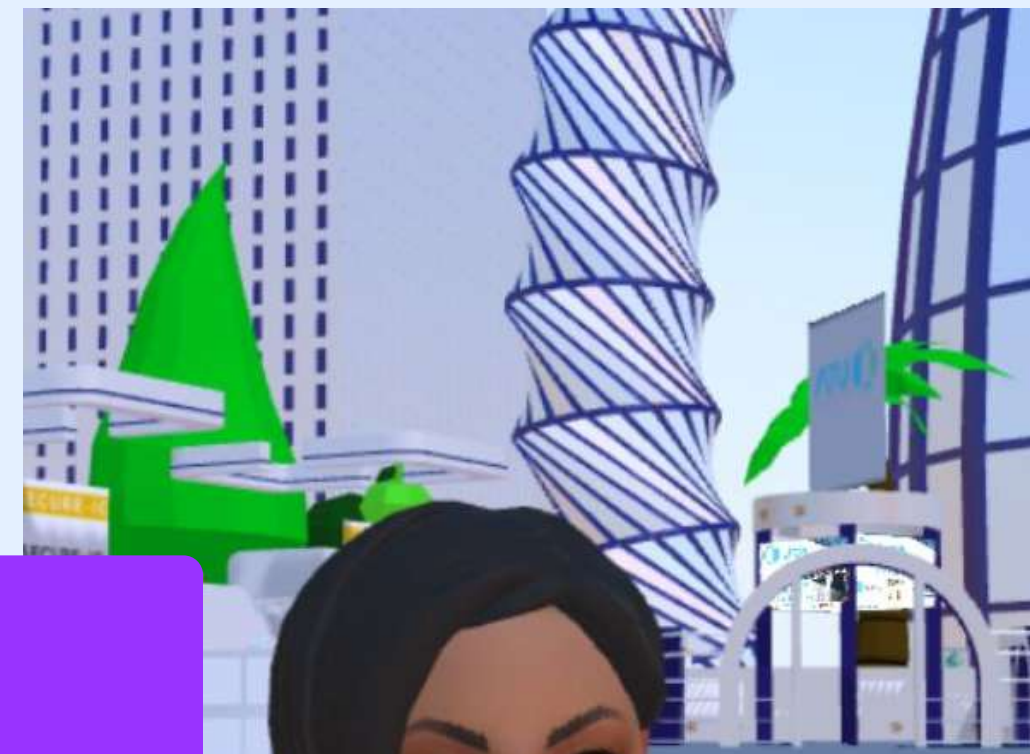
METAVERSE

4.2 Highly Customizable Brand Spaces

According to Techjury's statistics, 89% of marketers claim brand awareness is their top goal. The main challenge is how to draw people's attention and become part of their thoughts in this very crowded digital world! How to be innovative and get off the beaten track! Don't be defeated because you don't have the Ads budget and don't limit yourself to standard content as video and storytelling but think highly customizable digital 3D spaces to attract your audience and make them act.

It is well known that spaces impact people subconsciously, contributing to influence their emotions and perceptions, through a special part of their brain that reacts to the geometry of the space that they perceive. In addition, to make awareness beneficial, you need to target the right audience for your business using rich data and analytics. What about building personalized spaces showing that your brand products and values match perfectly with your target customers and then invite them to visit this place either through organizing events or through VIP visits? It is a way to cultivate and achieve brand memorability without spending millions of dollars for advertising campaigns. It is also a way to instantly grab customers' attention, increase customer loyalty as well as provide them with consistent, engaging, and enjoyable customer experience with your brand.

When Nike and Lacoste introduced their virtual stores to provide an incredible shopping experience to their customers and when the Metaverse Fashion Council created their own virtual world to manage their community and organize amazing expos and virtual events, they didn't fail to leverage the unique features of the Metaverse to provide a personalized, seamless and enjoyable experience to their target audience through their highly customizable brand spaces. This made them successful with improved brand affinity and increased customer loyalty.

Highly customizable brand spaces to increase brand awareness

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The combination of personalized 3D and customizable features: Audio room, avatars, multiplayers etc. will create unique places reflecting not only your brand design standards but also create an atmosphere to include warmth and safety. a guided visit like customers' journey inside IKEA physical stores, where everyone is excited to go around and to discover!

Adding a Metaverse experience in your website and marketing campaign, should provide similar social and psychological effects!

In addition, you can add any 3D models to your space to exhibit, advertise your products and make your hosts interact with them. A Metaverse platform should enable you to import and view instantly your 3D models. The source of the 3 models could be your own 3D design, or from internet (like Sketchfab) or could be provided by the Metaverse Platform. You can even use apps now to create 3D models from photographs of any object to produce real products giving your customers the opportunity to examine all the details by animating them or even add a layer of Augmented Reality to those objects.

A Metaverse platform should be able to help you to create on-the-fly and in real time highly-customizable 3D spaces. It should be a CMS (Content Management System) that allows you to upload, arrange, change, refresh, store and manage your 3D spaces and objects, and a no-code platform to make the creation of 3D web pages accessible and user-friendly to all the content contributors within any company. This is crucial for any marketing employee, community manager, or salesperson to utilize the proposed feature, emphasizing its significance.

Another point is that the Metaverse platform should be able to manage those highly customizable spaces in 3D and be accessible, without any obligation to install/download any software or change user's current devices! It should support all devices, accessible through Mobile APP (Apple + Android) and give the opportunity to use VR devices (Oculus) for people desiring to have access to VR and AR experiences.
Thus, these 3D spaces combined with AI will provide limitless opportunities in the future for creativity, customization, and new branding experiences.

4.3 Make the Best Use of your Community

Building strategies to manage and increase interactivity with community is key for brand awareness . It comes with organizing, implementing, and tracking engaging marketing campaigns as well as building relationships with potential and existing customers.

Those campaigns should match the voice of the brand to build its awareness. The content should be dynamic, engaging, interactive and matching users' behavior, allowing advanced analytics and statistics with an option to collect feedback to improve.

Persistent community gathering with user-driven experience

A 3D virtual space is a new way to create outstanding marketing campaigns to drive community to another level of experiences with your brand. It is the space where your customers, partners, community managers, salesperson and entire ecosystem meet and act as a community driven by mutual interest and nurtured by dynamic content using innovative interactivity features such as avatars, gaming, spatial audio, AI for matchmaking etc.

A space where your community can build trust and establish relationships, create an interactive showroom with the digital twin of your products, where customers and partners can visit together and meet to exchange discussions about your products, where you can organize events and challenges for them to stimulate their awareness and interest. Interactive 3D spaces in the Metaverse offer marketers vast possibilities for building organic connections, fostering brand communities, and generating leads. In addition, it will increase your website traffic and help your SEO .

4.4 Iterative Learning
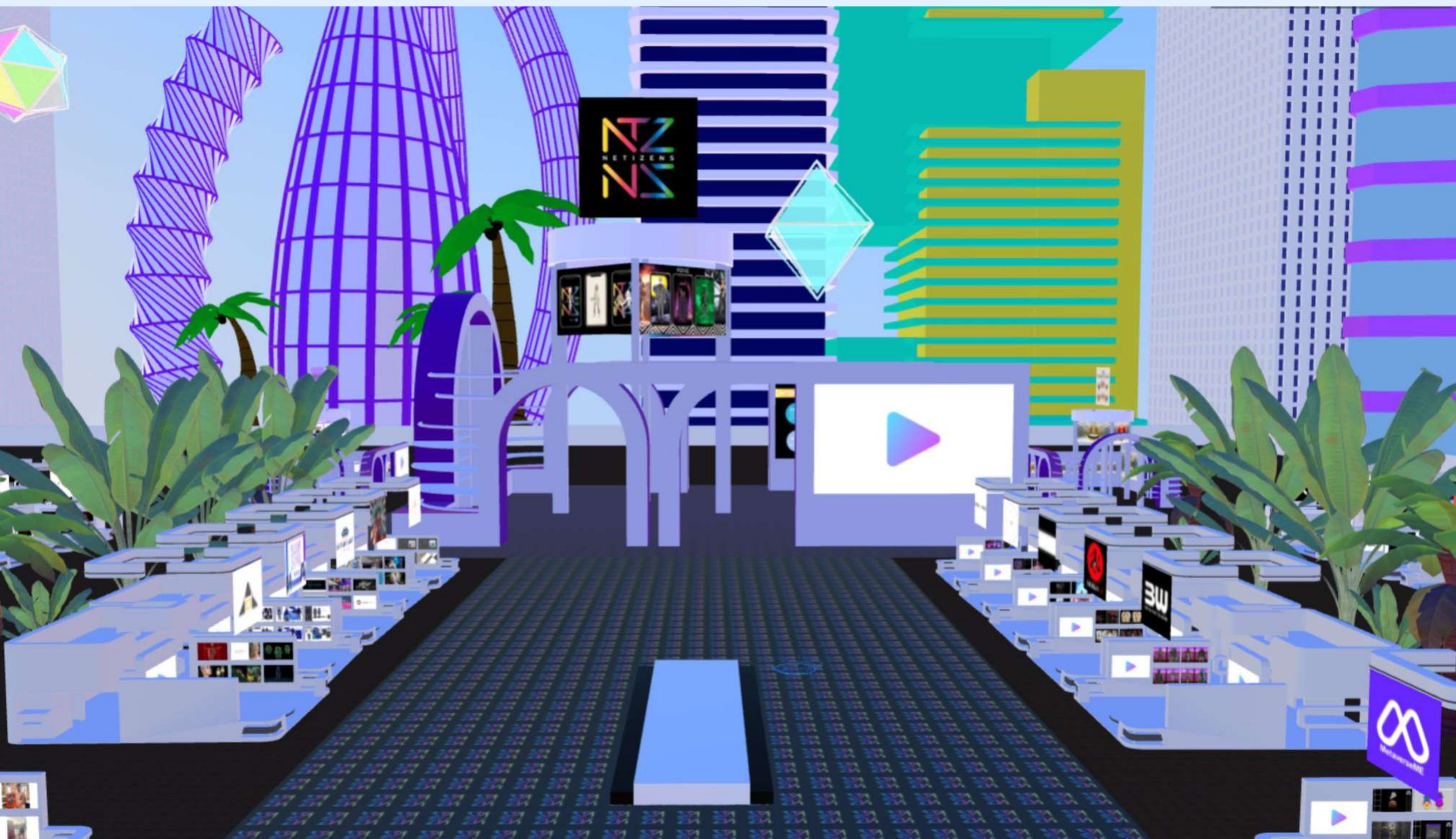
Gamified learning in customized environment

The Metaverse is highly regarded by learning experts as an immersive learning space that ensures better engagement and deeper learning. It should boost real time customers' skill development about your brand and products.

A customized 3D virtual world should enable customers and prospects to gain knowledge through an engaging and interactive space where they could interact with products and experiment them differently. What about if customers could visit your WW locations, meet your people and learn about your company without travelling or organizing time consuming and expensive trips? Metaverse will allow you to travel through this limitless physical and digital spaces to provide an amazing experience to your customers which no other technology could currently do.

Now, what if there is also an extensive experimental learning scope for customer and employee trainings within the Metaverse? The learning-centered Metaverse environments focused on active-learning capabilities will make customers and employees more excited to participate and engage in training modules.

4.5 Capture the Z-Generation

According to Deloitte's 2021 Digital Media Trends report, **participation within the Metaverse is vital for brands if they want to engage with Gen Z**. This same report reveals that Gen Z socializes and follows trends, news and event media through apps, websites, and podcasts. Another study by Razorfish in 2022 found that **52% of Gen Z gamers feel more like themselves in the Metaverse than in real life**. it is important to understand here that the Metaverse is a great way to connect with Gen Z. In other words, it is not only a space to sell products or services, but also a space to create your future community of customers, partners, and employees.

Gen Z is the first generation to be born and raised with complete and open access to the internet. This means they have a relationship with technology that no other generation before them has experienced. Growing up in this reality, **their behaviors and attitudes will definitely influence the Metaverse experiences and development as a whole**. It's also noticeable that this impact is huge among the Millennials and Gen X as well. This growing popularity of the Metaverse within the Gen Z as well as to the adults are the core reasons why brands must keep up with this trend to remain relevant.

Prepare for the inevitable

The modern audience is drawn to the Metaverse for several reasons like virtual experiences, social connections, status and glory, or the chance to invest in future technologies. The Metaverse as a safe place to freely express themselves, experiment with identities, establish friendships, and ultimately create a world they want to live in.

The possibility that the Metaverse provides to its users to create a new digital identity, while expressing themselves in a safe environment with the use of avatars, that is supposed to reduce the anxiety related to social and economic status, has become a thrilling aspect for the younger generation. It is beneficial for people who want to be who they are but are unable to do so in real life. **The Metaverse offers an opportunity to experiment with identities without prejudices often felt in the physical world**. Creating such avatars makes users feel freer to express themselves.

In addition, the Gen Z has not just found to tolerate branding in the Metaverse, but they actually welcome it. They want their favorite brands to open virtual shops offering clothing, accessories and tools for their avatars. They also seek opportunities to gain knowledge, attend live entertainment shows and events and even engage in government administrative processes in a more interactive way. While Gen Z is also highly aware of the digital assets, it is evident that **there are clear commercial opportunities within the Metaverse.**

4.6 Empower Marketing Games with Video Gaming Features

It is crazy how much time people spend in gaming whether it is video games or other traditional games like scrabble, cards etc. This is why gamification has emerged as an effective marketing tool capturing people's attention, in order to make them interact with brands and products, retain and educate them that ultimately leads to an improved conversion rate.

Most people love to accomplish a task and get rewarded for that. It is also recognized that **games are the best interactive content and incorporating gamification into marketing creates many ways to drive results** like rewarding people with collectibles points to encourage visitors to stay active, leaderboards to incentivize participation and present the highest scores, countdowns to create a sense of urgency and stimulate motivation, and knowledge games to increase your users' knowledge about your brand and products.

Currently the marketing games rely on asynchronous and individual gamified promotions and are not using the transformative power of synchronous and real-time video gaming to impact people on societal level. But by bringing together families, friends, partners and even strangers, you can actually create new relationships through your brand's customer experiences. In addition, the marketing games still rely on promotional campaigns, instead of using the persistent interactivity features, such as avatars, voices, chat etc., available in the video gaming industry, for better engagement and create "Living" experiences and stories with the brand!

The Metaverse is the tool to enhance the current marketing games strategies by using the societal and persistent modes natively offered by the Metaverse and inspired from the video gaming industry. It is an opportunity to create unlimited interactive content, **to build your brand community and foster a strong connection with your brand**. These features have contributed to the success of the video gaming industry and can have a tremendous impact if well implemented in marketing games.

5. MEXT METAVERSE SOLUTIONS

5.1 Introduction

Mext is an all-in-one B2B Metaverse platform helping companies build their own Metaverse, 3D website and provide the most incredible, engaging, and immersive experience to their customers with opportunities to have showrooms to exhibit products, organize events, connect, network, matchmake, learn, educate and much more. Technically, the platform embeds 3 layers:
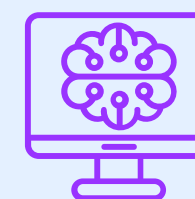
3 **Platform Intelligence**

Intelligent framework to learn from every interaction with feedback loop to improve
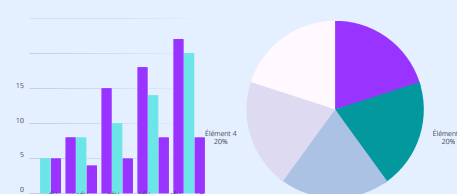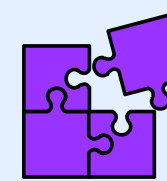
| Advanced analytics & insight | Smart recommendations | AI powered knowledge center | Matchmaking algorithms |

2 **Interactivity Tools**

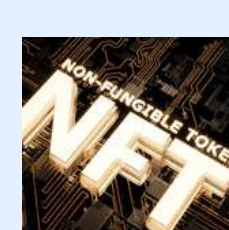| Networking [1] | Livestream | Meeting software | Content creation | Share [2] Content | Gaming | Smart Contract | NFT |

(1) audio/video calls, chats/ chatroom, speed networking, open networking
(2) links, images, videos, 3D spaces

1 **Metaverse Infrastructure**

| Secure Cloud (OVH) | Meta Builder (3D Engine) | On Boarding Module | Avatars (Ready Player Me) | VR Interface (Oculus) | Blockchain (Polygon) |

Layer 1: The infrastructure layer makes sure that you have all in hand to create and operate your Metaverse.

Layer 2: The interactivity layer offers tools to create interactivity inside the Metaverse such as organizing events and meetups, networking and socializing, content sharing and creating challenges and contests.

Layer 3: The intelligence layer makes sure to turn your Metaverse to a knowledge center powered by AI and delivering advanced analytics and insights.

5.2 Effective Tool for Marketing, Sales and Learning People

The platform provides access to creation and personalization of 3D contents or events all with a NO-CODE approach. The objective is to make use of the platform intuitive and user-friendly for concerned professionals in marketing, sales, education, and HR without requiring to any specific IT skills.

Your marketing people will be able to create appealing 3D content, update it and make it available on your website or organize events and promotion campaigns to boost your brand awareness. Your salespeople will be able to create and update in few clicks dedicated VIP Showrooms to invite potential and existing customers to visit and build relationship! Your HR people can create training spaces and organize amazing events for your employees.

It is a tool that **enables everyone in the company** to contributeeasily with innovative content and idea to interact and promote!

5.3 Achieve Highly Customization in Every Aspect

It goes beyond simply inserting products, adding logos and/or changing colors. It is about creating customized customer journeys and tailored experiences where your customers feel one of a kind. In addition to the look and feel, it is about creating an atmosphere thanks to 3D spaces and interactivity to have special moment and develop relationship.

Mext MetaBuilder allows you to build your 3D space by downloading 3D models from Mext 3D libraries or getting them from external sources like Sketchfab or uploading your own 3D models. To create such experiences, you need first try to figure out what your visitors are looking for and what you want to achieve with them. Then use the information to determine the ideal 3D space you want to create for them to put them at ease and help them envision themselves with your brand and products. Think about including their brand visuals and company inspirations to help them to project themselves!

This could help elaborate innovative marketing campaigns that redirect users to personalized spaces where they can see and interact with your brand and products to create memorable experiences.

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5.4 Realtime Content Update

The 3D spaces creation process also requires the ability to test, to learn and iterate to provide the most relevant experiences to your customers. Therefore, the content is not only easy to create but also easy to update and view the updates made in real-time.

You can even incorporate real-time content update during your interactivity with customers. Imagine, during your visit with them, you can add, remove, move, and change the size of your products and content inside the 3D space. This allows your customers to actively participate in creating your 3D and get caught by the moment!

With Mext platform, you can add, remove, move, and resize your 3D elements on-the-fly, witnessing the changes unfold in real-time!

5.5 Design Sparkling Events and Gatherings

Events in the Metaverse provide a way for people to come together and experience something new and different. You can personalize spaces for your events **to transform your webinars to an outstanding customer journey creating real-time interactions with your products, brand, and people.**

To be successful, Metaverse events need to take advantage of the platform's strengths and create an immersive and engaging experience for the participants. This requires careful step by step planning as follows:

1. You'll need to determine what type of event you want to host: conventions, trade shows, product launches, university classes, leadership summits etc.
2. Think about your target audience and what will be appealing to them.
3. You'll need to find a suitable venue, the Metaverse unleash your creativity about the space where you organize your event, whether in a formal place with your brand guidelines or on the moon, there's no limit to creativity!
4. You'll need to start planning your event: date, time, structure of your event, live or pre-recorded conferences, activities to include, promotion plans etc.
5. Test your event before the launch! Make sure to test your performers and speakers' devices and make available recommendations and tutorials. Nothing is more frustrating for attendees than glitches during an event. Make available recommendations and tutorials.

Even in early stages, more and more people are comfortable using VR headsets. Augmented Reality is also being incorporated in more events through applications that allow attendees to interact with virtual objects. In addition, you can empower your events by providing incredible features like teleportation or allowing your sponsors to fly inside the space.

Mext Metaverse platform offers an integrated and uninterrupted event organization process flow covering from event registration to the day of the event and post-event activities for all the visitors, organizers, exhibitors, and sponsors, with real-time advanced analytics.

5.6 Gamify with Professionalism

The essence of gamification is the immersive, engaging, and interactive experience that it provides to its gamers. But what if the Metaverse could provide the same features more effectively and efficiently for professional and commercial purposes as well?

The higher level of connectivity and real-time interactivity within the Mext Metaverse platform will makes it easier for brands to communicate with users or conduct product launches or start training sessions from anywhere, anytime. You will have the unique opportunity to create innovative and engaging contents or events for your community of employees, customers, students, partners and attract both the Gen Z and adult audience. In addition, you can also provide personalized experiences to your visitors and reward them with collectibles or points to keep them more active. The ability to organize treasure hunts, Q&A sessions, or polls to improve knowledge or animations with avatars to do catwalk, dance together or any other activities are other ways to gamify the interactions.

Mext Metaverse provides this amazing possibility to explore the gamification features for professional needs to bring participants even closer to digital experiences through our immersive and real-time platform.

5.7 Turn it to an Intelligent Knowledge Center Powered by AI

Another important aspect of the Metaverse is the data generated by the Metaverse activity, interactivity, and secured portability on many existing and embedded features. This data is encompassing information about people, companies and widely organizations but also about interactivity, contexts, and contents. This kind of data can help in many ways:

- Data Repository where you can find valuable information and deliver analytics.
- Insights about your customer's journey and intents to deliver Smart Recommendations
- Knowledge graphs to visualize connections and analyze occupancy.
- Mext also synchronizes Internet of People (IoP)* and Internet of Behavior (IoB)* on Mext Metaverse platform.

* IoP: Internet of People refers to the digitalization of relationships between people and the collection, processing and application of personal data.

* IoB: Internet of Behavior is a concept that brings together the best of data analysis, behavioral analysis, and technology along with human psychology.

Mext has successfully managed integration of AI capabilities directly into its Metaverse platform enabling immediate and native processing of the data generated by Metaverse.

Knowledge Center
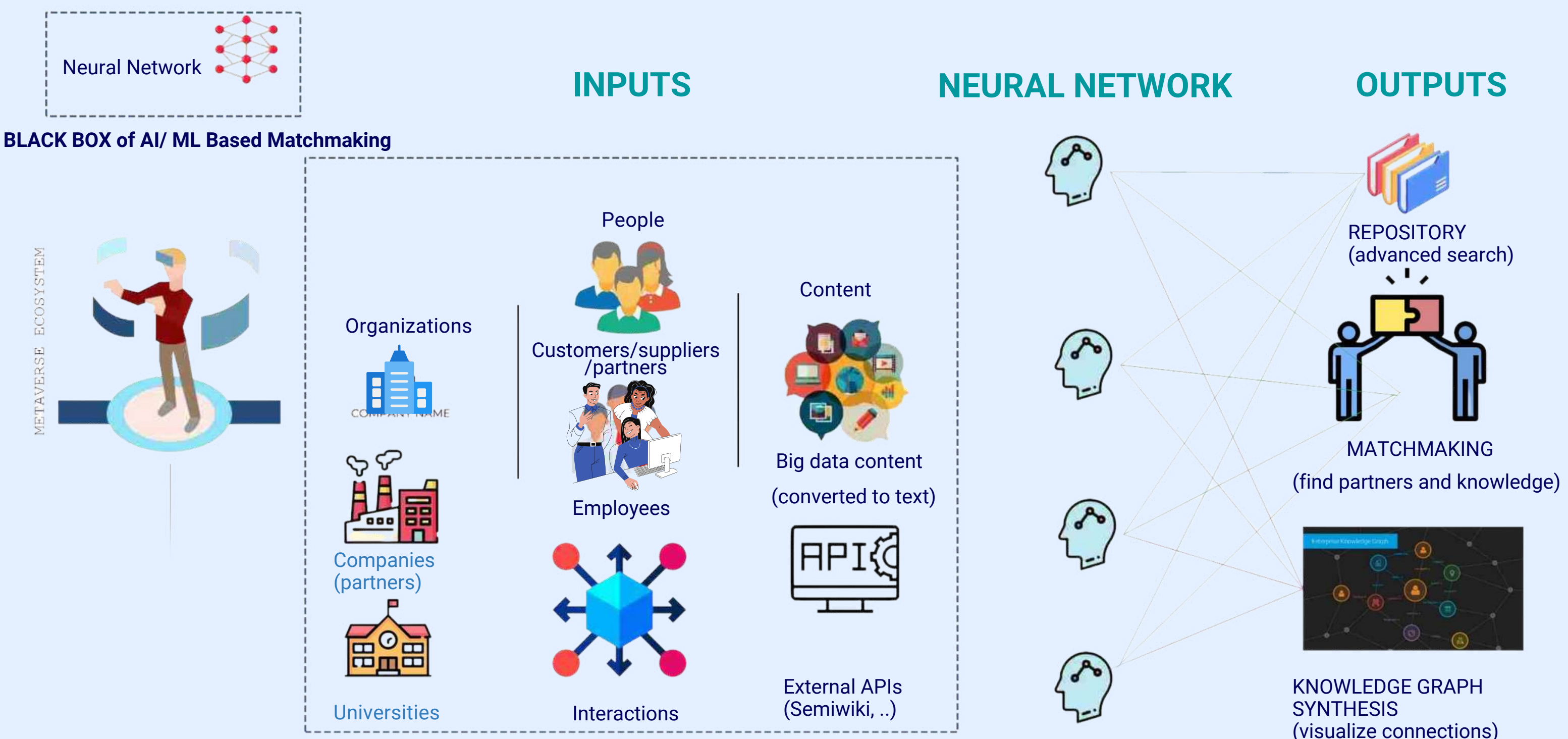
No need of third-party data processing, AI and analytics tools to take advantage of your Metaverse insights and provide related services.

5.8 Make it Safe & Secure for Everyone

Safety standards have always been a concern to the public since a long time, whether it is in physical or virtual space. Even though technology-enabled shopping, banking, advertising, and remote-working has largely impacted our everyday lives, many are still questioning the privacy. This is where the Metaverse will make a big difference as the Metaverse primarily focuses on user privacy and safety for better management of user identities, digital assets, and other confidential data.

Developed on secure cloud infrastructure and powered by AI and other advanced technologies, Mext Metaverse not only prioritizes data protection and privacy of users but also provides tools for secure digital engagement and interactivity. In addition, it has also been functioning in compliance with the GDPR rules for better safety measures. Mext Metaverse aims to build a secure Metaverse environment available for everyone to provide the best-in-class immersive experience and thus framing standard trust policies for any virtual environment.

5.9 Attain Higher ROI

Mext Platform offers a variety of tools designed to increase your business' ROI in many ways:

- Content ROI: It is a tool that allows you to generate plenty of high quality and professional content, to add it easily to your website and share it with your social network and other marketing channels. It is a cost-effective solution to generate content.
- Event ROI: Seamlessly integrate event software in your Metaverse!
  - You can monetize by making exhibitors and visitors pay for access.
  - You can explore sponsorship opportunities: Sponsored content, sponsored panels and videos, sponsored games, text, and video Ads.
  - No need to pay any additional tools to organize events and you can even generate revenues.
- Sales ROI: Your salespeople can use the tools to showcase products and interact with customers and potential leads while reducing travel expenses.
- Learning ROI: Improve learning experiences by making your employees and customers interacting with your products and services 3D content.
- Sustainability ROI: We know that for any business trip your company consumes an average of 100kg Carbon dioxide! Minimizing your business trips will not only saves you money but also contribute ecology and improve the CSR score of your company!

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6 CONCLUSION

The Metaverse is already here and the time to act is **now**, but how should brands prepare themselves for this Metaverse evolution? Even though the Metaverse still sounds a complex concept, combining many technologies to create many different types of user experiences it is also as simple as a kaleidoscope, in which the same elements can be shaken up again and again to create an infinite array of different experiences - just that you should cut through these elements and design a Metaverse experience that's right for your business. From immersive experiences, user-driven community gatherings, customized brand spaces and innovative marketing and content creation to aesthetic and powerful product designs, hands-on trainings, efficient employee onboarding, incredible virtual services and fascinating e-learning opportunities, the Metaverse provides a wide range of creative, engaging and seamless solutions. Brands could take advantage of these advanced features to create an environment that best suits for them and that encourages interaction and collaboration.

Innovative-minded organizations like Mext has already started to prove the value of Metaverse by kick-starting whole swaths of exciting Metaverse use cases. The incredible no-code, real-time, on-the-fly and fully customizable Metaverse space approach of Mext allows any brands to take advantage of the Metaverse and be prepared for the future. The ability and strategies of Mext to attract Gen Z, the first digitally native and truly global generation, by offering them an unique professional gaming experience within customized brand spaces is commendable. Mext also offers great interaction and content creation and updating tools to marketing, sales and learning people along with the capability to collect curated data and analytics from their community to improve brand affinity and increase ROI.

As we move forward, it is clear that the future of the internet lies in the development of 3D Metaverse solutions. With their ability to bridge the gap between virtual and physical reality, we will see a whole new world of opportunities emerge. From gaming to education, business to entertainment, the potential of the 3D internet is truly limitless. As such, it is time for businesses and individuals to embrace this technology and start exploring the possibilities it offers.

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LIVE SESSION ROOM

Contact us

Hanene Maupas
CEO
Mext B2B Metaverse
hanene.maupas@mext.app
+33 6 78 11 47 80

Marva Okili
Marcom Manager
Mext B2B Metaverse
marva.okili@mext.app
+33 6 65 91 99 91

Silpa Menon
Customer Success Manager
Mext B2B Metaverse
silpa.menon@mext.app
+33 7 45 61 25 10

Pranesh Sridharan
Metaverse Program Manager
Mext B2B Metaverse
pranesh.sridharan@mext.app
+33 7 52 40 62 01