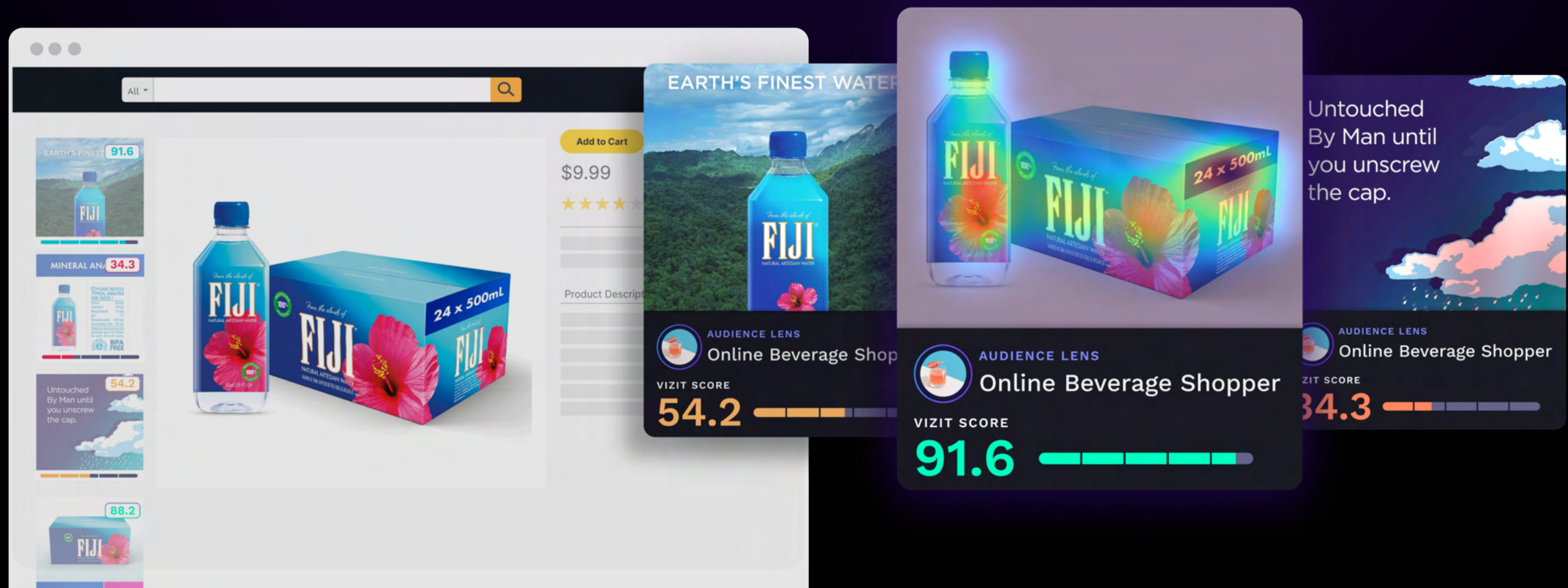


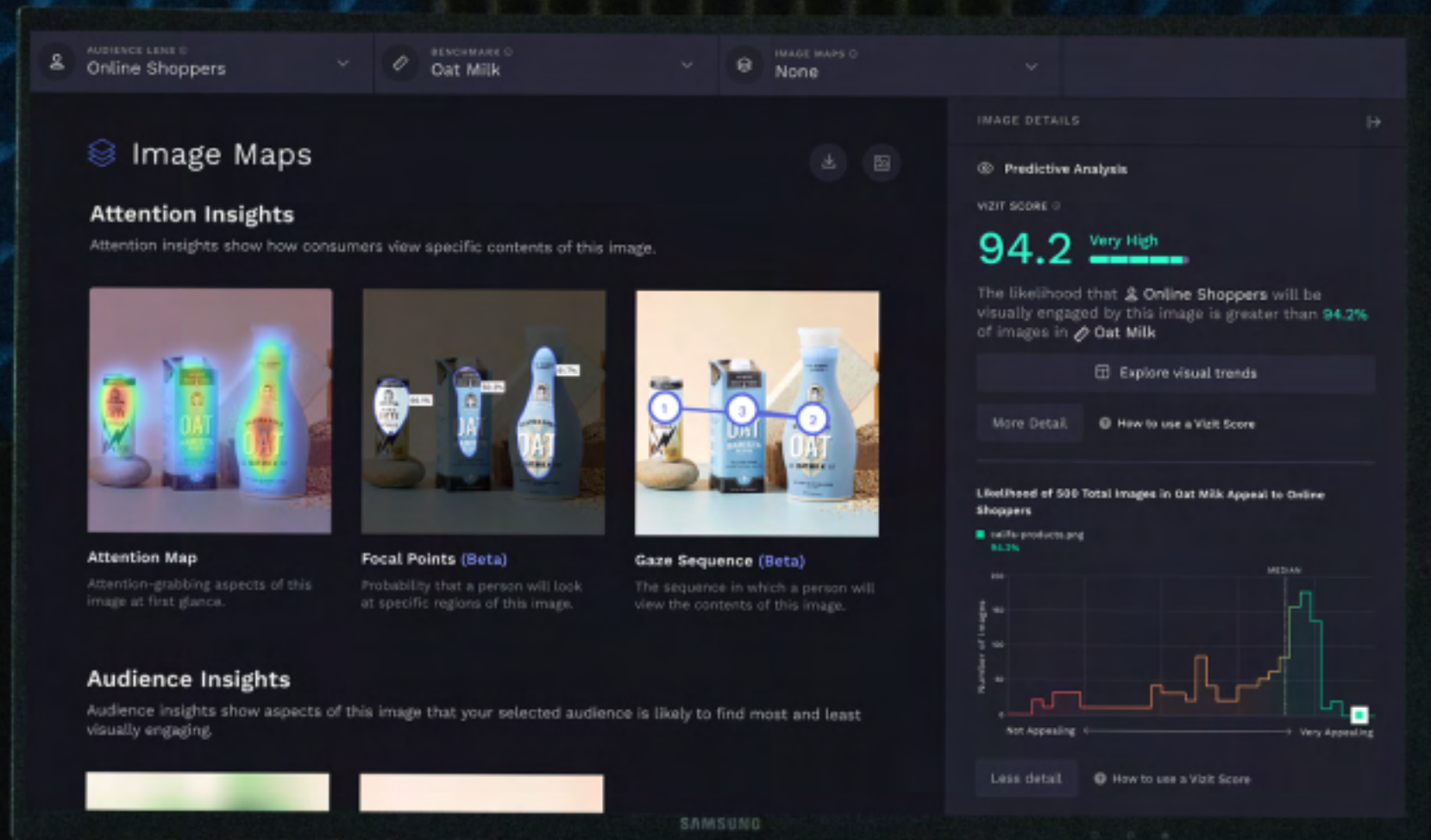
AI in Content Creation: 2024 Trends and Predictions

Unlocking the Future of Visual Content Creation: AI Insights for Content Creation, Marketing, and Ecommerce Teams



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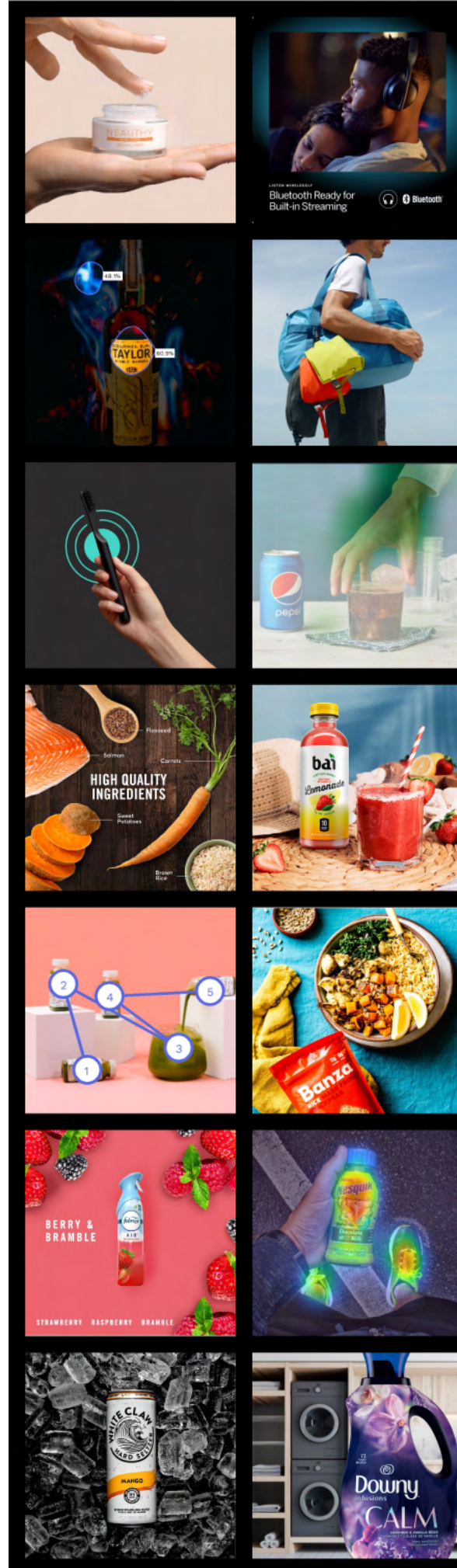
A New Era of Product Visuals

In a world where visuals speak louder than words, the power of artificial intelligence (AI) in transforming visual content creation cannot be overstated. Content creation, marketing, and ecommerce teams are witnessing a paradigm shift, where AI is not just a tool but a strategic ally in achieving their goals.

The intersection of AI and visual content creation has emerged as a transformative force for marketing, content creation, and ecommerce teams alike. As the demand for visually compelling and engaging content continues to soar, organizations are increasingly turning to AI-powered solutions to streamline their processes, enhance creativity, and drive results.

In this ebook, we'll explore the results of VIZIT and the Path to Purchase, Inc.'s AI in Visual Content Creation survey. This survey was designed to help professionals understand how industry peers are currently implementing AI, where they hope to experiment with it, how they plan to approach and prioritize AI in 2024, budgeting and content processes, and predictions of AI's impact in 2024.

This resource explores the fascinating relationship between AI and visual content—a dynamic partnership poised to redefine how we engage, captivate, and convert audiences. Whether you're seeking to elevate your marketing campaigns, optimize your ecommerce offerings, or simply innovate within your content creation processes, these insights can guide your journey toward AI-powered excellence.



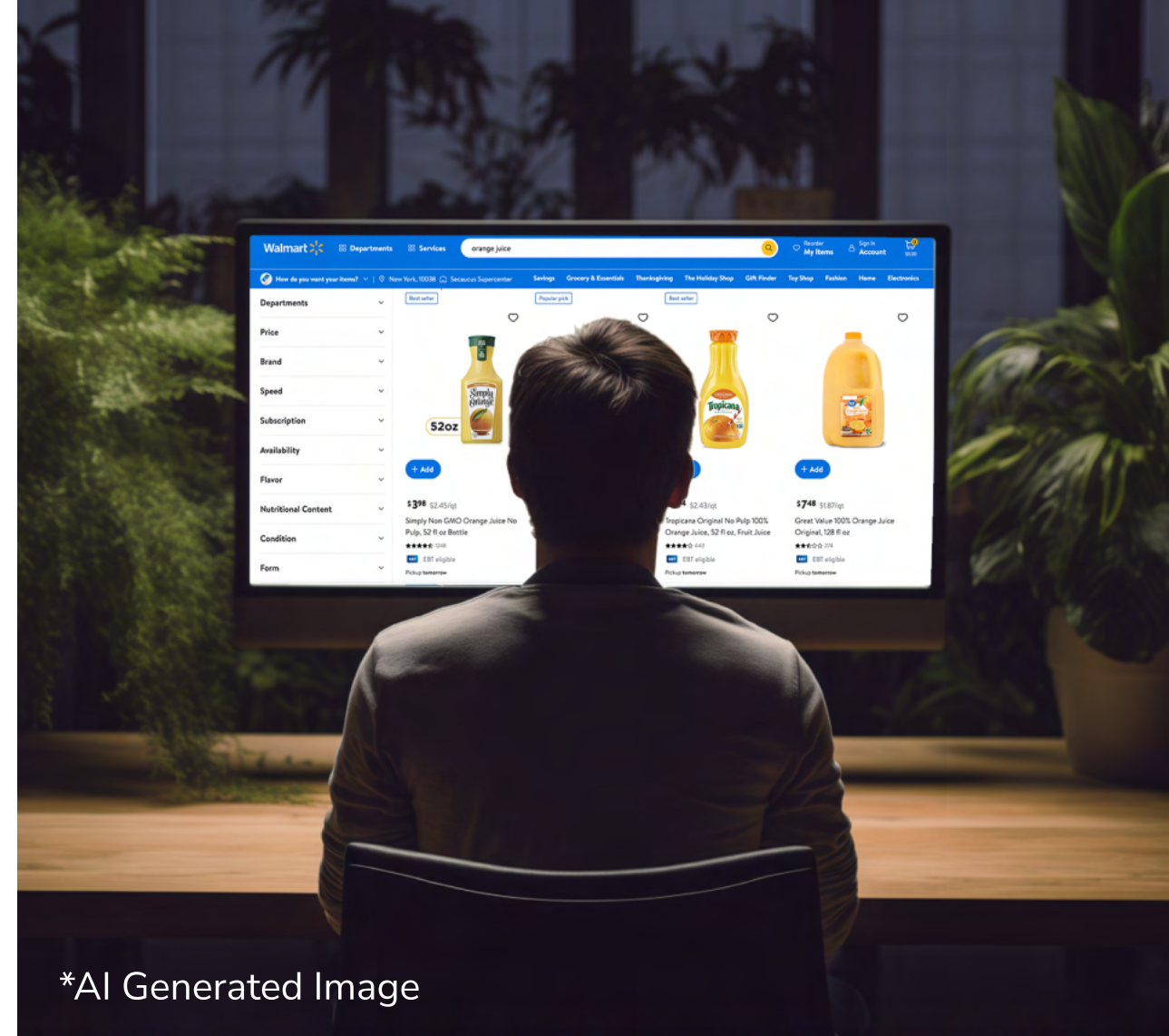
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A Renewed Focus on Visual Content

“Although over 60% of our sales occur within the brick-and-mortar stores, our digital footprint has increased to support the shift that has taken place over the past several years. We will continue to advance our AI efforts over the coming years to support our business and increase our relevance in the marketplace.”

Survey respondent

In today's competitive landscape, staying ahead means not just keeping pace with technological advancements but leveraging them to your advantage. Social media feeds, streaming recommendations, and targeted digital advertising have accustomed consumers to personalized digital experiences. If brands don't deliver these experiences across the shopping journey, they get pushed aside for the competition.



*AI Generated Image



*AI Generated Image

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The importance of visual content in ecommerce, marketing, and advertising is well documented. Consider that:

- **93% of consumers** say visual content is the key deciding factor when making a purchasing decision.
- **76% of consumers** say they've purchased a product or service after watching a video.
- **95% of purchasing decisions** happen when the subconscious brain is processing visual information.

When you consider that half of all product searches start in an ecommerce marketplace, and 87% of these searches start online in general, having images that are tuned to the visual preferences of specific consumer audiences can have a major impact on brand awareness, customer loyalty, and sales. This dynamic is forcing brands to increase investment in retail media, and dedicate time and dollars to tools to proactively optimize the content driving organic performance.

Leveraging images that create personalized, one-to-many visual experiences for consumers is critical for brands in 2024. This personalization at scale enables marketers and ecommerce teams to deliver highly tailored content and recommendations to individual customers in real time. This leads to increased customer satisfaction, higher conversion rates, and improved customer retention.

In summary, the current AI landscape offers marketing teams a wealth of opportunities to elevate their strategies, enhance customer experiences, and achieve better results. Embracing AI technologies can lead to improved efficiency, increased ROI, and a competitive edge in today's fast-paced digital marketing environment.



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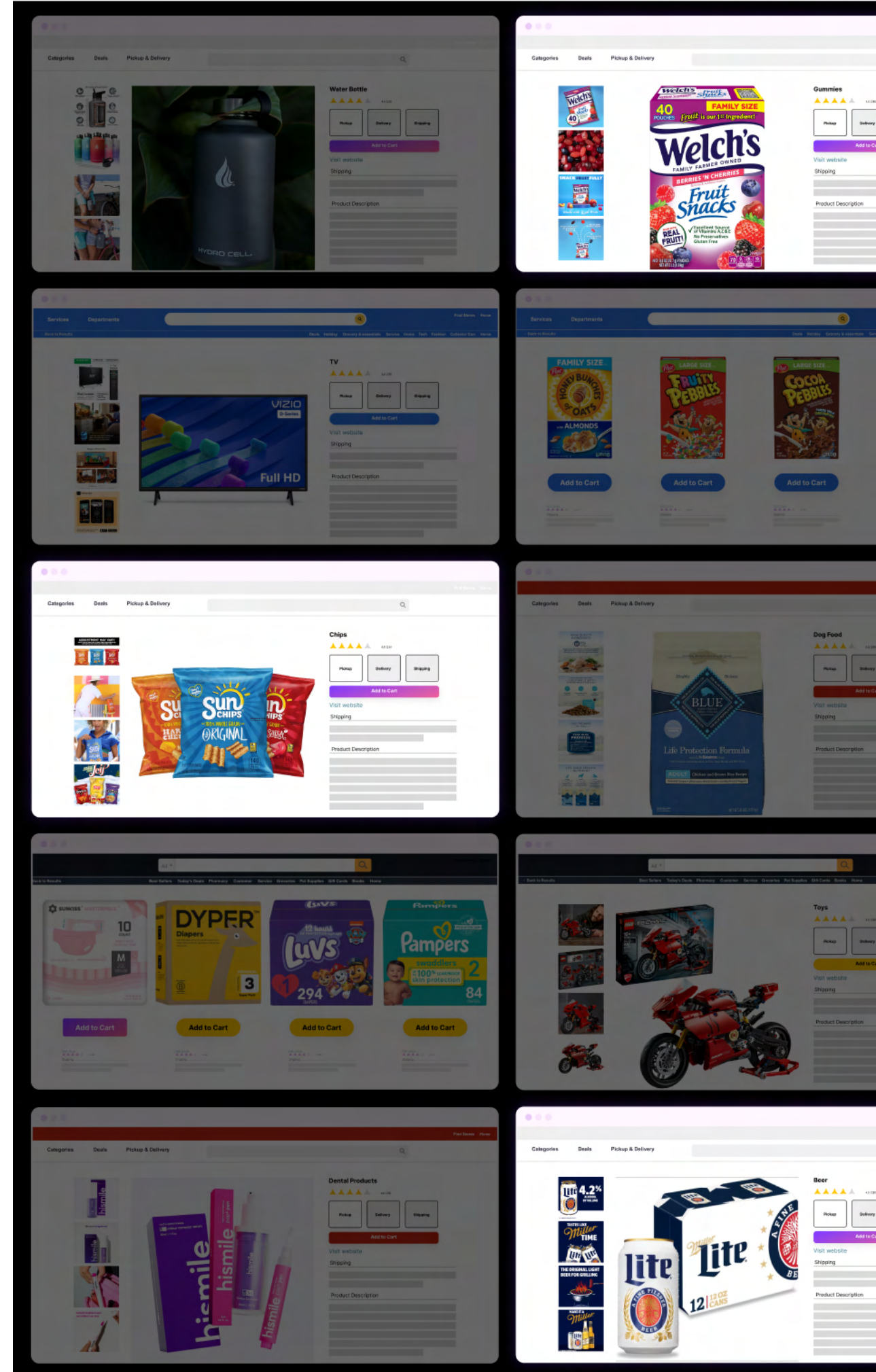
Reflecting on 2023

“There will be early adopters, but ultimately slow and steady wins the race. Organizations will need to methodically track and measure the accuracy of the content and data generated to ensure it’s on par with the level of human generated content. A rigorous evaluation process will be needed to ensure accuracy.”

Survey respondent

AI—and specifically generative AI—boomed in 2023. With ChatGPT dominating the headlines and tools like Adobe’s Firefly, DALL-E, and Midjourney offering marketers and creatives more ways to test generative programs, it’s no surprise that these teams are cautiously optimistic about AI’s potential. While some concerns about AI remain, teams see too many opportunities to sit back for another year and let the competition race ahead in their AI journeys.

VIZIT



Notably, AI can assist in:

- **Data-Driven Decision-Making:** AI allows marketing and ecommerce teams to analyze vast amounts of data quickly and extract valuable insights. By leveraging machine learning algorithms, teams can make data-driven decisions, refine their strategies, and allocate resources more effectively.
- **Content Generation:** AI can assist in content creation by generating blog posts, social media updates, and product descriptions. While human creativity remains essential, AI can save time and provide inspiration for marketing content.
- **Customer Segmentation:** AI helps segment audiences, allowing teams to tailor their creative to different customer groups. This results in more relevant and effective marketing campaigns.
- **Visual Content Enhancement:** AI can enhance the quality of visual content through tools like image recognition, object detection, and image generation.
- **A/B Testing and Experimentation:** AI algorithms can automate A/B testing and experimentation, allowing professionals to quickly identify the most effective strategies and make real-time adjustments to campaigns.
- **Competitive Benchmarking:** AI-powered platforms can monitor competitors' online activities and provide insights into their strategies. This competitive intelligence is valuable for staying ahead in the market.

With these potential advantages in mind, let's explore some of the themes that arose when asking professionals how they used AI tools in 2023.

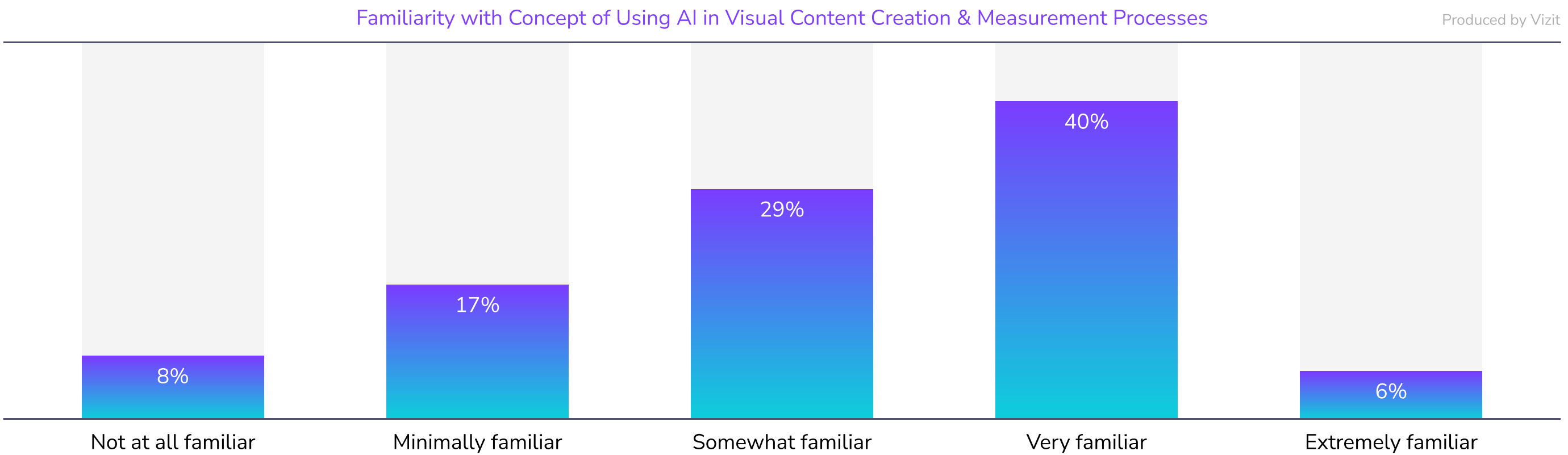


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Learning #1: The current AI landscape is rife with opportunities.

Although AI has come on strong in the past year, teams are still searching for the solutions and applications that will be the most effective for their business needs. In the case of visual content creation and measurement, less than half of the Vizia and Path to Purchase Institute survey respondents said they are “very” or “extremely” familiar with using AI to support their processes, and one-quarter reported being not at all familiar or minimally familiar.

Less than half of professionals surveyed say they are ‘very’ or ‘extremely’ familiar with the concept of using artificial intelligence to support the visual content creation and measurement processes.



The lack of extreme familiarity is to be expected: AI applications in measuring and testing imagery were relatively new in 2023, and many organizations lacked the budget and resources to test them fully. But as generative AI and audience visual preference simulation tools became more mainstream, the C-suite began pressuring creative, marketing, and ecommerce teams to strategize for smarter use in the future.

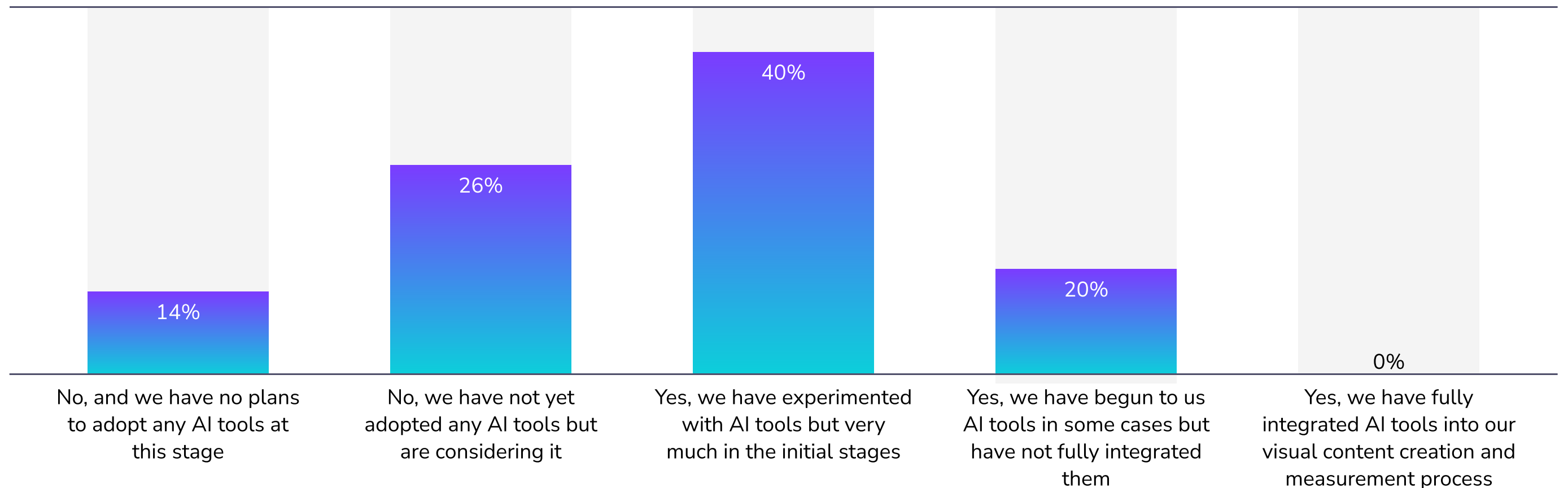
Learning #2: Although organizations have experimented with AI tools, most are provider agnostic, with tools not yet fully or formally integrated into internal processes.

According to the survey, 60% of professionals have at least experimented with using AI tools to support visual content creation and measurement. However, none of those surveyed said those tools were fully integrated into their internal processes. This means there are plenty of opportunities for new vendors and technologies to step in and fill the void. Professionals will likely test different solutions before fully committing to a single provider.

But 3-in-5 say they have at least experimented with using AI tools to support visual content creation and measurement. However, none of the professionals surveyed said these tools were fully integrated into their internal processes.

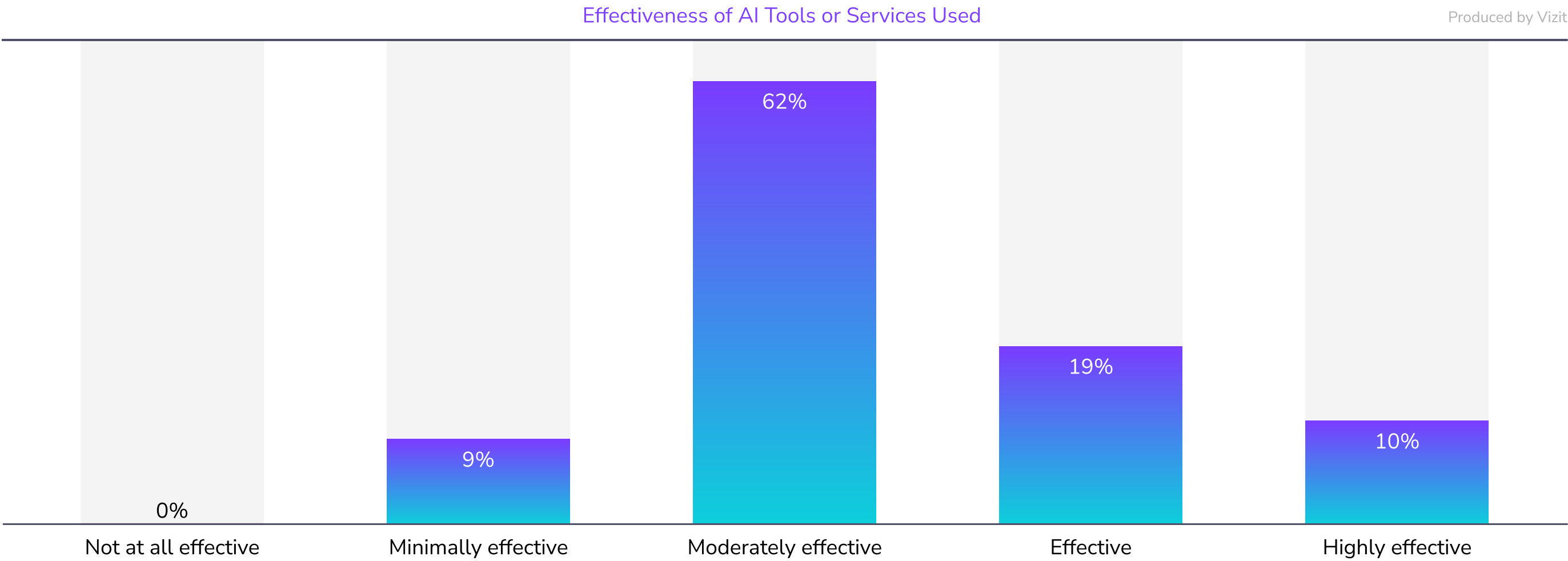
Adoption of AI Tools or Services to Support Visual Content Creation & Measurement

Produced by Vizit



According to the survey, 60% of professionals have at least experimented with using AI tools to support visual content creation and measurement. However, none of those surveyed said those tools were fully integrated into their internal processes. This means there are plenty of opportunities for new vendors and technologies to step in and fill the void. Professionals will likely test different solutions before fully committing to a single provider.

Less than one-third of respondents who have used one or more AI tools for visual content creation and measurement say they found them to be effective, representing a significant opportunity.



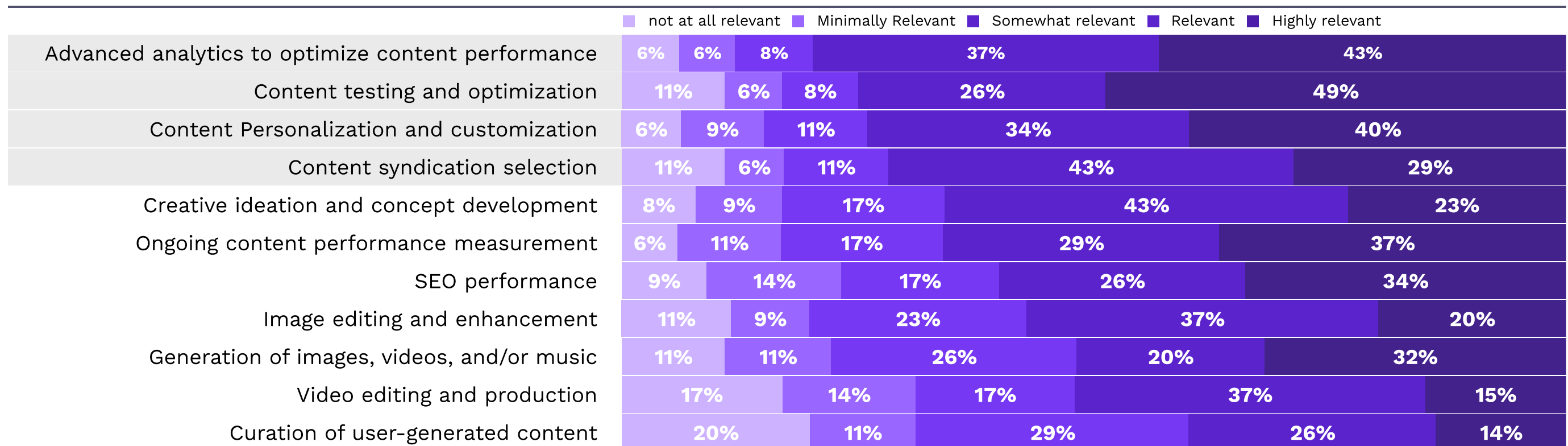
Learning #3: Most teams want to see AI tools enhance visual content creation and measurement processes, supplementing their existing team's strengths.

Although most of the headlines surround generative AI, our survey results indicate that respondents are open to any type of AI-powered solution that will enhance current processes and increase efficiency. When thinking about how AI can enhance or support visual content creation and measurement, respondents reported the most relevant applications to be in advanced analytics (80%), content testing and optimization (75%), content personalization and customization (74%), and content syndication selection (72%).

When thinking about how AI can enhance or support visual content creation and measurement, respondents see the most relevance in advanced analytics, content testing & optimization, content personalization & customization, and content syndication selection.

Relevance of Ways AI May Enhance or Support Visual Content Creation & Measurement

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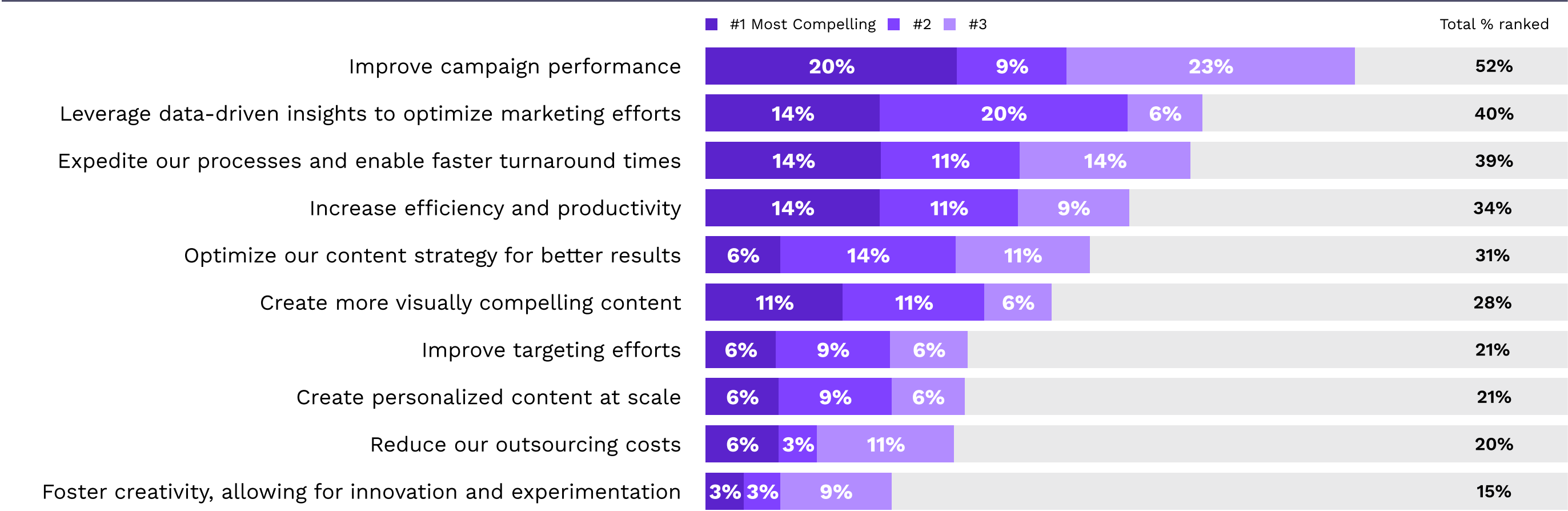


Interestingly, those more familiar with AI or visual content creation and measurement were more likely to see the potential for the technology in visual content optimization. 94% of those familiar with the use of AI in this regard said content testing and optimization is a relevant use case, versus 58% of those who were less familiar with the use of AI in this way.

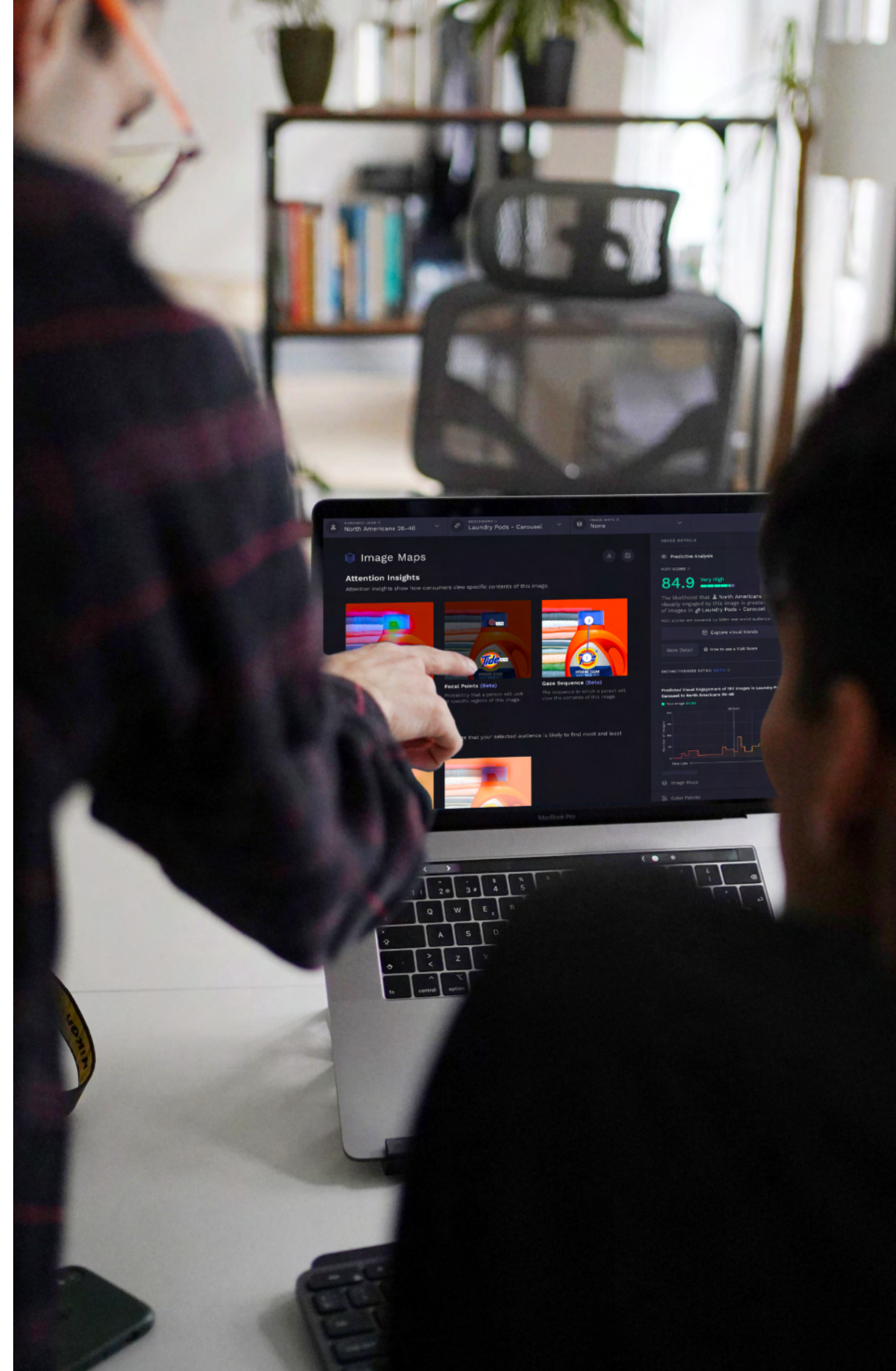
More than half of the survey respondents found the idea that AI could improve campaign performance to be the most compelling benefit. Also ranking highly were leveraging data-driven insights to optimize marketing efforts, expediting processes, and increasing efficiency and productivity.

The most compelling potential benefit of AI for visual content creation & measurement is the ability to improve campaign performance. 2-in-5 respondents also said the ability to leverage data-driven insights to optimize efforts and expedite processes/enable faster turnaround times are compelling.

Most Compelling Potential Benefits of AI Produced by Vizit



Notably absent from the list of benefits are common concerns about AI, such as reducing headcount or replacing teams. This is largely tied to the main reasons for hesitancy around adopting generative AI, which include the quality of AI-generated content, potential copyright infringement, and the misalignment of generated content with brand values and voice. Based on these concerns, control of the creative process and final approval will likely remain with teams, who can supplement their insights and optimizations with AI tools.



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Organizations Are Ready for a Major Shift in 2024

“Organizations that are able to effectively use AI tools will hold a tremendous advantage over those who are not. Early adopters who get effective results out of the tools will have more high-quality output with less resources. With the ability to shift more resources and dollars into amplifying content as creating content becomes more efficient, these organizations will be able to reach more people.” *Survey respondent*

With plenty of valuable learnings amassed in 2023, 2024 will be a year of opportunity for organizations. And teams will have the support of their C-suites: Respondents to our survey expect to see their budget allocation for AI-based tools triple over the next year.

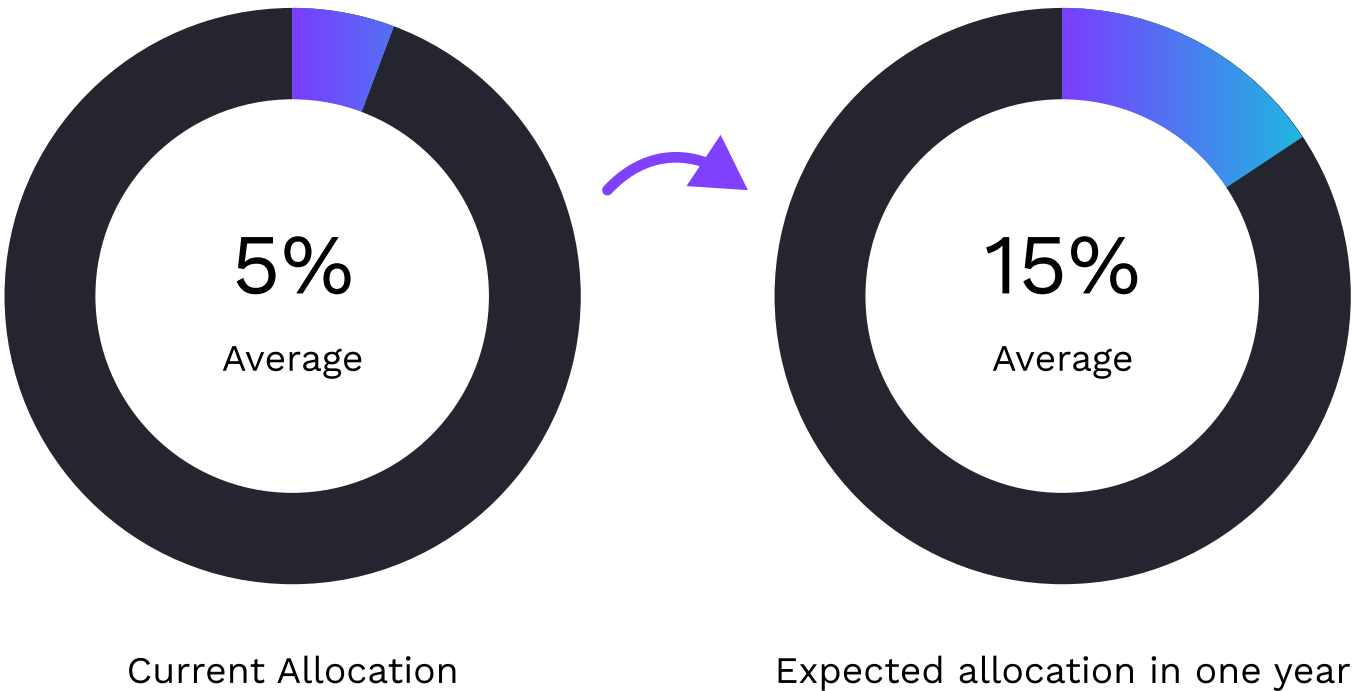


What will that budget be going towards? According to our survey, professionals are currently using AI now to generate images, video, and/or music. But in the next year, professionals and brands intend to leverage AI to help ongoing performance measurement (66%), advanced analytics to optimize content performance (60%), and content personalization and customization (60%).

Professionals currently using AI are most often utilizing the tools to generate images, videos, and/or music. Looking one year ahead, respondents are most likely to say they hope to be using AI to support ongoing content performance measurement, SEO recommendations, advanced analytics, and content personalization & optimization.

Use of AI Tools and Services Now vs. One Year From Now

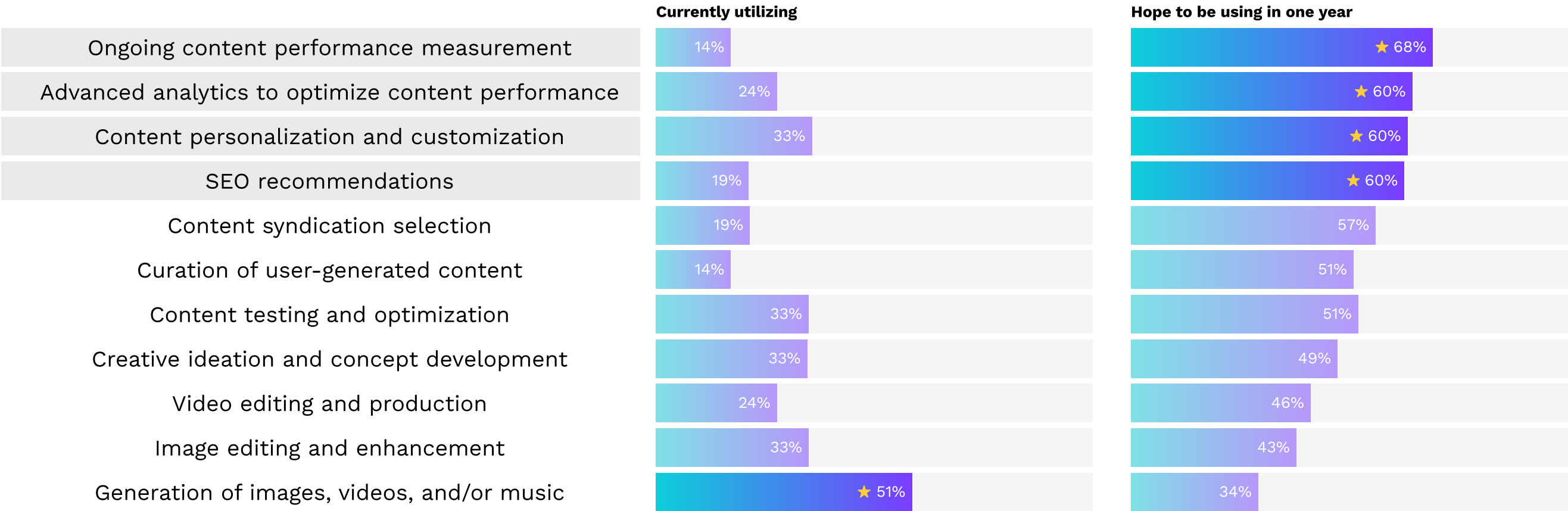
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Use of AI Tools and Services Now vs. One Year From Now

Produced by Vizit



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Opportunities Abound for Diverse AI Use Cases

“More companies in the industry will adopt AI for a wider variety of applications; content creation and personalization will be streamlined and become more efficient. AI will also become involved more robustly in the development of strategy and help drive direction, making its fingerprint ubiquitous across all content consumers engage with.”

Survey respondent

2024 brings plenty of chances to expand AI into other use cases. When we asked respondents what they think about the impact of AI over the next 12-18 months, many emphasized that they expect to realize efficiencies within the confines of a measured, strategic approach. A common theme was the need to employ AI to remain competitive and act faster in the digital age.



*AI Generated Image

Focused, Cautious Growth

“[There will be a] slow start with companies taking small, calculated risks. It's almost overwhelming as there are so many applications but also many unknowns. I would expect more legal stances from companies and FTC.”

Finding Actionable Insights

“It will largely help with churning and evaluating large data sources in actionable ways, as well as exponentially speeding up the early and near-final stages of creative production (i.e., creating lots of rough concepts for review quickly, or permutations of an approved creative set for personalization).”

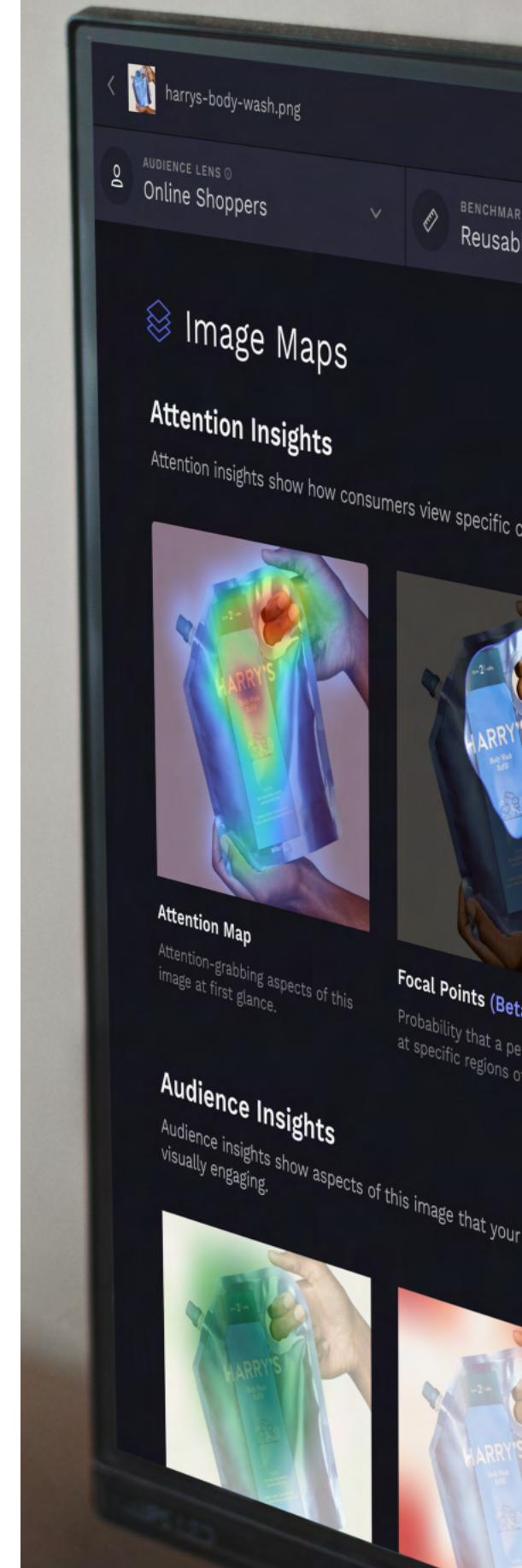
Increased Testing and Learning

“I believe AI will continue to have a profound impact on ideation and concepting, as well as building efficiencies and letting us all get more work done in a shorter period of time. Concepts can be generated much faster at scale, both from a strategic and visual standpoint.”

Supplementing Creative Teams

“I think AI will be overused in the next 12 months, and after issues start to arise, it will be scaled back to a minimal or more refined use case. AI is great, but trained creatives, writers, and marketers can still bring unique, human ideas to the table that are valuable and personable.”

These use cases are only the beginning of AI in visual content creation. While creatives, marketers, and ecommerce professionals will continue to drive strategy, design, and the big ideas behind campaigns, AI-powered tools have the power to speed time to launch, make campaigns more effective, and save time and money for organizations—if they know how to harness it.

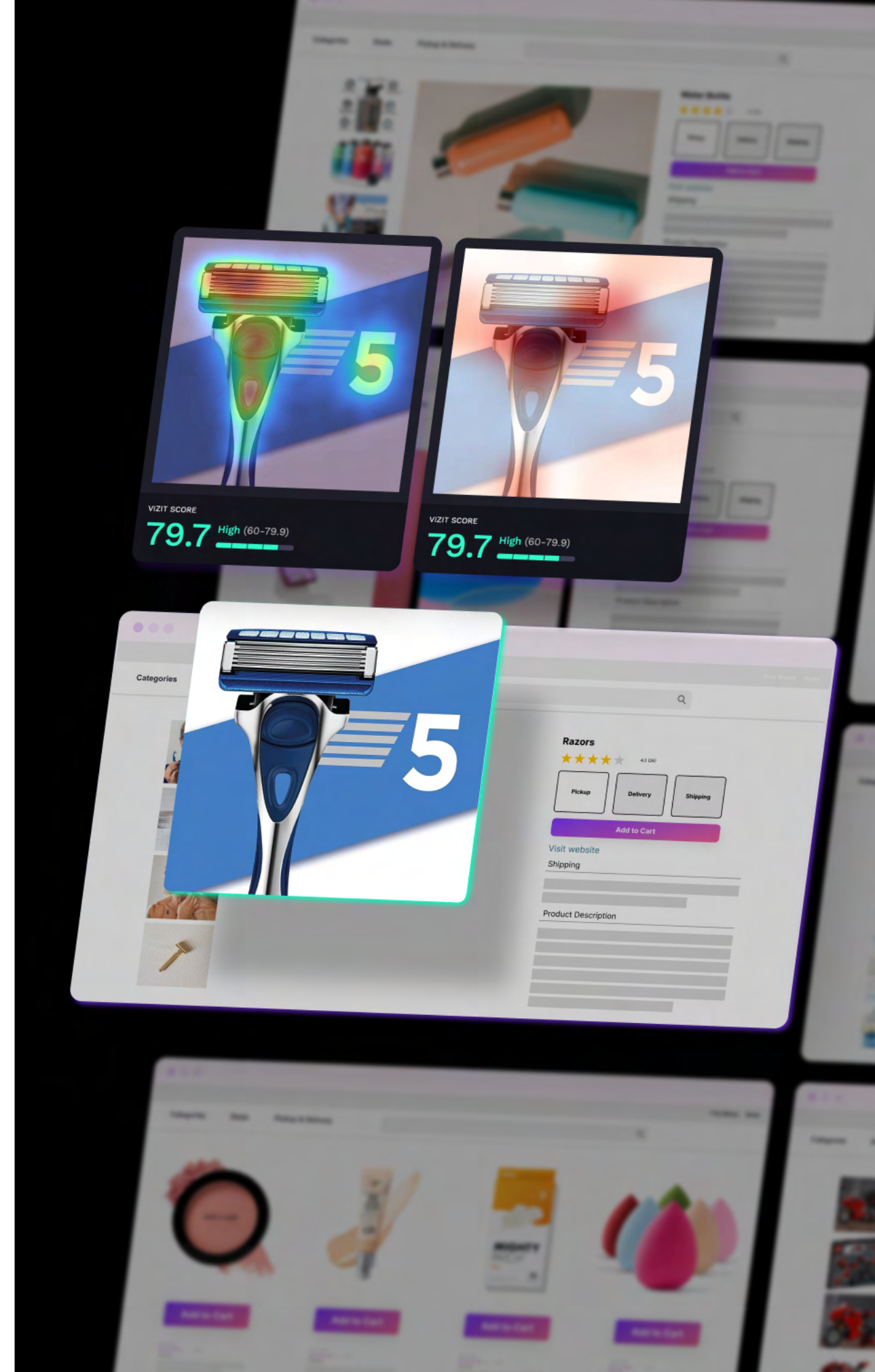


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Vizit: Bringing the Power of Visual AI to Brands and Retailers

Vizit knows the challenges brands and retailers are facing. Our digital-first world has enabled unparalleled connectivity. The speed of innovation is increasing exponentially, creating a competitive landscape unlike anything we've ever seen. Brands and retailers must not only act fast, but also make decisions based on valuable insights that reflect real-world scenarios.

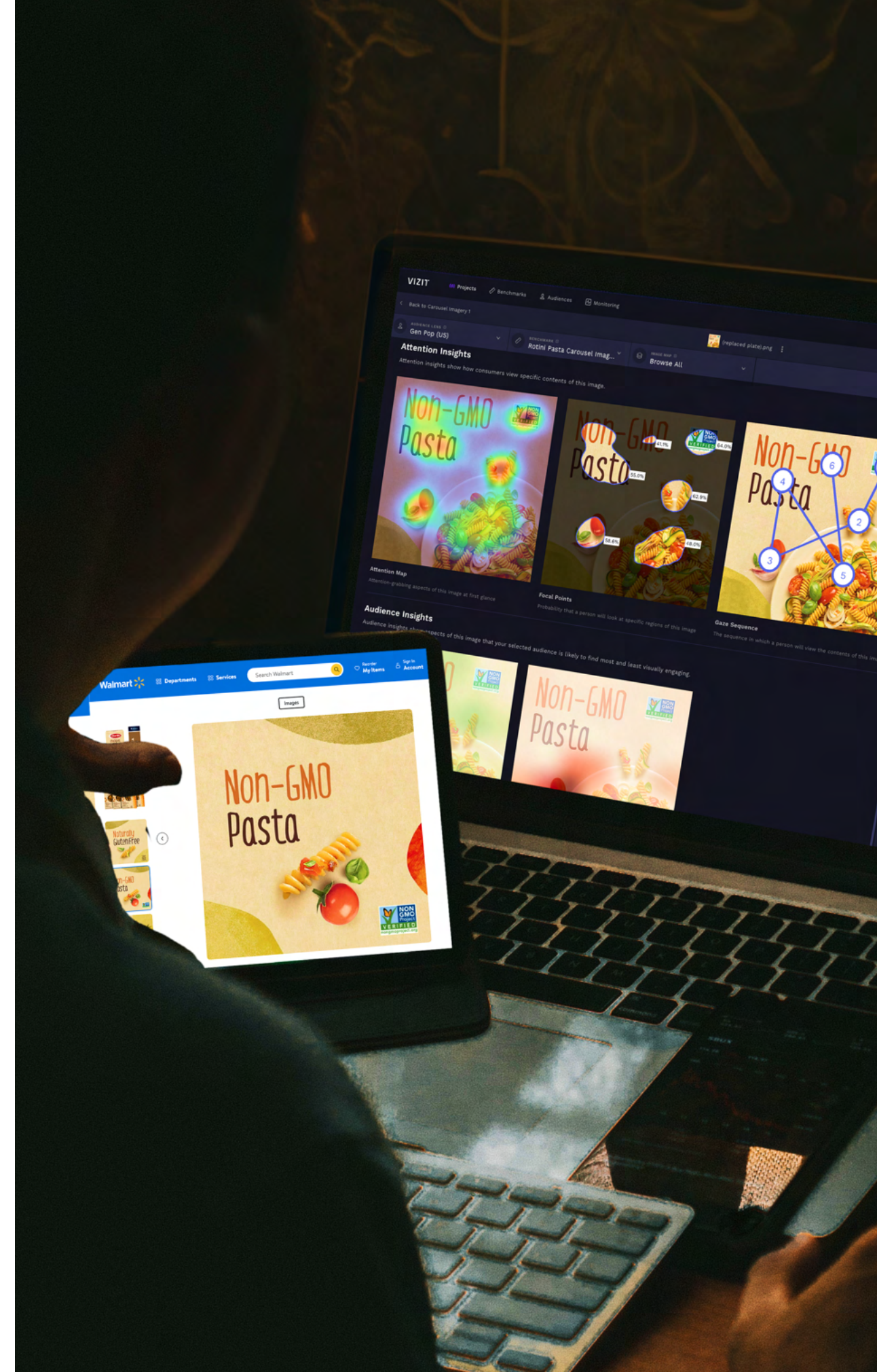
Creative, marketing, and ecommerce teams are hungry for AI-powered insights that can predict which visual elements and designs will most likely result in revenue-generating outcomes. Visual analytics delivers the ability to test, optimize, and monitor visual assets in real-time using AI-powered predictive analytics.



Predictive visual AI from VIZIT gives creative, marketing, and ecommerce teams the ability to see content through their audiences' eyes, enabling them to:

- Understand what design concepts will best capture the attention of consumers.
- Identify the design elements and trends that would best motivate a consumer to buy.
- Prioritize specific listings, designs, and images that require optimization.
- Create data-informed creative briefs and targeted asset library searches.

With VIZIT, teams can measure, identify, create, test, and monitor the revenue impact of visual content for any channel during all phases of the shopping journey—reducing costs, increasing engagement, improving conversion rates, and driving more sales at the speed and precision of ecommerce.



About Vizia

Vizia is the world leader in AI-powered visual content performance software for brand manufacturers, retailers, and creators all over the world. One of the fastest-growing AI startups in the United States, Vizia pioneered the field of image analytics and launched the world's first content measurement standard—Vizia Scores—to help designers, marketers, and ecommerce leaders around the globe increase attention levels, audience appeal, and conversion effectiveness with their target audiences online. Vizia works with the world's most iconic brands and retailers, including Mars, L'Oreal, Unilever, and Harley Davidson. For more information, visit us at www.vizia.com.

[Request a Demo](#)

