360° Virtual Tours

FEATURES	Google Street View	Matterport
Compatible with Google Street View & Google My Business	✓	✓ Available as an upgrade only
Can be embedded onto a webpage	✓	✓
Can be embedded onto a Facebook business page	✓ Only on pages with 2,000+ followers	✗
Analytics	✗	✓
Beneficial to SEO	✓	✗
Ongoing costs	✗	✓
Calls to action (CTA's) & QR code	✗	✓
Requires a Google My Business account	✓	✗
Support for scanning outdoor areas	✓	Yes - Partial
Ability to accurately measure rooms/objects/areas	✗	✓
Dollhouse view	✗	✓
Pros	More easily discoverable than a standalone Matterport tour. Easy to generate your own embed code with your own choice of starting position.	CTA touchpoints and highlight reel increase customer engagement and awareness for a more immersive experience. Can be converted to a Google Tour at any time.
Cons	A Google tour cannot be converted into a Matterport model. No support for Matterport CTA features.	Quarterly fees for hosting. Only discoverable by sharing directly with your audience. ie, website, social media, QR code, etc.