

Case Study

Augmented Reality Agencies | Online Strategy Comparison

**A study by DaniSchenker.com
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Summary

This report examines how successful five of **Europe's** leading **augmented reality (AR) agencies** are in digital marketing: *The Spatial Studio* (Germany), *3D Creation* (France), *byAR* (Portugal), *VRMax* (Spain), and *Netminds* (Italy) are examined.

The aim was to compare how these agencies perform in key areas of online visibility. These include SEO, social media, online reputation, press coverage, content strategy, and website performance. Using a structured evaluation system, the agencies were analyzed and compared with each other based on publicly available data.

Key findings

- **The Spatial Studio comes out on top overall.** This is due to strong SEO visibility, a robust backlink profile, and consistent content publishing.
- **3D Creation performs well technically**, especially in terms of backlinks and authority. However, it lacks presence in the press and media.
- **byAR stands out for its creativity and brand identity**, although its digital fundamentals (SEO and press coverage) are weaker.
- **VRMax shows strength in press visibility and media coverage**, compensating for its weaker SEO performance.
- **Netminds has a lot of digital expertise**, but its AR-specific authority is less pronounced compared to specialized agencies.

Introduction

The augmented reality (AR) industry is growing rapidly in Europe. Agencies offer specialized solutions for industries such as retail, real estate, automotive, and manufacturing. While these companies are highly innovative technologically, their success also depends on how effectively they market themselves online. Search engine visibility, social media presence, online reputation, and press coverage play a crucial role in attracting new customers and building trust.

The aim of this study is to evaluate how five leading AR agencies in Europe perform in these areas of digital marketing. By analyzing their respective strengths and weaknesses, we want to determine which agency sets the benchmark for online visibility and what lessons other companies can learn from this when selecting an AR partner.

Why digital visibility is important for AR agencies

For AR agencies, digital visibility is more than just branding: it directly impacts lead generation and credibility. Customers looking for AR solutions often rely on search results, reviews, and press coverage to make their decision. Agencies with a strong online presence not only receive more inquiries, but also position themselves as thought leaders in a competitive market.

Methodology overview

This report evaluates five European AR agencies.

- The Spatial Studio (Germany)
- 3D Creation (France)
- byAR (Portugal)
- VRMax (Spain)
- Netminds (Italy)

The evaluation was based on key digital marketing metrics, including:

- SEO performance (traffic, keywords, backlinks)
- Social media presence (channels, engagement, growth)
- Online reputation (reviews, ratings, customer industries)
- Press and media coverage
- Content marketing activities
- Website performance and UX

The results are based on publicly available data, industry-standard tools, and qualitative observations.

Agencies analyzed

This study examines five augmented reality agencies from across Europe, each with its own strengths and market positioning.

The Spatial Studio (Germany)

Based in Kiel and Hamburg, the company specializes in industrial AR solutions and innovative product presentations. Known for its focus on B2B customers, the company combines technical expertise with a strong emphasis on digital visibility and thought leadership.

3D Creation (France)

3D Creation is a French agency with experience in 3D visualization and AR applications. It offers services for industries such as architecture, real estate, and retail. It positions itself as a technically strong partner with a focus on immersive product experiences.

byAR (Portugal)

byAR offers creative AR and VR storytelling experiences, particularly for branding and marketing campaigns. The agency values design and innovation, making it the first choice for clients looking for highly engaging, creative AR solutions.

VRMax (Spain)

VRMax is a Spanish agency specializing in virtual and augmented reality for training, marketing, and events. Through press coverage and partnerships, it has attracted attention and positioned itself as a visible player in the Iberian AR/VR scene.

Netminds (Italy)

Netminds combines AR, VR, and broader digital marketing services, making it a generalist agency. While it covers a wide range of digital solutions, its AR-specific expertise is less pronounced compared to more specialized agencies.

Evaluation framework

To enable a fair and structured comparison, we have developed an evaluation framework that allows us to assess each agency in several areas of digital marketing. Each area highlights an important aspect of the online visibility and credibility of B2B-focused augmented reality agencies.

Evaluation approach

Scale: Each metric was rated on a scale of 1 to 5, with 1 representing weak performance and 5 representing strong performance.

Data sources: The ratings are based on publicly available information, industry-standard tools, and qualitative observations. The tools used include SEMrush, Ahrefs, SimilarWeb, BuzzSumo, Social Blade, and Google PageSpeed Insights.

Key metrics evaluated

SEO performance

- Organic traffic visibility
- Keyword rankings
- Backlink authority

Social media presence

- Active channels and frequency of posts
- Engagement level (likes, shares, comments)
- Follower base and growth

Online reputation

- Reviews on platforms such as Clutch, Sortlist, and Google
- Customer references and reviews
- Industry recognition

Press and media coverage

- Mentions in the industry and trade press
- Media partnerships
- Visibility as a thought leader

Content marketing and thought leadership

- Frequency and quality of blog posts
- Visibility of articles and case studies
- Key figures on sharing/virality of content

Website performance and UX

- Page speed (desktop & mobile devices)
- Responsiveness on mobile devices
- User experience and clarity of navigation

Results overview

A comparison of five European AR agencies reveals significant differences in their approaches to digital marketing. Although all agencies are innovative in their project portfolios, they differ greatly in terms of their online visibility and marketing strategies.

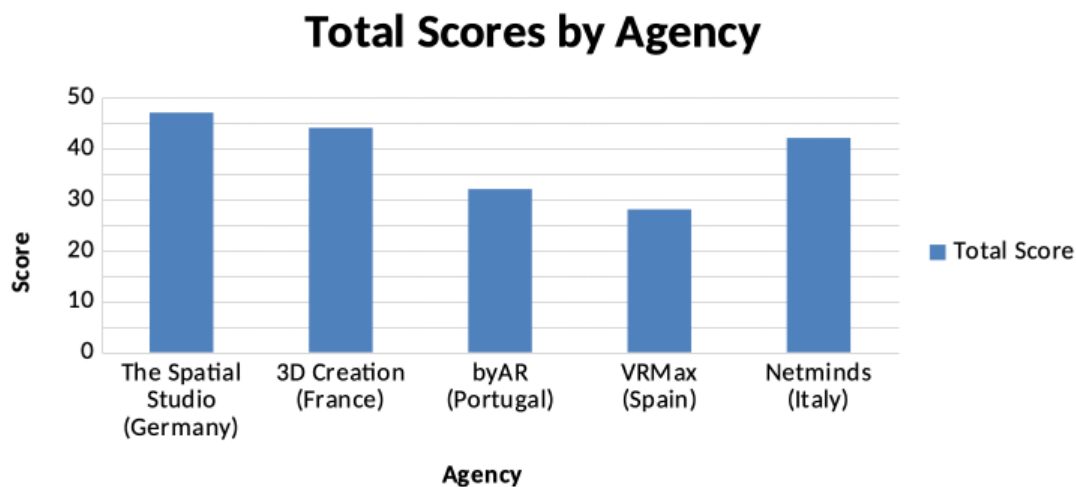
1. The Spatial Studio (Germany)

2. 3D Creation (France)

3. VRMax (Spain)

4. byAR (Portugal)

5. Netminds (Italy)



Key observations

- **The Spatial Studio is clearly in the lead**, mainly thanks to strong SEO performance and backlinks.
- **3D Creation secures second place with good technical SEO performance**, but lags behind in terms of media visibility.
- **VRMax uses media coverage** to compensate for its weaker SEO fundamentals.
- **byAR's creative focus is evident**, but is held back by weaker digital fundamentals.
- **Netminds scores lowest overall**, reflecting its broader digital scope but also its weaker AR-specific visibility.

SEO performance

Search engine optimization (SEO) is the key factor for long-term digital visibility. A strong SEO presence ensures consistent lead generation for AR agencies, positions them as thought leaders, and sets them apart from the competition in a highly competitive market.

Organic traffic

Analysis of estimated organic traffic shows that The Spatial Studio is clearly ahead of the pack, with consistent visibility for relevant keywords. This agency benefits from regular blog posts and optimized landing pages. 3D Creation ranks second with modest but stable traffic, while VRMax, byAR, and Netminds have significantly less organic traffic.

Keyword rankings

- The Spatial Studio ranks for a wider range of AR and XR-related keywords, especially for long-tail terms related to industrial applications.
- 3D Creation ranks for technical terms in the French markets, but lacks international keyword diversity.
- byAR and VRMax show limited search presence with only a handful of brand and niche keywords.
- Netminds has rankings spread across digital marketing terms, but weaker visibility for AR-specific keywords.

Backlink profile

Backlinks remain an important signal of authority:

- The Spatial Studio has a robust backlink profile with links from industry blogs and specialist publications.
- 3D Creation also performs well here, with backlinks reinforcing the company's authority in the French market.
- VRMax benefits from mentions in the press, but does not have consistent backlinks with high authority.
- byAR and Netminds have a lower backlink presence, which limits their competitiveness in organic rankings.

Key findings

- The Spatial Studio sets the standard in SEO, combining strong traffic, keyword diversity, and backlinks.
- 3D Creation ranks second, but has limited reach beyond the local market.
- VRMax and byAR lag behind in terms of organic discoverability, relying instead on creative visibility or press presence.
- Netminds runs the risk of being overlooked in AR-specific searches, despite its broader digital relevance.

Social media presence

A strong social media presence is an important complement to search engine optimization (SEO). It offers agencies the opportunity to build a community, showcase their creative work, and strengthen their thought leadership. For AR agencies, platforms such as LinkedIn, Instagram, and YouTube are particularly important for reaching B2B audiences and offering them immersive experiences.

Channels and activities

- The Spatial Studio actively uses LinkedIn to publish case studies, thought leadership posts, and industry insights. The posts appear regularly and are primarily viewed by professionals.
- 3D Creation is present on Facebook and LinkedIn, but posts appear irregularly and engagement remains modest.
- byAR has a strong presence on Instagram, where it visually presents creative AR/VR storytelling projects. However, the company is less active on LinkedIn, which limits its B2B engagement.
- VRMax uses YouTube and LinkedIn to highlight AR/VR demos and event content. Posts appear relatively frequently, but follower numbers remain moderate.
- Netminds: Broad social presence across multiple platforms, but activities seem scattered and AR-specific content is harder to find.

Engagement level

- The Spatial Studio achieves above-average engagement on LinkedIn, especially with posts related to use cases in the industry.
- byAR: Engagement is strongest with Instagram images, but these do not always convert into B2B leads.
- VRMax attracts attention with demo videos, especially short event highlights.
- 3D Creation: Overall lower interaction, which is due to the less consistent posting schedule.
- Netminds: Interaction is spread across various topics, as the content covers several areas of digital marketing.

Follower base

- The Spatial Studio focuses on LinkedIn, underscoring its B2B positioning.
- byAR attracts a creative audience on Instagram, but there is only limited overlap with decision-makers.
- VRMax has made a name for itself among tech enthusiasts and industry followers.
- 3D Creation and Netminds have a smaller follower base, which limits their reach.

Key findings

- The Spatial Studio uses social media strategically, focusing on B2B-relevant content.
- byAR is visually compelling but risks a low conversion rate if the company does not focus on LinkedIn.
- VRMax makes good use of demo videos, thereby strengthening its reputation in the press.
- 3D Creation and Netminds need more consistent activity and more targeted messaging.

Online reputation and reviews

For B2B agencies, online reputation is an important factor in building trust. Potential customers often look for reviews on platforms such as Clutch, Sortlist, or Google, as well as case studies and references on the agencies' websites. A good reputation not only shows that you are trustworthy, but also shortens the sales process, as the risk is perceived to be lower.

Review platforms

- The Spatial Studio is present on professional directories and review platforms and has positive references that highlight its expertise in the field of industrial AR solutions. There is a strong focus on reliability and innovation.
- 3D Creation has only a limited presence on international platforms; its reputation has been built mainly on the French market. References mostly refer to specific projects rather than ongoing partnerships.
- byAR: There are only a few verified reviews on public platforms. Instead, its reputation is based heavily on creative showcases and project presentations.
- VRMax gains credibility through media mentions and partnerships, but has fewer formal customer reviews on platforms such as Clutch.
- Netminds: While there are more comprehensive reviews on digital marketing, these do not specifically refer to AR, which may weaken credibility in this niche.

References and case studies

- The Spatial Studio: Publishes detailed case studies on its website, with a focus on measurable business results.
- 3D Creation: Customer references are available, but details on ROI or KPIs are often lacking.

- byAR: Portfolio-oriented; case studies focus on creativity and innovation rather than business results.
- VRMax: Strong partnerships are highlighted, but there are few structured case studies.
- Netminds: References cover general digital marketing, with less focus on AR project results.

Industry recognition

- The Spatial Studio: Positions itself as a thought leader through blog content and B2B activities.
- VRMax: Gains industry attention through event participation and strong media presence.
- 3D Creation, byAR, and Netminds: Receive less industry recognition than their competitors.

Key findings

- The Spatial Studio leads the way in terms of online reputation, underpinned by structured case studies, positive reviews, and thought leadership.
- VRMax benefits from visibility through press and events, although it lacks structured customer review data.
- 3D Creation and byAR rely more on project presentations than formal reviews, which weakens the trust of new prospects.
- Netminds enjoys general credibility, but lacks AR-specific recommendations.

Press and media coverage

Good visibility in the press is important for building authority and reach. Mentions in industry media, tech publications, and business media help build a good reputation and provide valuable backlinks that support search engine optimization (SEO). For AR agencies, press coverage is a sign of credibility and innovation leadership.

Mentions in the media

- VRMax (Spain): The strongest player in terms of press visibility, often appearing in technology and innovation media—especially in connection with events, VR/AR presentations, and training solutions.
- The Spatial Studio (Germany): Receives industry-specific mentions in AR/XR blogs and trade media. Coverage is often related to industrial AR applications and case studies.
- 3D Creation (France): There is limited press coverage outside the local market, and visibility is mainly in niche media for 3D/visualization.
- byAR (Portugal): There are few mentions in the press; visibility results mainly from portfolio presentations and less from third-party media reports.
- Netminds (Italy): There is broader coverage in the context of digital marketing, but little that specifically positions the company as an AR market leader.

Articles on thought leadership

- The Spatial Studio: Publishes its own blog and insights content, which is repeatedly mentioned in third-party articles, reinforcing its role as a thought leader.
- VRMax indirectly gains thought leadership through event presentations that are reported on in the press.

- 3D Creation, byAR, and Netminds: There are few external publications or comments on AR trends.

PR activities and partnerships

- VRMax uses events and partnerships to gain press coverage, pursuing a proactive PR strategy.
- The Spatial Studio builds its authority through content-oriented PR rather than intensive media relations.
- The others show less structured PR activities, resulting in fewer mentions.

Key findings

- VRMax leads in press coverage and leverages events and media partnerships to increase its visibility.
- The Spatial Studio maintains stable niche authority and focuses on press mentions for AR in industry.
- 3D Creation and Netminds achieve local or general press coverage, but lack international AR presence.
- byAR risks invisibility if the company does not invest more heavily in PR.

Content marketing and thought leadership

For PR agencies, content marketing is one of the best ways to showcase their expertise, generate organic traffic, and build customer trust. Agencies that regularly publish case studies, blog posts, and thought leadership articles establish themselves as experts and become more visible in the long term.

Publishing blogs and articles

- The Spatial Studio (Germany): Regularly publishes detailed blog posts on AR use cases, SEO-friendly guides, and industry insights. The content is designed to generate B2B traffic and position the agency as a thought leader.
- 3D Creation (France): Limited blog activity. The content is often project-related and lacks the depth necessary for SEO benefits.
- byAR (Portugal): Portfolio-oriented content is published, focusing on visual presentations and creative AR demos. However, fewer informative or industry-related articles are produced.
- VRMax (Spain): Active in sharing event reviews and demos, but less consistent in producing structured, timeless written content.
- Netminds (Italy): While there is more comprehensive content on digital marketing, AR-specific content is scarce, which diminishes its niche authority.

Case studies and insights

- The Spatial Studio: Publishes detailed case studies with measurable results that directly link AR implementations to business outcomes.
- 3D Creation highlights projects with visual examples, but lacks structured case studies with KPIs or insights into ROI.
- byAR focuses more on storytelling and the creative aspect of projects than on measurable results.
- VRMax: There are case studies, but they are often linked to events or partnerships and do not include detailed ROI analysis.
- Netminds: The case studies are mainly linked to general marketing projects and not to AR-specific implementations.

Presence as a thought leader

- The Spatial Studio: Regularly contributes to AR/XR discussions through blog content and LinkedIn, thereby strengthening its authority.
- VRMax: Gains visibility as a thought leader indirectly through press coverage of events.
- Others: They are less active in publishing opinion pieces, trend analyses, or thought leadership materials.

Key findings

- The Spatial Studio is the most consistent producer of content and uses blogs and case studies as SEO and authority factors.
- VRMax uses events to make content visible, but lacks evergreen content to achieve long-term reach.
- byAR and 3D Creation rely heavily on portfolios, missing out on the SEO and educational potential of structured content.
- Netminds dilutes its brand by spreading its content too broadly across digital marketing instead of focusing on its AR expertise.

Website performance and UX

A well-optimized website is very important for converting traffic into leads. In addition to design, loading time, mobile optimization, and usability also directly influence the user experience and search engine rankings. For agencies competing in the highly visual field of AR, it is particularly important to find a balance between creative design and performance.

Page speed

- The Spatial Studio (Germany): Performs well on Google PageSpeed Insights with fast-loading pages despite visual content. Mobile optimization is strong.
- 3D Creation (France): Due to extensive 3D elements and graphics, loading times are slower. Desktop performance is acceptable, but mobile speed is below average.
- byAR (Portugal): The website is visually creative but suffers from longer load times, especially on mobile devices.
- VRMax (Spain): Average performance; event-driven graphics and videos affect speed.
- Netminds (Italy): Speed is balanced, though not highly optimized. Performance is solid but not exceptional.

Mobile responsiveness

- The Spatial Studio: The mobile experience is fluid with responsive layouts and clear navigation.
- 3D Creation: Mobile layouts sometimes appear cluttered, which affects clarity.
- byAR: Designs are visually appealing, but navigation can be inconsistent on smaller screens.
- VRMax: Mobile responsiveness is solid, but video-heavy pages can be slow to load.
- Netminds works on all devices, but compared to other providers, it lacks refinement and design consistency.

User Experience and Navigation

- The Spatial Studio: Clear structure with well-defined service pages, case studies, and blog content. It's easy for B2B customers to find relevant information.
- 3D Creation: Visually appealing, but design takes precedence over clarity, making navigation less intuitive.
- byAR: Strong creative storytelling, but navigation is less business-oriented (e.g., little focus on conversion paths).
- VRMax focuses on demos and visualizations, but navigation can be a bit confusing.
- Netminds offers many digital services, but AR content is harder to find, reducing the focus for AR-specific customers.

Key findings

- The Spatial Studio offers the best overall UX and strikes a good balance between speed, design, and clarity.
- 3D Creation and byAR emphasize visual elements at the expense of speed and navigation clarity.
- VRMax offers a good experience, but video-heavy pages affect loading times.
- Netminds offers a functional UX, but the lack of focus on AR weakens the user journey for niche customers.

In-depth analysis of key metrics

To better understand how each agency performs in each factor, we created two radar charts: one showing all metrics evaluated and another focusing only on the three most important categories—SEO traffic, backlink profile, and press mentions.

Complete radar chart (all metrics)

It provides a holistic overview of each agency's performance in the areas of SEO, social media, online reputation, press coverage, content marketing, and website UX.

- The Spatial Studio (Germany): Consistently strong in almost all categories, especially SEO and content marketing.
- 3D Creation (France): Top marks for backlinks and technical SEO, but weaknesses in press visibility and content activity.
- byAR (Portugal): Strong in creative expression, but below average in SEO and press coverage.
- VRMax (Spain): Performs well in media presence and social engagement, but lags behind in SEO.
- Netminds (Italy): Balanced overall digital capabilities, but weaknesses in AR-related metrics.

Focused radar chart (SEO, backlinks, press)

The second radar chart shows the three most important metrics for visibility and authority:

- SEO traffic: The Spatial Studio is the clear leader, followed by 3D Creation.
- Backlink profile: The Spatial Studio and 3D Creation show dominance, demonstrating stronger authority.
- Press mentions: VRMax leads in media coverage, which compensates for its weaker SEO performance.

Key insights from the metrics

- SEO remains the foundation: The Spatial Studio leads due to its strong organic presence.
- Authority is strengthened by backlinks: 3D Creation shows that technical authority supports credibility, even without strong content marketing.
- Press coverage is important for visibility: VRMax shows how media presence boosts reputation, even if SEO performance is weaker.
- Creativity alone is not enough: The innovative work of byAR does not lead to online visibility without stronger foundations.
- Generalists lose out in niches: Netminds' broader digital expertise is diluted, making the company less competitive in AR-specific search queries.

Comparative insights

The comparison shows how different digital strategies affect the visibility and credibility of each agency. Although all five agencies bring unique strengths to the AR market, there are significant differences in how they implement their digital marketing.

The Spatial Studio (Germany)

- **Strengths:** SEO visibility, backlink authority, consistent content marketing, clear user experience.
- **Weaknesses:** Limited international media presence.
- **Insight:** Combines digital fundamentals with thought leadership, making it the most balanced and sustainable player.

3D Creation (France)

- **Strengths:** Technical SEO, backlinks, authority in the local market.
- **Weaknesses:** Low press coverage, weak content production.
- **Insight:** Strong foundation, but needs PR and content to be competitive beyond France.

byAR (Portugal)

- **Strengths:** Creativity, storytelling, visual portfolio.
- **Weaknesses:** Low SEO traffic, weak press presence, limited B2B content.
- **Insight:** Creativity is at the forefront, but struggles to translate this into measurable visibility.

VRMax (Spain)

- **Strengths:** Press coverage, media presence, event-driven awareness.
- **Weaknesses:** Weak SEO traffic and backlinks, inconsistent evergreen content.
- **Insight:** Achieves short-term attention, but lacks long-term organic discoverability.

Netminds (Italy)

- **Strengths:** Broad expertise in digital marketing, decent overall performance.
- **Weaknesses:** AR-specific authority and visibility are underdeveloped.
- **Insight:** Versatile, but less competitive in the specialized AR niche.

Cross-agency findings

1. SEO is essential: Agencies without strong SEO fundamentals run the risk of being invisible to B2B buyers.
2. Press coverage amplifies SEO but does not replace it: VRMax demonstrates the power of PR, but long-term discoverability still depends on visibility in search engines.
3. Content marketing builds trust. Agencies that publish structured case studies and thought leadership content (such as The Spatial Studio) have a better chance of winning corporate clients.
4. Specialization beats generalization: Netminds shows how broader marketing expertise can dilute authority in a niche area such as AR.

Conclusion

This case study shows that all European AR agencies have their own strengths. However, The Spatial Studio (Germany) stands out as the clear leader. Its good visibility in search engines, strong backlink profile, and consistent content strategy form a solid basis for long-term digital authority.

3D Creation (France) is a technically sound agency, but a lack of media coverage and limited content production prevent it from gaining wider recognition.

VRMax (Spain) benefits from strong visibility in the press and an event-oriented presence. However, without SEO strength, there is a risk that its discoverability will be short-lived.

byAR (Portugal) impresses with creative storytelling, but struggles to translate this into measurable online visibility. Netminds (Italy) demonstrates comprehensive digital expertise, but is less competitive in the specialized AR niche due to its generalist approach.

The most important insight for companies is clear:

- SEO and backlinks are the basis for digital visibility.
- Press coverage and creativity are valuable amplifiers, but they cannot replace consistent organic findability.
- Thought leadership and case studies are crucial for building trust in B2B markets.

For clients seeking an AR partner, agencies are the most reliable option, balancing technical expertise, press visibility, and content marketing. Based on this analysis, The Spatial Studio sets the benchmark for combining these elements into a strong, sustainable digital presence.

About this report

Methodology

This report is based on an independent analysis of five European augmented reality agencies: The Spatial Studio (Germany), 3D Creation (France), byAR (Portugal), VRMax (Spain), and Netminds (Italy).

The evaluation covered six key areas of digital marketing performance:

- SEO performance (traffic, keywords, backlinks),
- Social media presence (channels, activity, engagement),
- Online reputation (reviews, testimonials, awards)
- Press and media coverage.
- Content marketing and thought leadership.
- Website performance and user experience

The data was collected from publicly available sources and industry-standard tools such as SEMrush, Ahrefs, SimilarWeb, BuzzSumo, Social Blade, and Google PageSpeed Insights. Ratings were given on a scale of 1 to 5 per category, with a focus on observable performance rather than self-reported results.

Disclaimer

The results reflect a snapshot based on accessible data. Agencies' strategies and visibility may change as new campaigns, technologies, and projects are launched. This report is intended as a comparative benchmark in the field of online marketing and not as a comprehensive review of each company's overall capabilities.

About

This report was created by **Dani Schenker**, a digital marketing provider specializing in SEO, online visibility, and reputation management. I help technology companies, including those in the AR, VR, and XR sectors, improve their online presence, generate qualified leads, and build lasting authority in competitive markets.

To learn more about my services or discuss how I can help your business grow, visit my website:

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