

PANTONE® | VIZIT

The Impact of Color on Ecommerce Success

An AI-driven analysis of the effect of color and visual content on motivating consumers to view, consider, and convert on the digital shelf

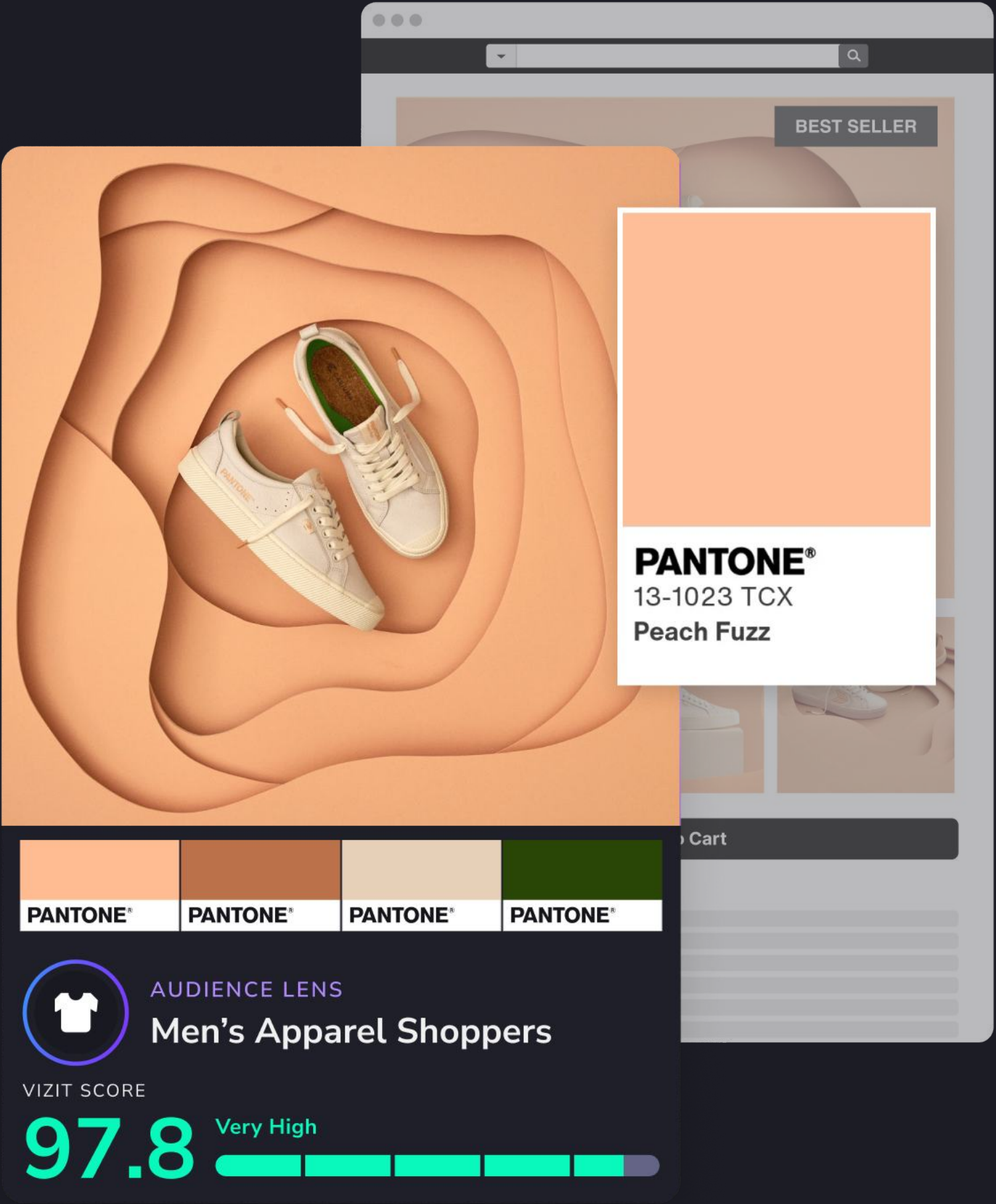
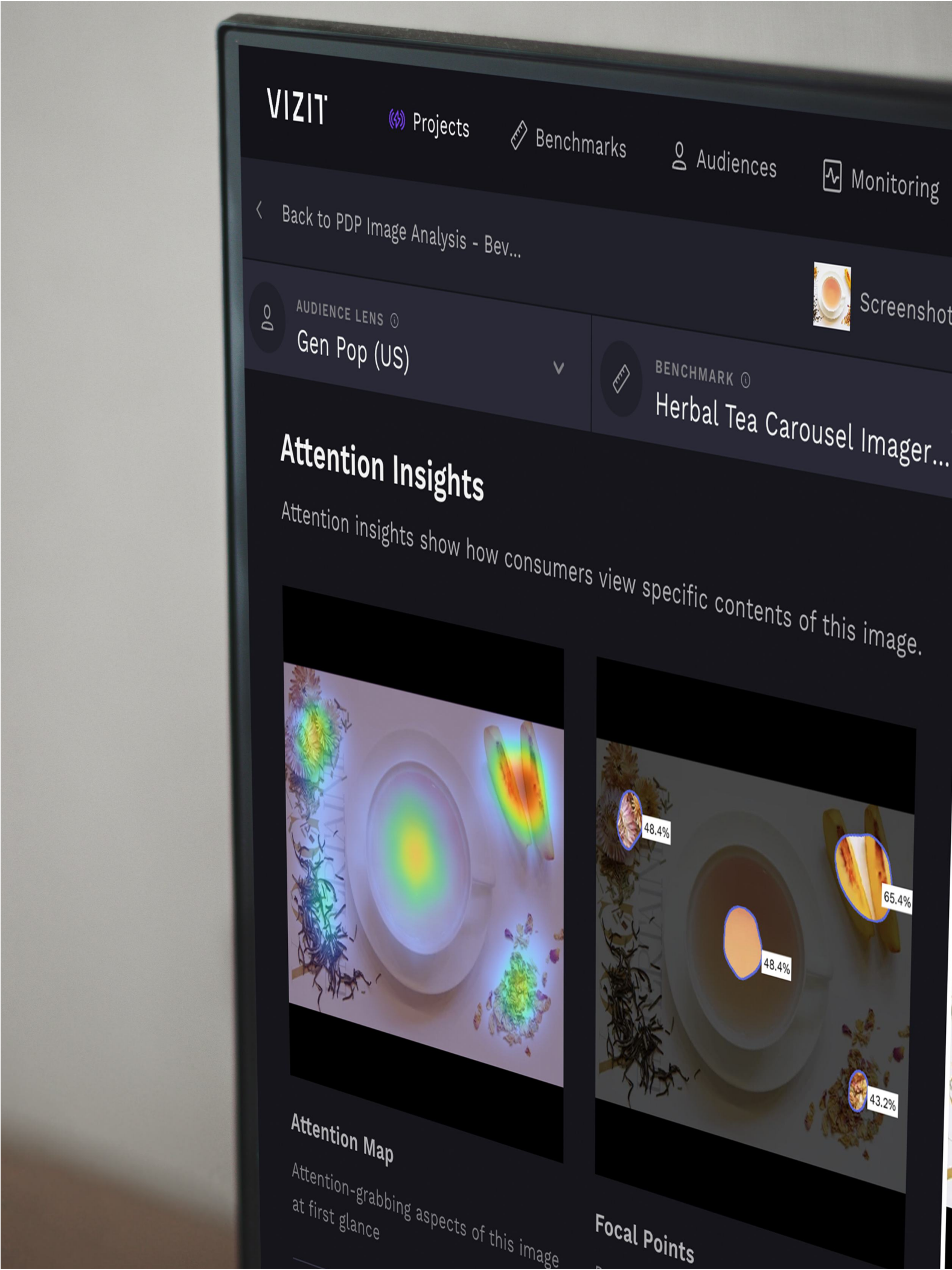


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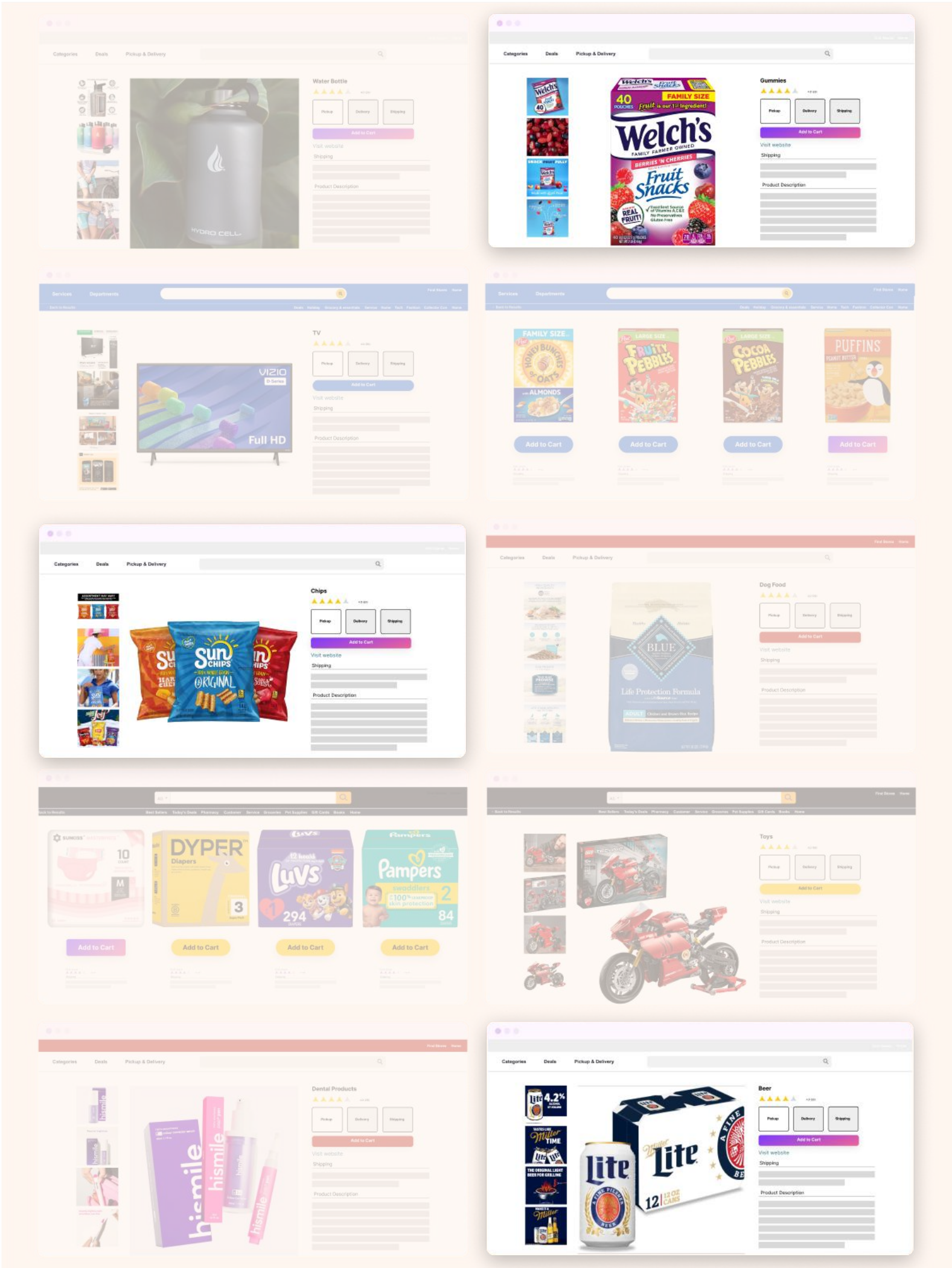


Introduction

The stakes are rising in the world of ecommerce. **By 2028, the industry is expected to surpass \$1.5 trillion—growing nearly 70% from its current peak.**¹ Every day, more brands enter the market to try to carve out their share of the retail market. Ecommerce is getting more competitive, and the choice of where and what to buy comes down to small variables.

While price is a major factor, the cost of identical items are similar across major retailers and only getting closer. Profitero found that Amazon and Walmart had identical prices across identical products 70% of the time. In their three-month analysis, there was only a 4% gap between Walmart and Amazon prices across identical items—2 percentage points closer than in 2022.²

What sets one product apart from the rest, if not price? What can motivate a shopper to learn more about an item, add to cart, and move forward with a purchase? What else can brands do to gain a competitive edge?



¹ Statista ² Profitero

1 The Impact of Visuals and Color in Ecommerce

Enhanced brand visuals are a difference maker for shoppers. Product imagery is taking on an increasingly important role in the buying process, **with 93% of consumers saying visuals are the key deciding factor in a purchase decision. The absence of high-quality imagery also has an impact—poor product content is the #1 reason why consumers don't make a purchase online, according to Salsify.**³

The influence of product imagery isn't restricted to online spheres. Forrester Research indicates that **60% of all retail sales are influenced by the digital world.**⁴ Consumers in brick-and-mortar stores are constantly checking online retailers for price comparisons, reviews, availability, and more details. Thus having optimized brand visuals becomes important for every shopper, at every stage, in every channel.

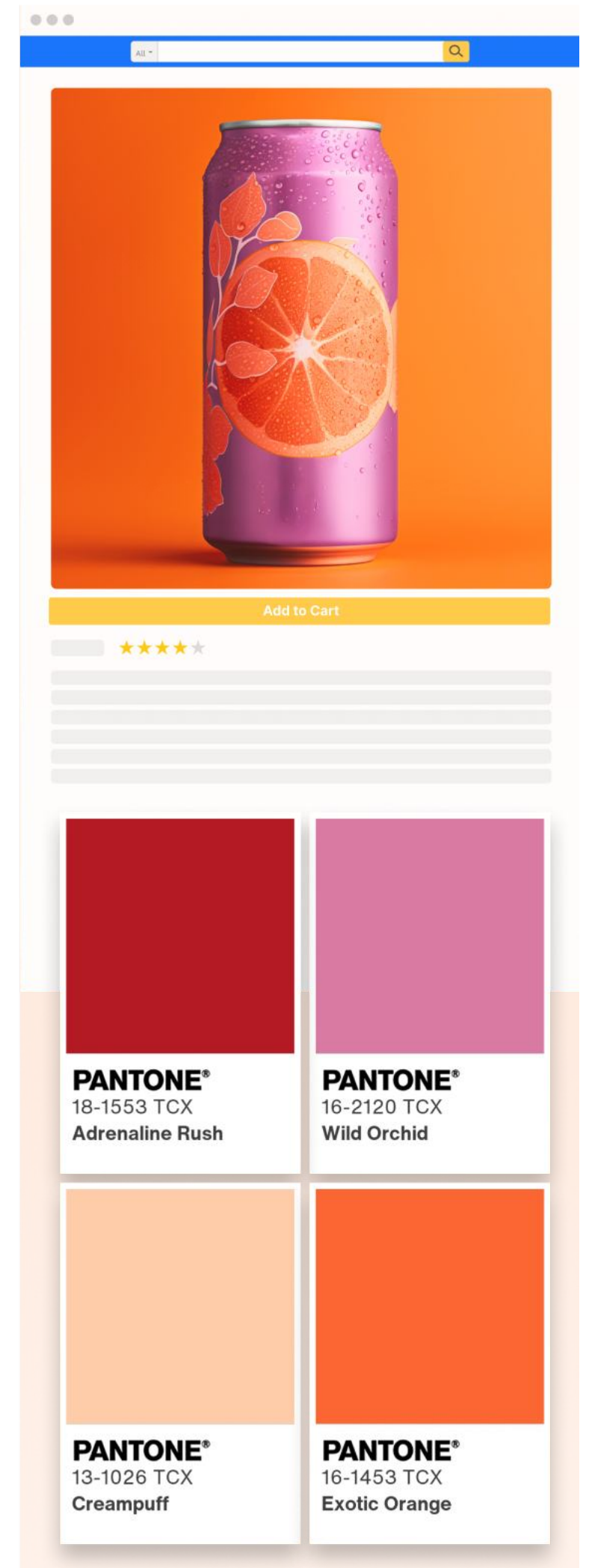
Color plays a prominent role in the impact of brand visuals. In fact, it's one of the most powerful communication tools a brand can use: **It influences up to 90% of an initial impression about a product or service⁵, and ultimately may be responsible for 60% of the acceptance or rejection of a product.**⁶

In addition to attracting attention from shoppers, color can also be used to subtly convey messaging about the product in question. Black, for example, is often correlated with electronics and luxury products, while green has long been associated with sustainable or eco-friendly practices.

With billions of dollars on the line and more competition entering the market every day, brands can't afford to leave any aspect of their product content unoptimized. **Yet as many as 94% of product visuals are not optimized, according to a Vizit analysis.** That means brands are potentially leaving money on the table—and effectively turning away customers—because they aren't using all of the data at their disposal to elevate customer experiences and online performance.

As digital commerce becomes an increasingly important piece of brands' overall revenue streams, the ability to stand out, convert, and win against competitors via visuals is more important than ever before.

³ Salsify ⁴ Multichannel Merchant ⁵ University of Winnipeg ⁶ Skilled (infographic)



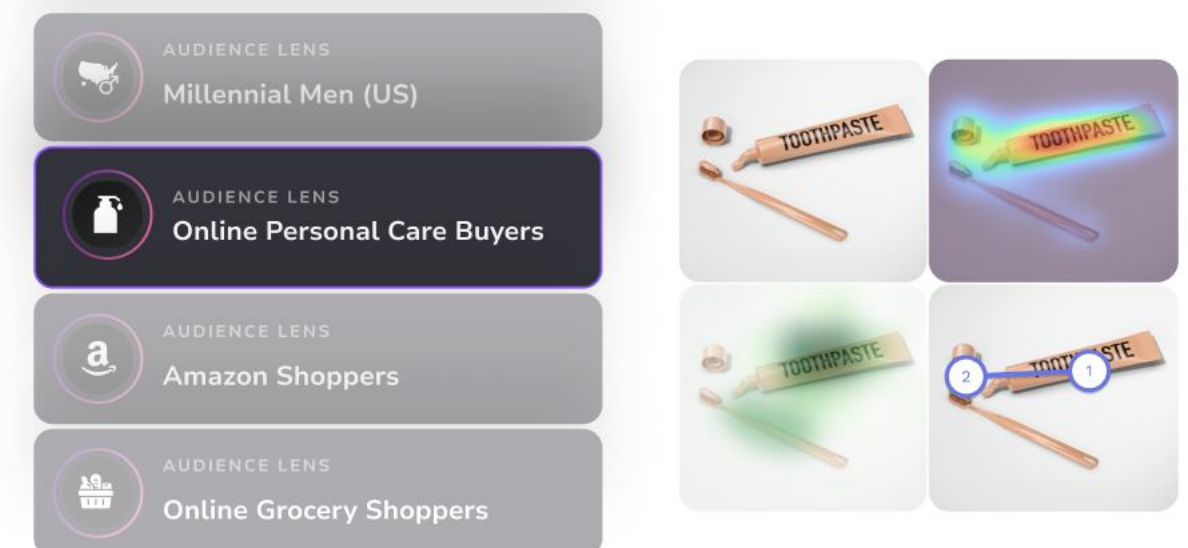
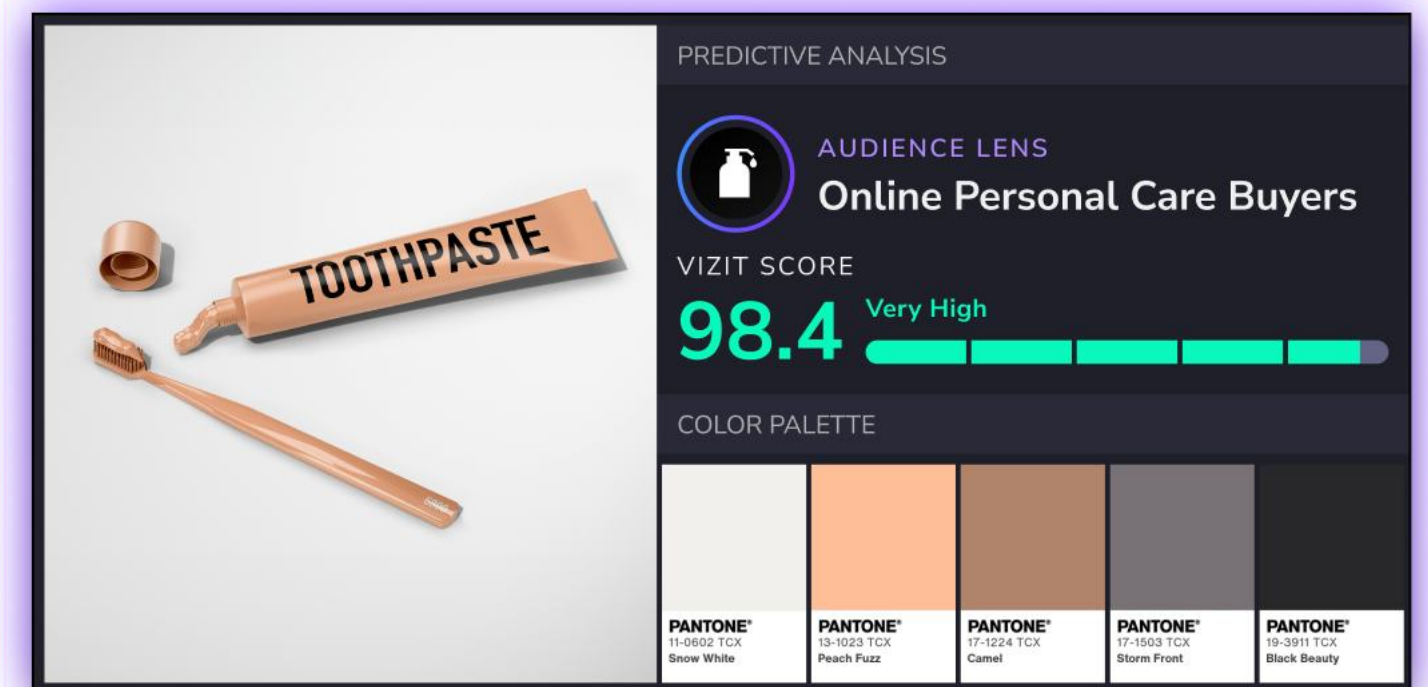
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Uniting Color Intelligence and Artificial Intelligence

Brands and their teams know product visuals and color make a world of difference when it comes to the effectiveness of their content, but it has historically been difficult to quantify their impact. Audiences are both consciously and subconsciously influenced by not just the color of an item, but also by the hues of scenery it's displayed in or the accessories with which it's paired. **These design choices often mean the difference between drawing attention, generating appeal, and driving conversion, or being scrolled over without a second glance.** Until recently, technology capable of measuring this impact did not exist.

Artificial intelligence and color intelligence are changing this, with new technology and capabilities that make it possible to quantify the influence of style and design choices on consumer attention, perception, and behavior. Vizio's Audience Lens™ technology leverages the millions of organic interactions that online consumers have with tens of thousands of images daily to learn from patterns in their behavior and granular elements of visual content to successfully reproduce their preferences in an algorithm. With this learning, the impact of color choices in product content can be captured and measured, providing real-time insight into the effectiveness of new product designs, ecommerce imagery, digital ads, and more.

Through the pairing of this AI technology and Pantone's unparalleled expertise in color and color trends, new data and research into the influence of colors and color palettes in online visuals sheds light onto the specific trends and techniques that empower designers, photographers, and marketers to stand out and sell more online.



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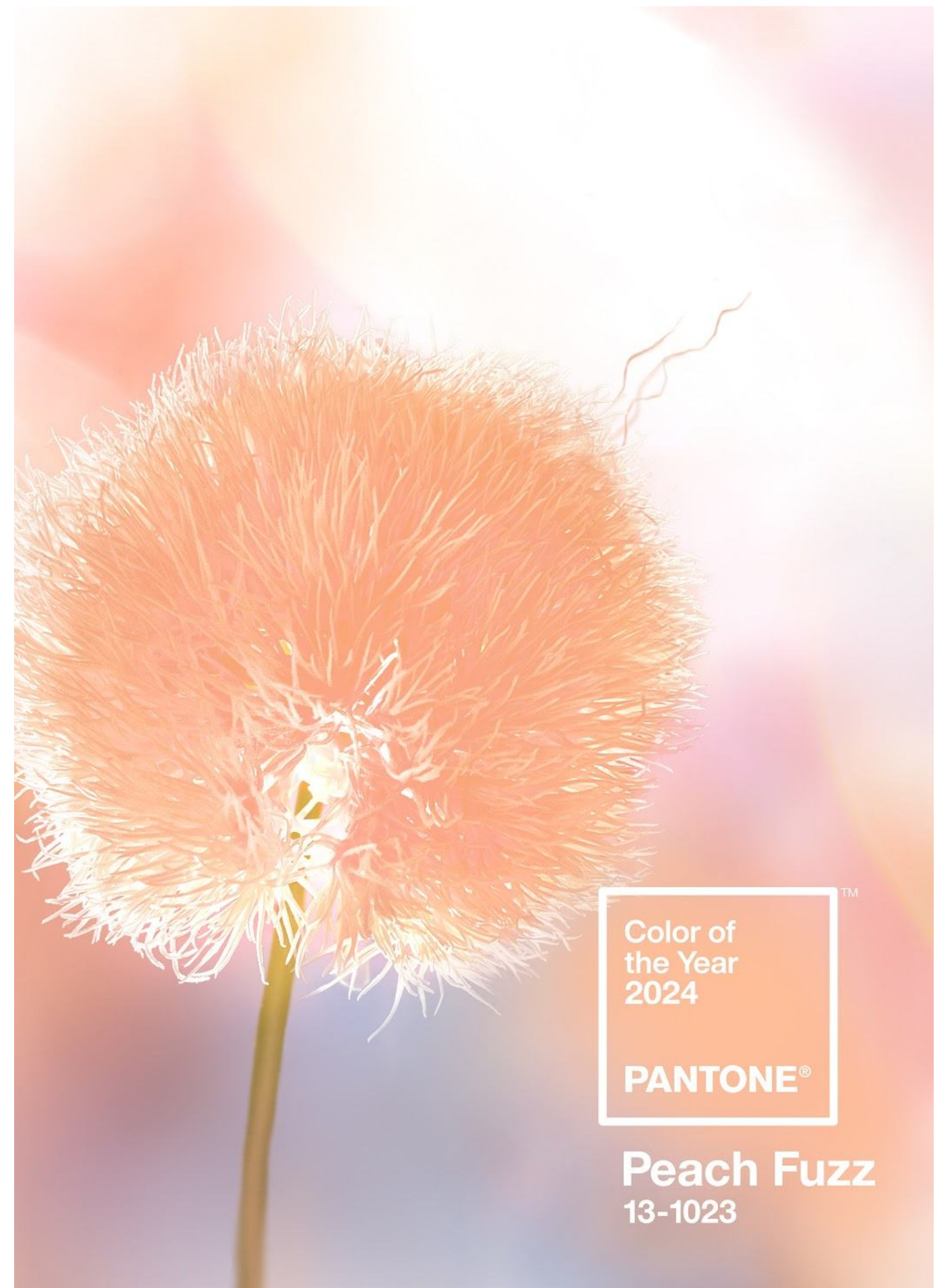
Pantone's 2024 Color of the Year: PANTONE 13-1023 Peach Fuzz

On December 7, 2023, Pantone officially announced PANTONE 13-1023 Peach Fuzz as the 2024 Color of the Year. Selected by a team from the Pantone Color Institute after a year of trend forecasting and research, the Color of the Year selection reflects the current lifestyles, attitudes, and needs of people around the world.

The peach color chosen for 2024 is meant to invoke warmth, comfort, sophistication, and kindness. Pantone noted that the cross between orange and pink allows people to imagine a more peaceful future, communicating a subtle message of tenderness and community in its usage.

“A cozy peach hue softly nestled between pink and orange, PANTONE 13-1023 Peach Fuzz brings belonging, inspires recalibration, and an opportunity for nurturing, conjuring up an air of calm, offering us a space to be, feel, and heal and to flourish from whether spending time with others or taking the time to enjoy a moment by ourselves,” says Leatrice Eiseman, Executive Director, Pantone Color Institute. “Drawing comfort from PANTONE 13-1023 Peach Fuzz, we can find peace from within, impacting our wellbeing. An idea as much as a feeling, PANTONE 13-1023 Peach Fuzz awakens our senses to the comforting presence of tactility and cocooned warmth.”

As an extremely versatile color that can work in a variety of color palettes, PANTONE 13-1023 Peach Fuzz brings both vintage playfulness and a calming softness that makes it ideal for everything from cosmetics and clothing to interior design and packaging.



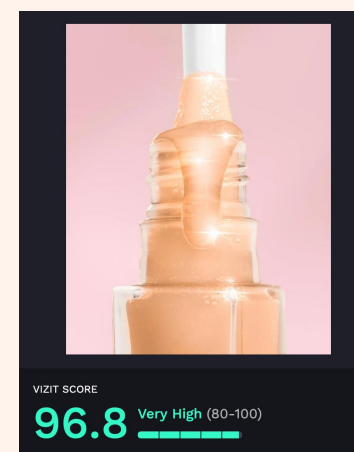
4 The Commercial Impact of Color

To validate the appeal of Pantone's 2024 Color of the Year, VIZIT turned to its visual content effectiveness platform. Using artificial intelligence to simulate the visual preferences of a variety of consumer audiences across product categories, VIZIT analyzed visual content that included the new PANTONE 13-1023 Peach Fuzz color.

In addition to images including the new color, hundreds of products and thousands of images across beauty, cosmetics, beverage, interior design, consumer electronics, and apparel categories on both Amazon and Walmart were analyzed to determine the impact of the newest Pantone Color of the Year on content effectiveness across consumer audiences.

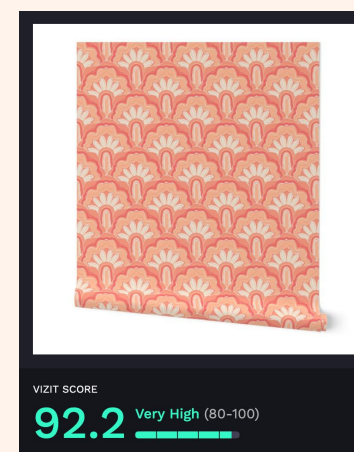
Overall, the analysis revealed that **content that includes the new Pantone color is more effective than 91% of competing visual content** across categories and consumer audiences.

The findings are indicative of the important role color plays in ecommerce—and the potential that exists when brands harness the power of both color intelligence and artificial intelligence. Beyond the physical design of a product or its packaging, there are a variety of ways to start incorporating Pantone's 2024 Color of the Year into digital content to gain an advantage over competitors and better attract and convert online shoppers.



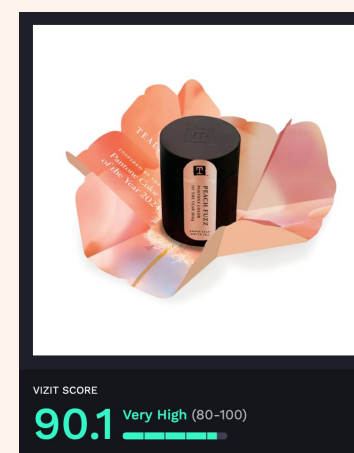
Cosmetics: Shades by Shan Lip Shine

This “Shades by Shan” secondary product image scores a 96.8 with the online cosmetics shopper audience. Driven by the product's color, positioning, and background, this image has a very high likelihood to appeal to online shoppers.



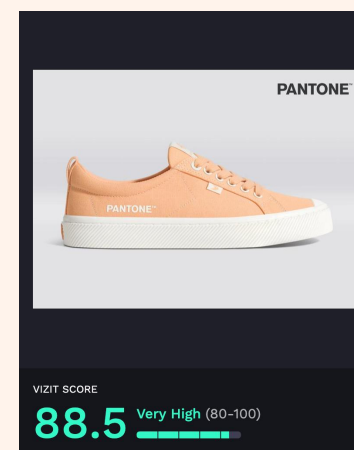
Wallpaper: Spoonflower

Driven by the unique design and usage of the PANTONE 13-1023 Peach Fuzz color, this “Spoonflower” brand wallpaper primary image outscores over 90% of other primary wallpaper imagery analyzed on Amazon.



Beverages: Tealeaves Loose Leaf Tea

The usage of color on the label of this “Tealeaves” product packaging, as well as the placement and styling of the graphic outside of the packaging results in a very high scoring image for online beverage shoppers.



Apparel: Cariuma Shoes

The coloring of the Cariuma brand “Oca Low” sneaker results in a product that stands out and appeals to Millennial Men in the U.S. with a VIZIT Score of 88.5.

⁷ Pantone, "Meet Peach Fuzz 13-1023, the Pantone Color of the Year 2024"

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How to Incorporate Color Into Ecommerce Imagery

When it comes to ecommerce, there are a number of ways to integrate PANTONE 13-1023 Peach Fuzz into imagery. On the product detail page (PDP) level, Pantone's 2024 color of the year can be utilized with both primary or product hero imagery and secondary imagery to drive audience awareness, engagement, and conversion.

Hero or Primary Imagery

Hero imagery is what helps brands and products stand out in search and garner attention and clicks from online consumers. While many hero images must conform to specific retailer or brand guidelines, there are several ways to add color within those guidelines.



Product and Packaging Design and Color

In the scenario that a product hasn't been fully designed and launched yet, incorporating PANTONE 13-1023 Peach Fuzz into both product and packaging design is one way to increase appeal to consumer audiences. This may include the main color of packaging design or an accent color to enhance messaging or branding visibility. In Vizit's analysis of product imagery across categories, the use of Pantone's 2024 Color of the Year significantly increased the likelihood of product hero imagery across categories to appeal to online consumers and capture their attention as they browse available options.



12 PACK **ORIGINAL FLAVOR**



Badging, Banners, and Iconography

Badging can be a clever way to incorporate color into ecommerce primary or product hero images. This includes messaging conveying if a product is new or a limited edition, the quantity of the product, best seller status, or any other distinction. The PANTONE 13-1023 Peach Fuzz color can be used both as a background color on banners, badges, or icons, or as a primary text color. The sizing, placement, and orientation of these elements should also be tested to ensure they maximize appeal and visibility.

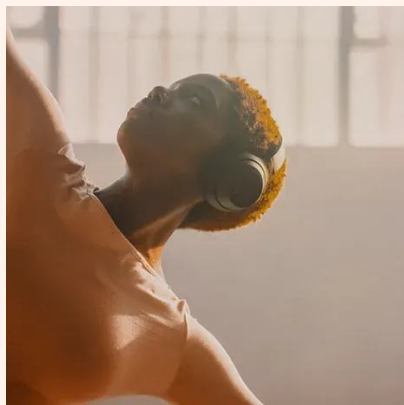
Carousel or Secondary Imagery

Image carousels typically house a wide variety of visuals and design elements and are critical for driving conversion. The following design elements are only a small sampling of how color can be added.



Clothing and Accessories

When depicting human models in visual content, pops of color can be included through clothing and accessories. This color swapping is easy to incorporate and test without affecting the product being featured.

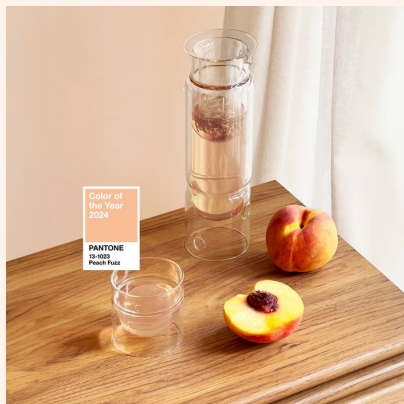


If the product in question is a piece of clothing, accessories like scarves, shoes, hats, or even clothing layers can be generated to provide color while leaving the centerpiece of the visual untouched. Something as simple as a colorful collar on a pet for an animal product, for example, can boost the effectiveness of visual content significantly.

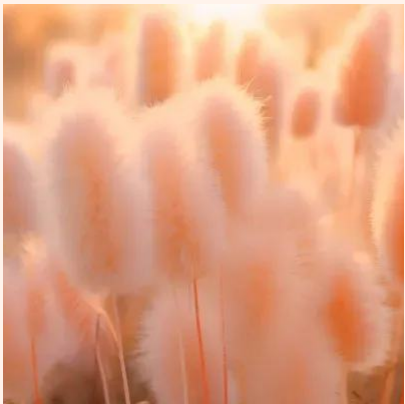


Lifestyle Imagery

Lifestyle imagery, such as visuals of the product in use, is extremely popular and effective in carousels. These images allow the consumer to “see themselves” within the image using the product or service. The composition of these images and the usage of color, objects, scenery, and themes have a massive impact on appeal.



Objects, clothing, accessories, or background artifacts can be colorized to add PANTONE 13-1023 Peach Fuzz to lifestyle imagery. These simple swaps won’t drastically change the image composition, but can have a significant impact on content effectiveness for consumers.



Text, Banners, Badging, and Icons

Colorful text, banners, and iconography can also be applied to carousel visuals to enhance content effectiveness. Imagery – including copy detailing product features or benefits and iconography-led imagery that pairs copy with illustrations, logos, and other types of art – are ideal for this application.

While brand guidelines may dictate the exact font that can be used in product imagery, other variables can be tested and incorporated, including colorful text backgrounds for banners, accent colors used with the main illustration, or the color of any icons or badges.

Scenery, Backgrounds, and Gradients

Scenery, backgrounds, and gradients are another way to incorporate PANTONE 13-1023 Peach Fuzz into visual content quickly and easily. This can include manipulating the backdrop or background color to incorporate a shade of the Peach Fuzz palette, or combining multiple shades of the color to create a gradient background.

This technique can be used to drive more appealing and engaging product images that might otherwise appear plain and fail to attract and convert consumer audiences across categories.

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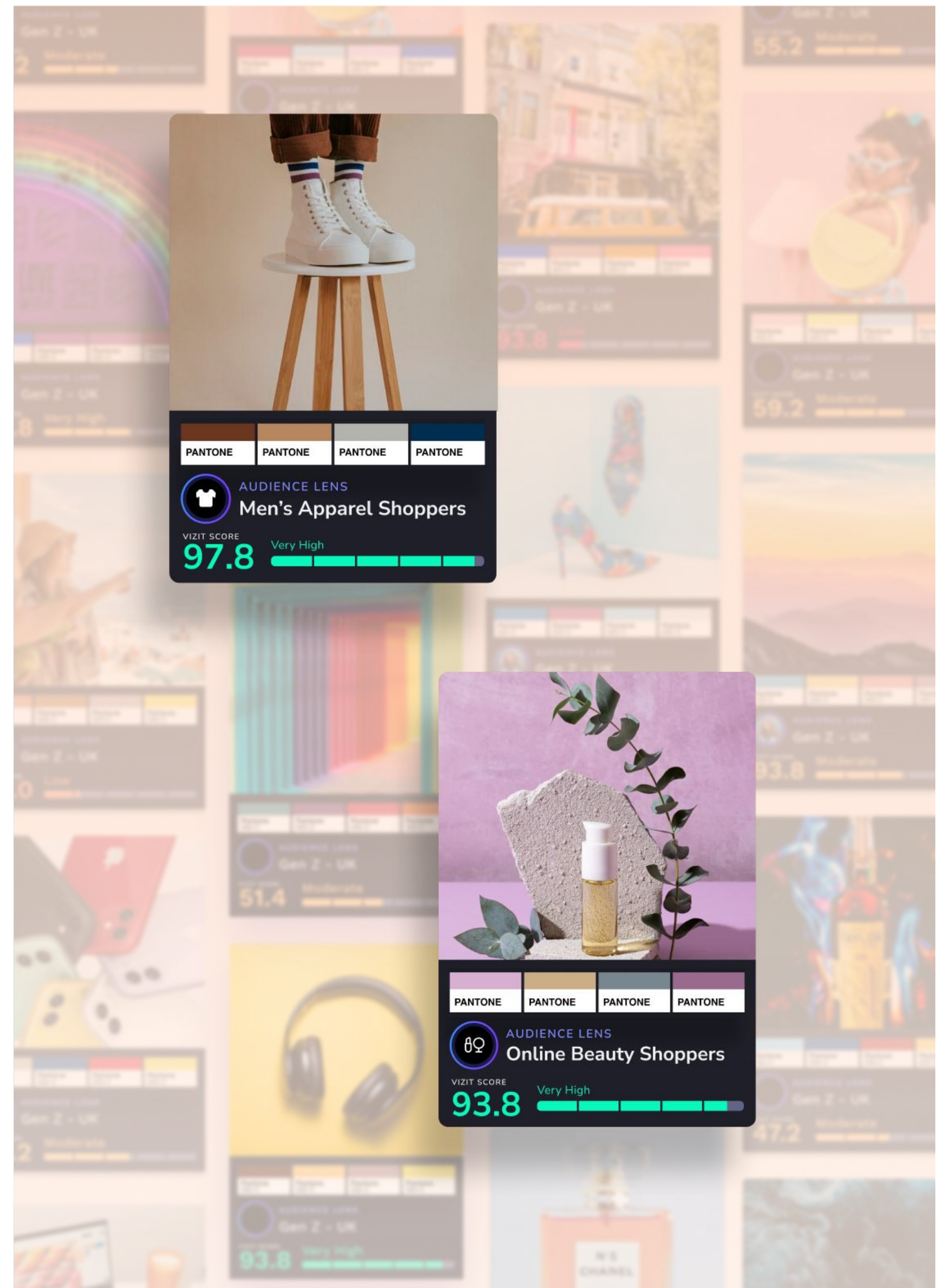
Getting Started with AI-Powered Visual Analytics and Color Intelligence

The union of color intelligence and artificial intelligence has fundamentally changed how creatives, ecommerce teams, brand managers, agencies, marketers, and more approach visual content strategies. **Understanding what makes visual content effective across different target audiences, product categories, and retailers is vital to creating a cohesive and successful online brand experience.**

Color is an integral part of image optimization, and has a significant impact on consumer perception, attention, and behavior. Through the pairing of Vizia's AI technology and Pantone's unparalleled expertise in color and color trends, it's now possible to quantify the influence of color and design choices on content effectiveness and audience appeal.

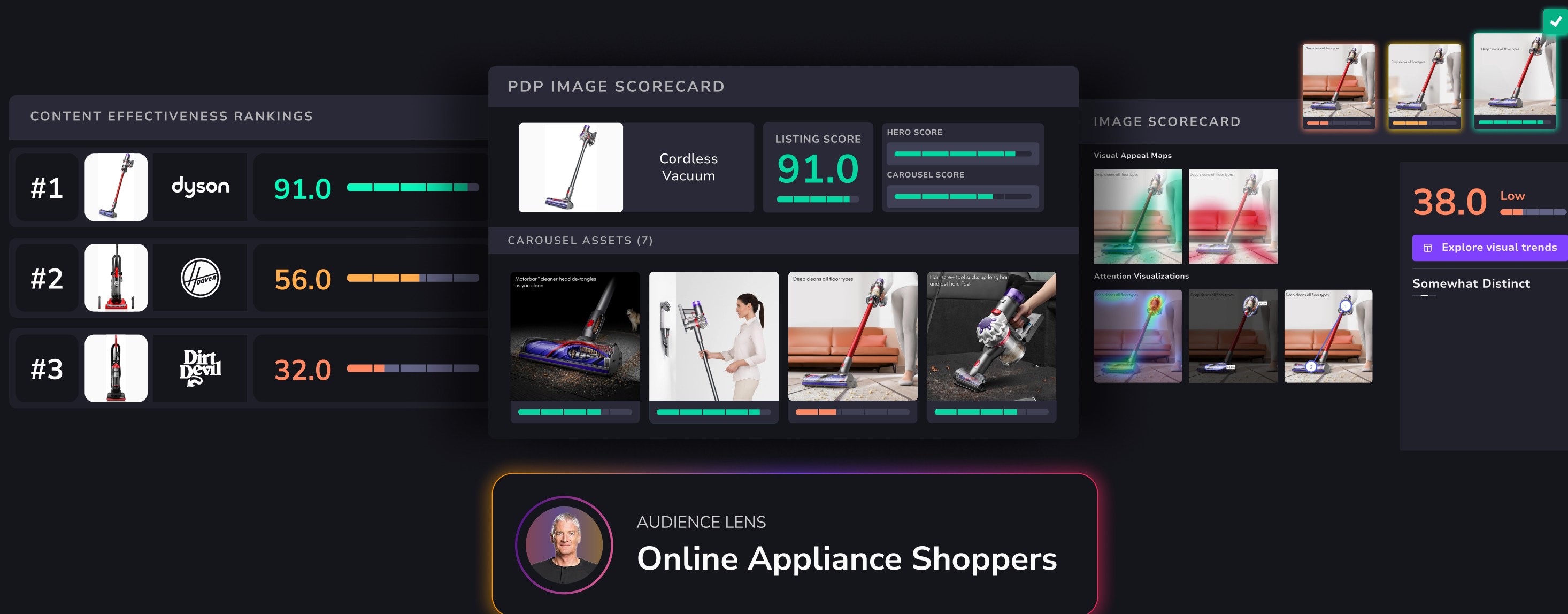
The versatility of PANTONE 13-1023 Peach Fuzz makes it ideal for incorporating into consumer products and digital imagery. From apparel to home design to beauty and beyond, this color brings a warmth and vibrancy to products that audiences enjoy. **Vizia's AI-driven analysis of the PANTONE 13-1023 Peach Fuzz reveals that content that includes the new color is more effective than 91% of competing visual content across categories and consumer audiences.**

With this powerful new source of data, teams can now access the visual perspective of their target audiences with the click of a button—giving them the power to analyze, measure, and optimize visual content for ecommerce success at a speed and scale that was previously unattainable.



Vizit is the content effectiveness 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 Harley-Davidson. 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.



Pantone provides the universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized

color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce certified Pantone values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at pantone.com and connect with Pantone on Instagram, Facebook, Pinterest, and LinkedIn.



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