VIZIT

THE #1 AI PLATFORM
FOR DIGITAL COMMERCE

VISUAL INTELLIGENCE REPORT

Beauty Edition

An AI-powered analysis reveals the winning visual content, product listings, and visual trends impacting beauty shoppers on Amazon.

Eyeliner

Makeup Palettes
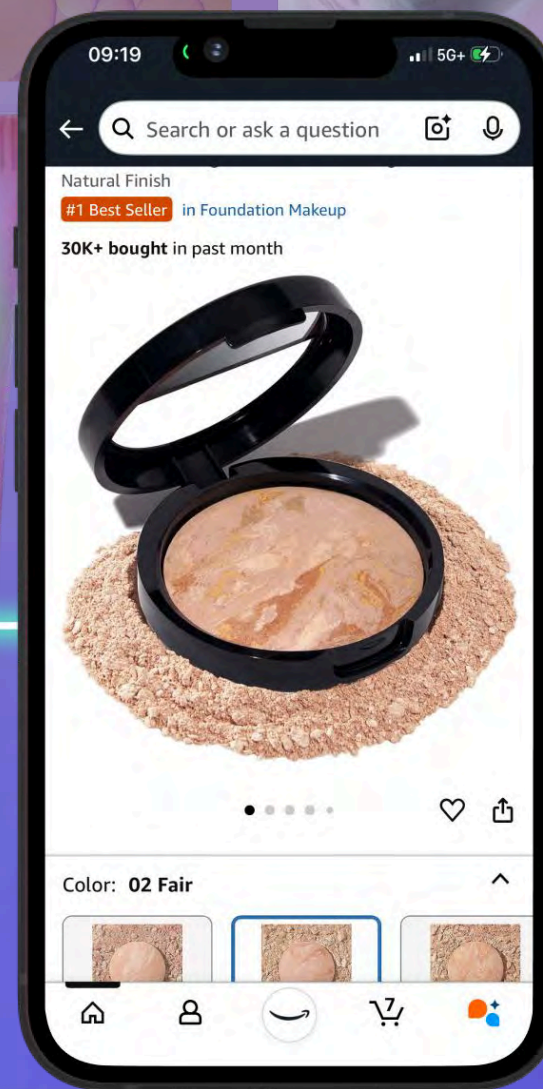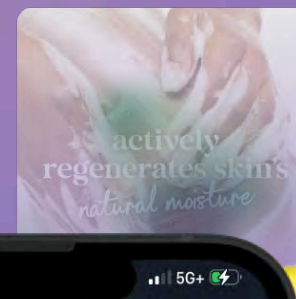
Lip Gloss

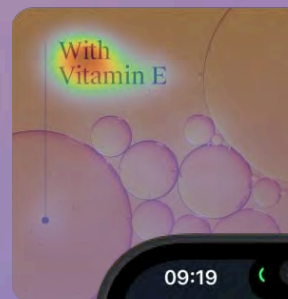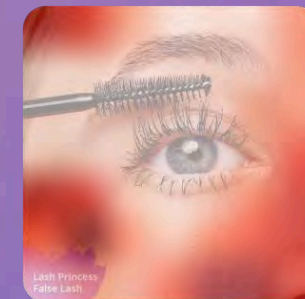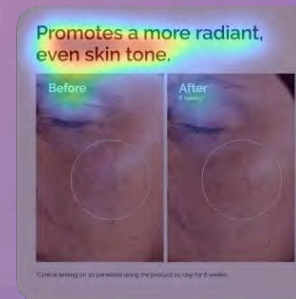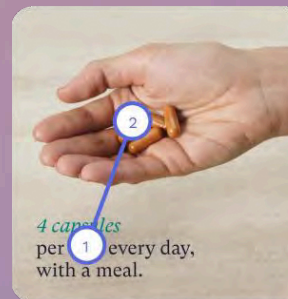Foundation

Tinted Moisturizer

Sunscreen

Table of Contents

This AI-powered Visual Intelligence Report reveals the winning PDP images, product listings, and visual trends that impact online beauty shoppers on Amazon.

The Impact of Visual Content In Digital Commerce

In the highly competitive world of online retail, **visual content plays a critical role in capturing attention**, building trust, and driving conversions. Today, attractive visual content is one of the most important drivers of success in the **"see, scroll, click"** attention economy.
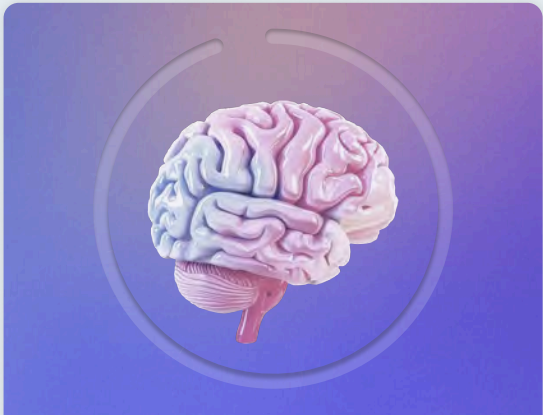
95%

of purchasing decisions happen when the subconscious brain is processing visual information.
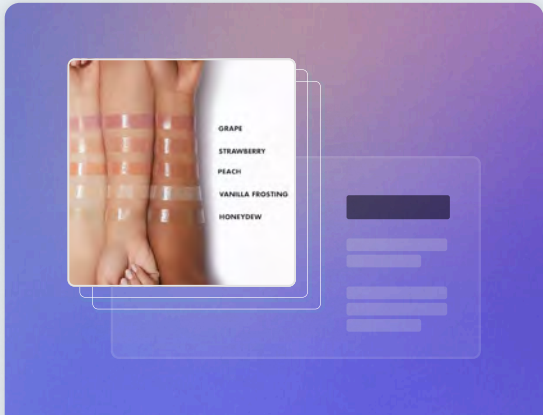
88%

of consumers consider the product image the key element of the online shopping experience.

2 seconds

is all you have to to grab consumers' attention in an increasingly competitive online environment.
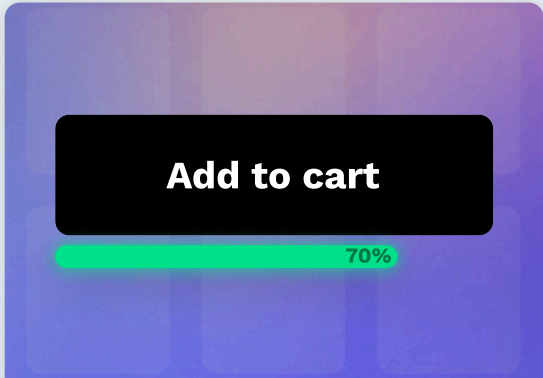
70%

of all retail sales will be digitally influenced by 2027.

Product Detail Pages (PDPs): The Critical Moment of Truth

Ineffective content is the **#1 reason for lost conversion**, consistently driving a loss of up to **40%** of potential sales across unoptimized product listings on online retailer destinations.

Brands are investing millions to drive traffic to product pages through channels like **retail media, advertising, social media, and influencer marketing**, but are losing high-intent buyers due to ineffective content. With access to new AI-powered visual intelligence, it's now possible to measure the effectiveness of content, and optimize product listings and experiences at scale to maximize conversion and sales.

About the Beauty
Visual Intelligence Report:

The beauty ecommerce market is one of the most competitive in the U.S. Digital channels now drive 41% of beauty and personal care sales, led by Amazon and Walmart, though specialty retailers like Ulta and Sephora remain strong competitors. Social media and influencer marketing also play a major role, with brands leveraging platforms like TikTok to connect with new customers.

This AI-driven report analyzes thousands of images and top-searched household products on platforms like Amazon, revealing key visual trends that engage shoppers. It provides actionable insights to refine creative strategy, optimize listings, and boost online sales.

From standout hero images to high-impact carousel visuals, this report is a roadmap for brands looking to enhance engagement and maximize conversions in the competitive beauty category.
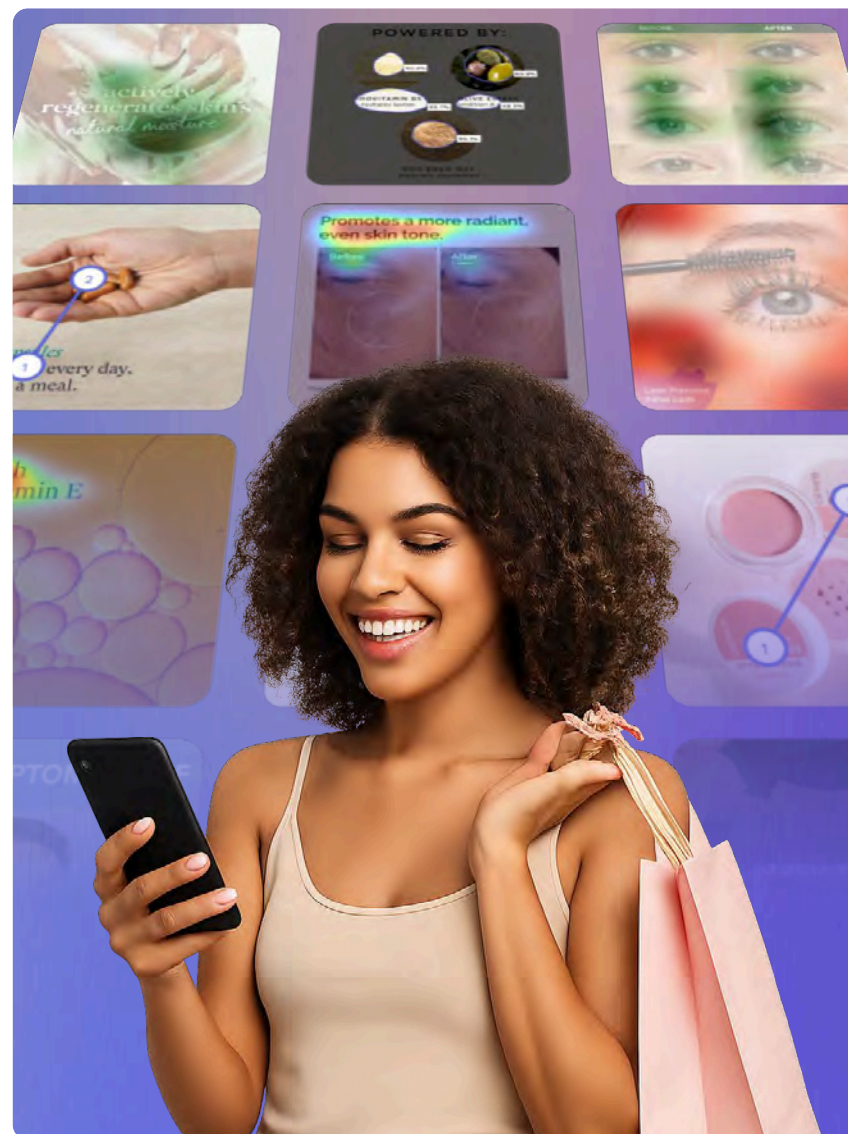
Visual Intelligence, The AI-Driven Approach to Image Measurement

Visual AI technology gives you real-time insight into how individual images and product listings perform with a given audience.


AUDIENCE LENS™
Online Beauty Shoppers

100-80
60-79
40-59
20-39

80.0   80.0   80.0

Vizit
Listing Score
94.0

ASSET SCORES   ✓
ASSET MIX   ✓
ASSET ARRANGEMENT   ✓
ASSET COUNT   ✓
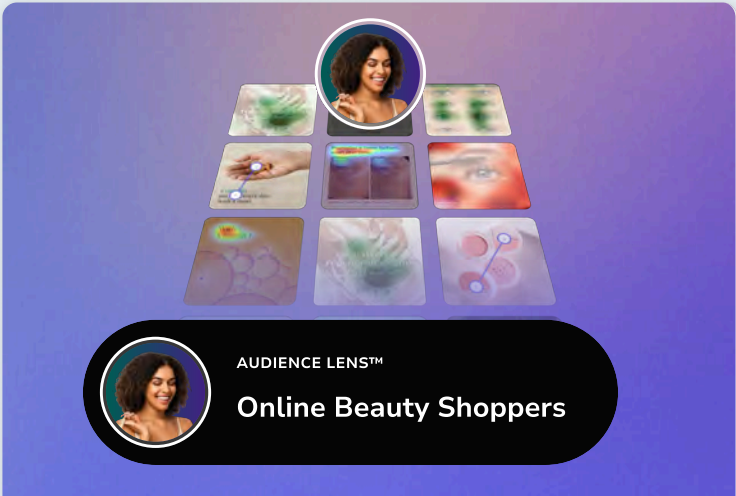
Audience Lens™
Simulating Online Beauty Shoppers' Audience Visual Preferences

Vizit Audience Lens™ AI technology learns from millions of organic interactions that online consumer audiences have with tens of thousands of images daily to replicate their preferences for visual content.
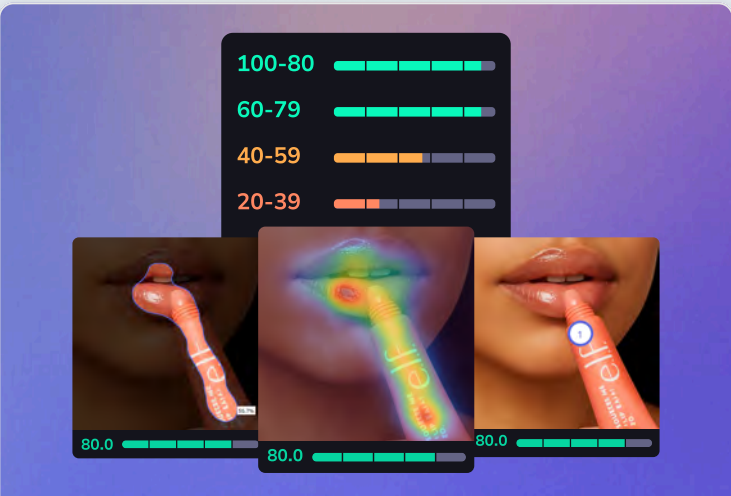
Vizit Score™
AI-Powered Image Analysis and Insights

Predictive image scores are driven by an analysis of thousands of unique variables that impact attention and appeal in every image, as well as competitive imagery in a selected category to quantify the effectiveness of the image for the intended audience.
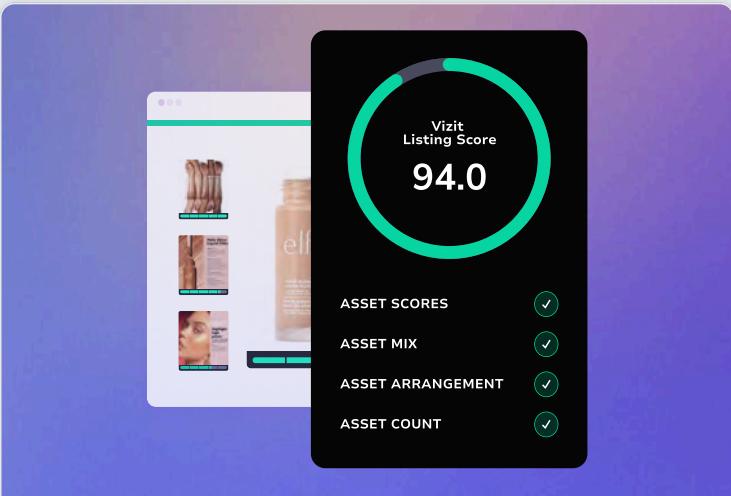
Vizit Listing Scores™
Measuring PDP Content Effectiveness

Listing-level aggregate PDP primary and secondary imagery effectiveness. These 0-100 scores are also impacted by the volume, arrangement, and diversity of the listing content. Competitive listing scores and content in the selected category also influence overall PDP scores.

Visual Trends | Beauty

Top Secondary Visual Trends Across Beauty Categories on Amazon

An analysis of hundreds of products and thousands of images revealed the most
impactful visual trends across carousel images on beauty PDPs on Amazon.

Visual Trend

Side-by-Side Comparison for Effectiveness

Highly effective carousels feature strong split-screen comparisons. These often include a centered vertical divider with bold lip transformations or texture reveals. Designs use tight cropping, centered alignment, and bold font overlays (often white or pink) placed top middle or center right.

Visual Trend

Swatch Grids with Product Shades

Grid-style layouts displaying a wide shade range perform strongly. These use a rule-of-thirds composition, clean backgrounds, and lightweight sans serif typography. Swatches are often arranged in horizontal or circular grids with small product names or codes for clarity.
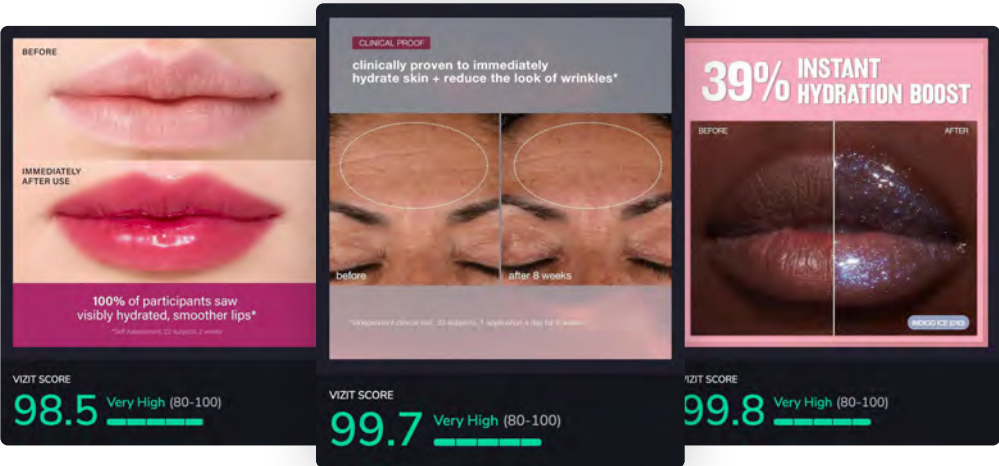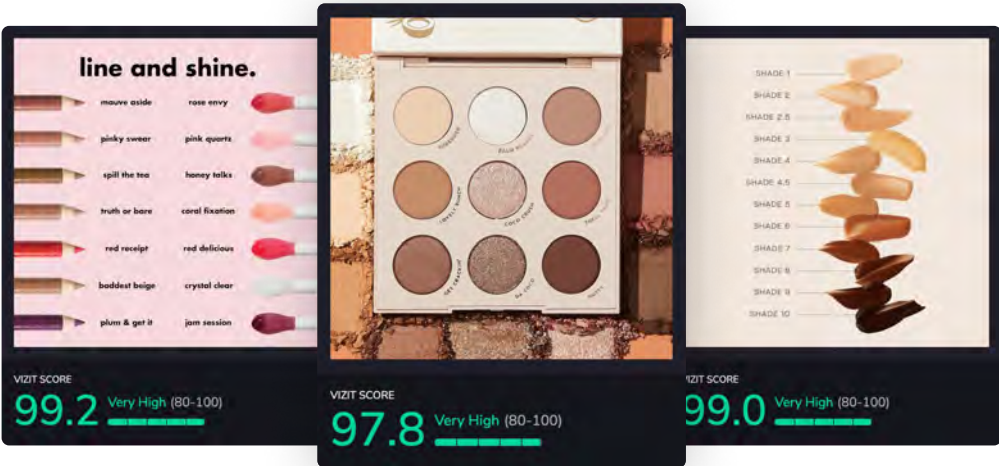
🔥 Visual Trends | Beauty

Top Secondary Visual Trends Across Beauty Categories on Amazon

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🔥 Visual Trend

Zoomed-In Details

Closeups showing skin texture, product payoff, or product in use, such as eyeliner glide or lip gloss sheen, create high visual impact. These typically feature tight macro crops, model eyes/lips centered, and soft natural lighting with shallow depth of field.

🔥 Visual Trend

Minimalist Products on Solid Backgrounds

Product-centered compositions against flat or gradient backdrops signal premium quality. These emphasize negative space, symmetrical alignment, and center-middle product positioning, often accompanied by monochrome banners or small callouts for benefits.
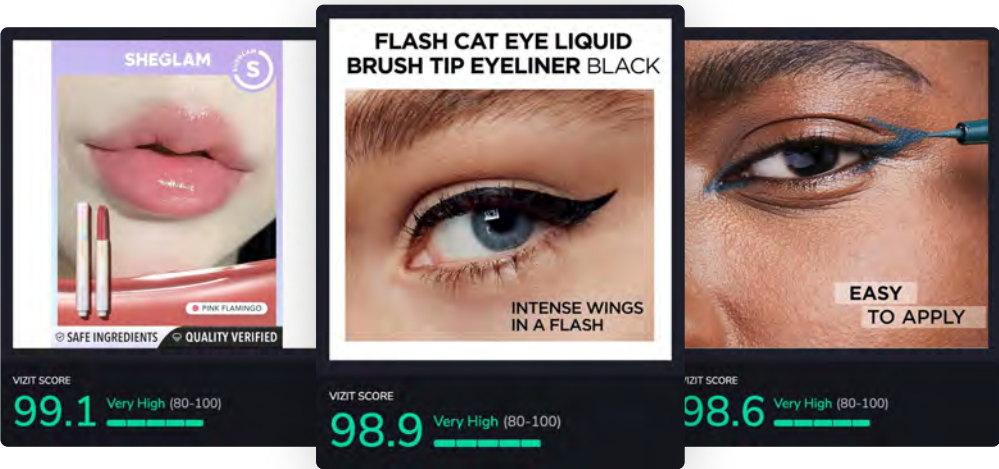
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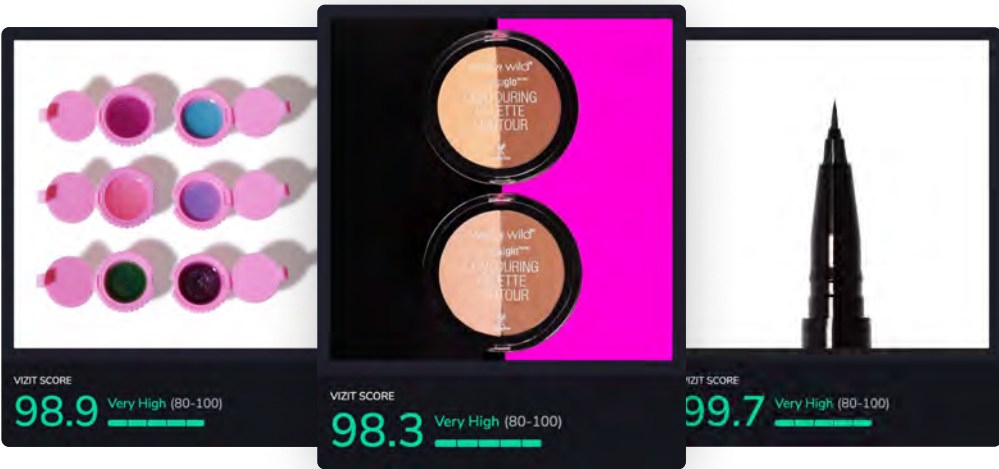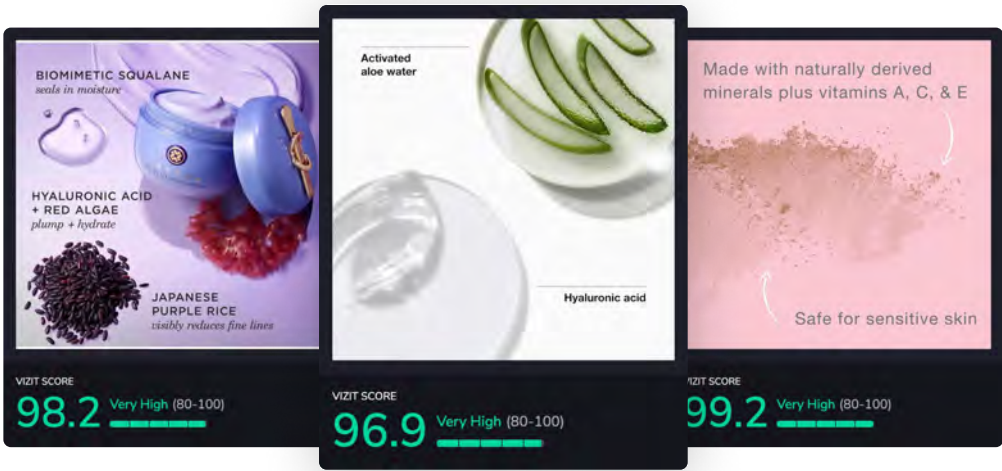
Visual Trend

Ingredient-Based Visuals with Callouts

Graphics showcasing ingredient transparency or scientific formulation perform well. Designs use flat-lay ingredients, white or clinical backdrops, and diagram overlays in top left or bottom right positions, paired with light serif fonts or iconography.

Visual Trend

Multi-Angle Product Displays

Images with multiple color or applicator variations laid out horizontally or radially give users a complete visual understanding. These layouts use clean gridding, minimal background distraction, and often place the product top center or center middle, emphasizing consistency.
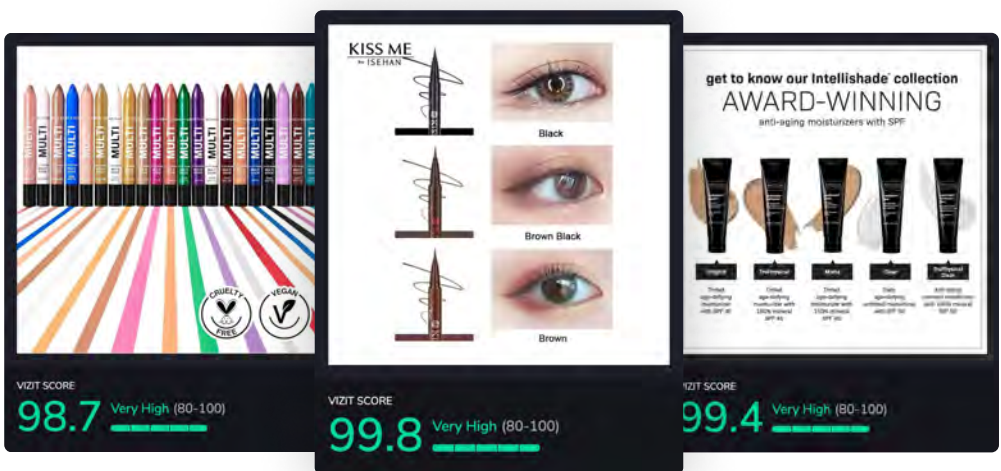
Ⓥ Winning Carousel Images │ Beauty

Top Secondary Images in Beauty

These carousel images have high individual Vizit Scores and take advantage of appealing visual trends in the category. Carousels with higher scoring images will be more effective at converting shoppers.

Ⓥ Eye Liner

Ⓥ Foundation

Ⓥ Lip Gloss

Ⓥ Makeup Palettes

Ⓥ Sunscreen

Ⓥ Tinted Moisturizer
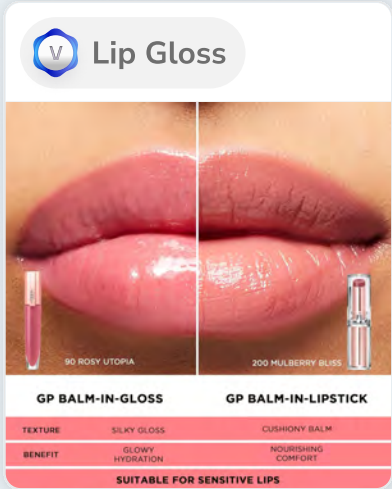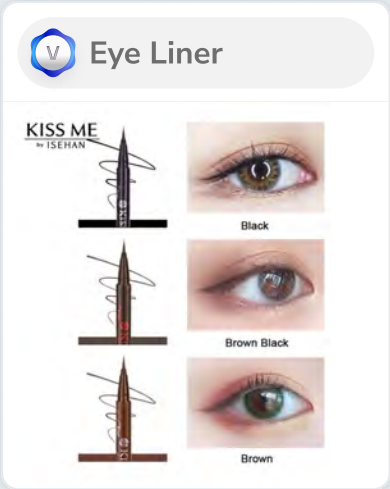
Top Listing | Eye Liner

PDP Spotlight | Eye Liner

This eye liner listing from Laura Geller New York contains effective imagery advantaged in attracting and converting online beauty shoppers. See a full breakdown of the listing content below.

Top Listing | Eye Liner

92 / 100
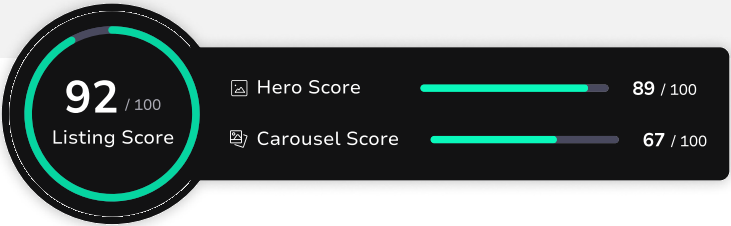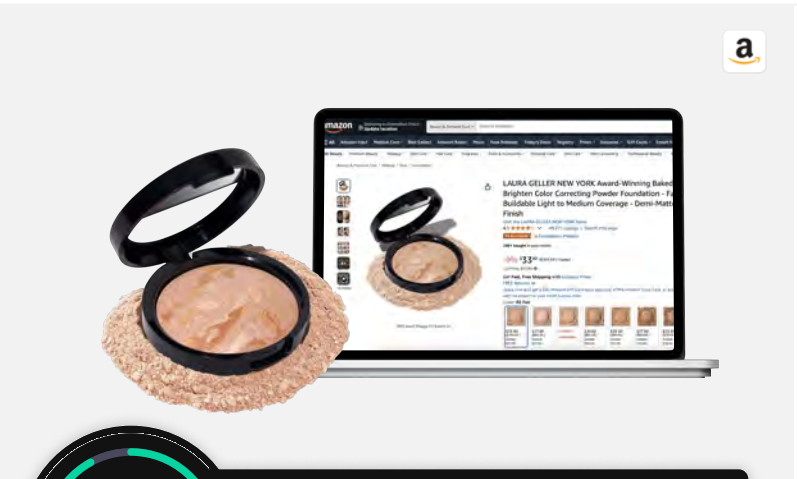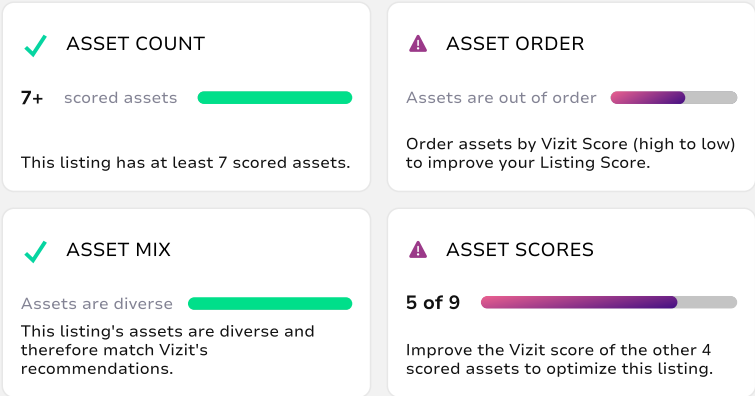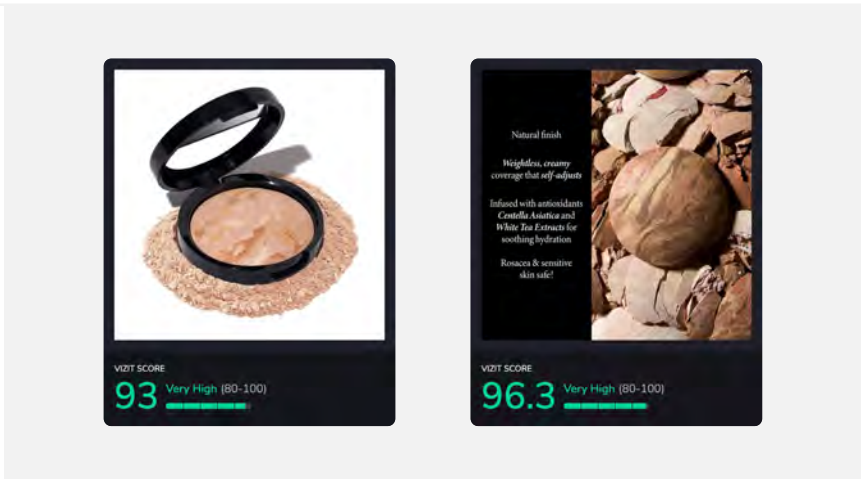Listing Score

| Hero Score | 89 / 100 |
| Carousel Score | 67 / 100 |

LAURA GELLER NEW YORK Award-Winning Baked Balance-n-Brighten Color Correcting Powder Foundation - Fair - Buildable Light to Medium Coverage - Demi-Matte Natural Finish

view listing ↗

VIZIT SCORE
93 Very High (80-100)

VIZIT SCORE
96.3 Very High (80-100)

What makes this listing a winner?

This eye liner PDP scores 99.0 overall, driven by a clean, high-contrast hero and a diverse mix of assets that demonstrate product texture, use cases, and benefits. The listing excels with sharp close-ups and visual storytelling.

How can this listing improve?

To further optimize, the carousel asset order should be adjusted to prioritize higher-performing visuals. Improving visual harmony and clarity in lower-scoring swatch and texture grids would increase engagement.

✔ **ASSET COUNT**

7+ scored assets

This listing has at least 7 scored assets.

⚠ **ASSET ORDER**

Assets are out of order

Order assets by Vizit Score (high to low) to improve your Listing Score.

✔ **ASSET MIX**

Assets are diverse

This listing's assets are diverse and therefore match Vizit's recommendations.

⚠ **ASSET SCORES**

5 of 9

Improve the Vizit score of the other 4 scored assets to optimize this listing.

Sunscreen

PDP Face Off

Supergoop! outperforms Banana Boat by leveraging strong visual clarity, clean design, and product storytelling, while Banana Boat struggles with visual cohesion and asset performance. Supergoop!'s thoughtful use of lifestyle imagery, vibrant colors, and high-performing hero asset gives it a clear competitive edge.
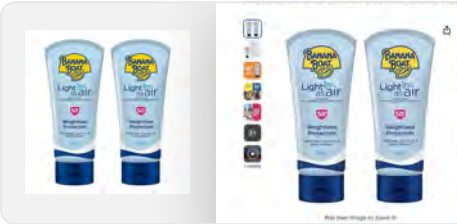
Supergoop!

🏆 **Overall Winner** 52.0

VS

Banana Boat

LISTING SCORE	100.0	Supergoop! (a)		LISTING SCORE	48.0
HERO SCORE	98.5		Banana Boat (a)	HERO SCORE	40.0
CAROUSEL SCORE	80.5			CAROUSEL SCORE	36.0

Hero Image Comparison

Supergoop!'s hero image excels with a high-contrast, minimalist design and clear product focus. The bold yellow dispenser creates strong visual interest while supporting mobile visibility.

VIZIT SCORE: 99 Very High (90-100)
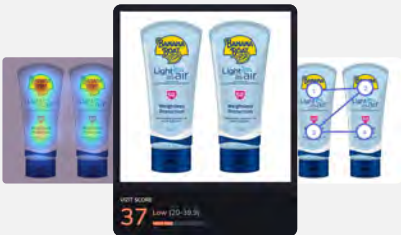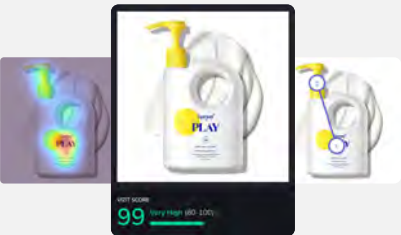
Hero Image Comparison

The hero underperforms with cluttered composition and low visual contrast. The double-product layout adds visual noise, and the background lacks vibrancy or depth.

VIZIT SCORE: 37 Low (20-39.9)

Carousel Image Comparison

Supergoop! offers a diverse mix of product visuals, ingredient callouts, and lifestyle imagery. The mix improves shopper understanding and provides multiple usage cues.
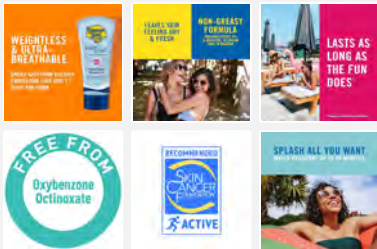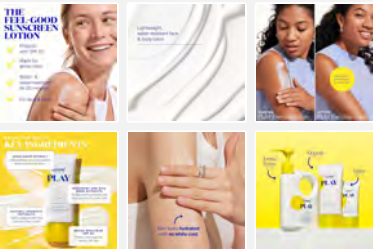
Carousel Image Comparison

Banana Boat's carousel suffers from low-performing visuals. While one lifestyle image performs well, the overall visual flow lacks cohesion, and most images underperform.

e.l.f.

Lip Gloss

SKU Rescue

Visual intelligence drives new optimization capabilities for PDP visual content. Here's a look at how visual AI helps e.l.f. upgrade its listing—and increase conversions—with more engaging images and content arrangement.

🫣 Before

✅ After

AI-POWERED VIZIT SCORE™ (Before)

LISTING SCORE	57.5
HERO SCORE	73.5
CAROUSEL SCORE	33.5

AI-POWERED RECOMMENDATIONS (Before)

ASSET SCORES	⚠️
ASSET ORDER	⚠️
ASSET MIX	⚠️
ASSET COUNT	⚠️

AI-POWERED VIZIT SCORE™ (After)

LISTING SCORE	⬆ 40.0	97.5
HERO SCORE	⬆ 11.5	85.0
CAROUSEL SCORE	⬆ 65.0	98.5

AI-POWERED RECOMMENDATIONS (After)

ASSET SCORES	✓
ASSET ORDER	✓
ASSET MIX	✓
ASSET COUNT	✓

SKU Breakdown

The original e.l.f. listing featured a strong hero image, but the overall performance was held back by a weak carousel. Repetitive visuals, limited diversity, and missing lifestyle context reduced engagement. Additionally, asset quality, order, mix, and count all fell short of best practices, resulting in a low overall Listing Score of 57.5.

Optimization Overview

The updated listing achieved major improvements across the board. The Listing Score climbed to 97.5, with the Carousel Score jumping by 65 points to 98.5. New visuals introduced human interaction, diverse formats, and emotional appeal. All four AI benchmarks were met, creating a more effective, conversion-ready PDP experience.

Visual Intelligence

Why Visual AI: How Vizit Enables Optimized Content Creation at Scale

Don't let ineffective content hurt your bottom line. Vizit's Visual AI technology allows brands to see through the eyes of their audience for the first time.
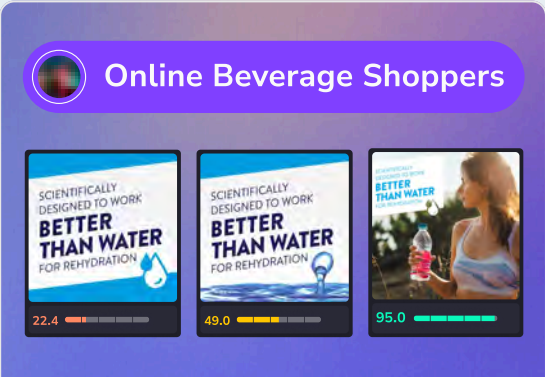

Objective Image Analysis

Measure and understand the effectiveness of your PDP visual content and uncover specific areas for optimization to improve the conversion power of your imagery.
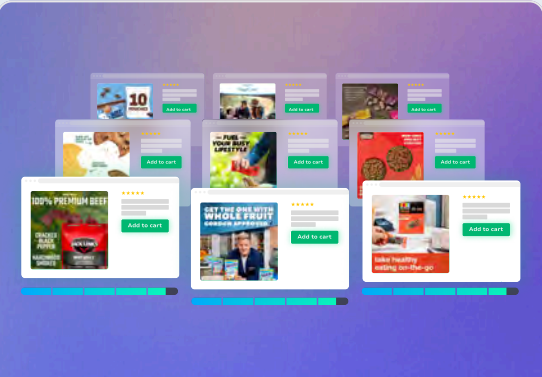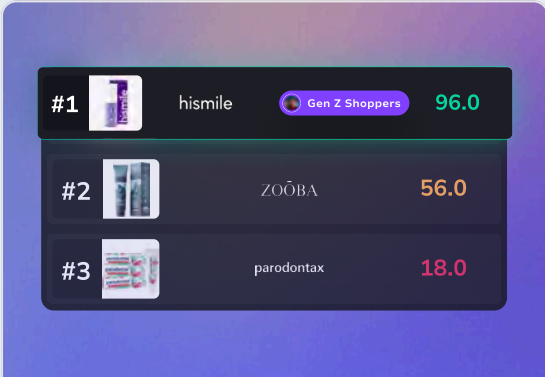
Visual Content Measurement at Scale

Identify high-performing products and listings, leverage visual insights, and gain a competitive edge in shoppers' eyes across your entire catalog.
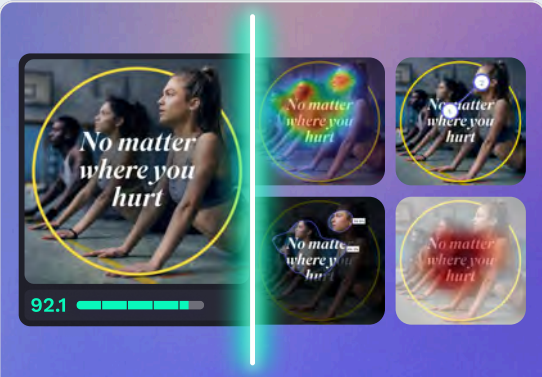
Real-Time Test and Learn Capabilities

Test new content, configurations, and product listings to optimize image effectiveness pre-flight.

Continuous Conversion Improvement

Track performance over time, monitoring category leaders and laggards for a holistic view of visual content effectiveness.

Make Your Visual Content Work for You

Visual content is the **#1 driver of sales** on ecommerce. Vizit helps you create and surface the right content that cuts through the noise to lift conversions, traffic, and sales.

Don't see your content in this analysis?

Submit your listing for analysis

Up to 45% boost in conversions

Up to 30% increase in online sales

Up to 25% increase in traffic

www.vizit.com

**THE #1 AI PLATFORM
FOR DIGITAL COMMERCE**

About Vizit

Vizit is the visual intelligence platform, enabling digital leaders, designers, and marketers around the world to view and optimize their digital content through their audience's eyes in real time. Powered by patented intuitive AI technology, Vizit provides a revolutionary, easy to use software platform that helps teams deliver breakthrough digital content that stands out, delights customers, and sells more products, delivering the essential infrastructure to achieve content excellence at scale.

Vizit is relied upon by the world's most iconic brands, retailers, and agencies in over 15 countries, including Mars, L'Oreal, Unilever, Colgate Palmolive, and Kimberly-Clark. Vizit has been recognized as a Business Insider Top 15 Technology Startup, a Leading 100 Startup, a CB Insights Retail Technology 100 winner, and a Greenbook Insight Innovation Finalist. For more information, visit www.vizit.com.

BRANDS WINNING WITH VIZIT

L'ORÉAL   MARS   Kimberly-Clark   Colgate   GHIRARDELLI