Contents

1	Introduction				
	References				
2	Basics				
	2.1 Technology	6			
	2.2 Immersion	9			
	2.3 Timeline	9			
	2.4 Definition	11			
	2.5 Web 3.0	13			
	2.6 Areas of Application and Uses	14			
	References	17			
3	Why We Are Not Yet in the Metaverse				
	References				
4	Why It's Still Worthwhile to Engage with the Metaverse				
	Today	27			
	References				
5	Impact of the Metaverse on Sales and Marketing				
	5.1 Change in Consumer Behavior				



xii Contents

	5.2	MetaSa	ales: New Sales Channels and Marketing	
	Opportunities		tunities	36
		5.2.1	A Thriving Service Business	37
		5.2.2	Training and Education in the Virtual Space	37
		5.2.3	Personalized Product Configuration	38
		5.2.4	Generative Spaces	40
		5.2.5	Spatial Computing	42
		5.2.6	Meta Humans/Social Avatars	43
		5.2.7	Virtual Influencer	44
		5.2.8	Brand Perception	46
	Refe	rences		47
6	Kick		r Businesses in the Metaverse	49
	6.1	•	is and Technology Requirements	50
		6.1.1		50
		6.1.2	Suitable VR/AR Hardware	51
		6.1.3		51
		6.1.4	If Needed: An E-Commerce Integration and	
			Payment Processing	52
		6.1.5	Reliable Data and Security Management	52
		6.1.6	Choosing the Right Technology Partners	53
		6.1.7	Building or Buying Missing Competencies	53 54
	6.2	0	rategic Planning and Resource Allocation	
		6.2.1	Goal Definition and Target Group Analysis	54
		6.2.2	The Marketing and Sales Funnel in the	
			Metaverse	55
		6.2.3	Influencers and Strategic Partnerships	56
		6.2.4	Risk Calculation	57
		6.2.5	Measurement and Adjustment	57
	References			58
7	11			
	7.1 Opportunities			59
		7.1.1	Innovative Marketing and Highly	
			Emotional Customer Experiences	60
		7.1.2	Brand Awareness and Revenue Increase	60

			Conten	ts x	ciii
	7.2	Risks		Ć.	51
	,	7.2.1	Deepfake Technology and Trust Issues		51
		7.2.2	Security Risks and Data Protection		
		,	Concerns	G	52
	Refe	rences			53
8	Info	rmation.	Links, and Checklists	e	5 5
	8.1		ortant Metaverse companies		55
		8.1.1	Amazon		56
		8.1.2	Apple		66
		8.1.3	- -	ϵ	66
		8.1.4	Epic Games	ϵ	66
		8.1.5	-	ϵ	57
		8.1.6	Meta	ϵ	6 7
		8.1.7	Microsoft	ϵ	57
		8.1.8	NVIDIA	6	68
		8.1.9	Roblox	6	68
		8.1.10	Sandbox	6	68
		8.1.11	Shopify	6	59
		8.1.12	Siemens	6	59
		8.1.13	Unity Technologies	6	69
	8.2 Checklist for Entering the Metaverse				70
		8.2.1	Goals and Strategy Development	7	70
		8.2.2	Technical Preparation	7	70
		8.2.3	Implementation and Integration	7	70
		8.2.4	Training and Competence Building	7	71
		8.2.5	Testing and Evaluation	7	71
		8.2.6	Long-Term Planning and Scaling	7	71
	Refe	rences		7	72