

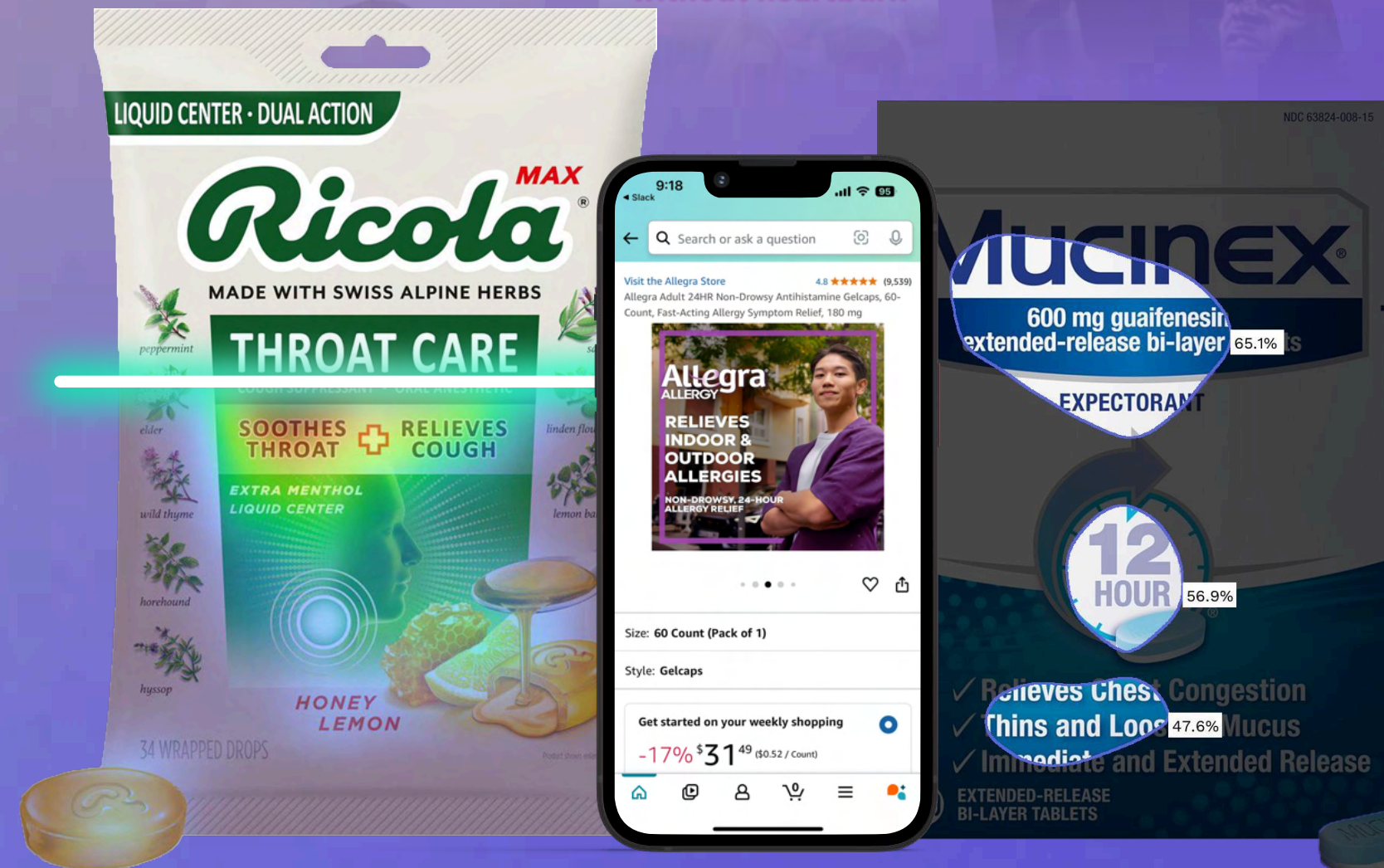
VIZIT

THE #1 AI PLATFORM
FOR DIGITAL COMMERCE

VISUAL INTELLIGENCE REPORT

OTC Edition

An AI-powered analysis reveals the winning visual content, product listings, and visual trends that impact OTC shoppers on Amazon.



Allergy

Antacids

Multivitamins

Cough & Cold

Pain Relief



Visual Intelligence | OTC

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

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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.



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.




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 grab consumers' attention in an increasingly competitive online environment.



70%

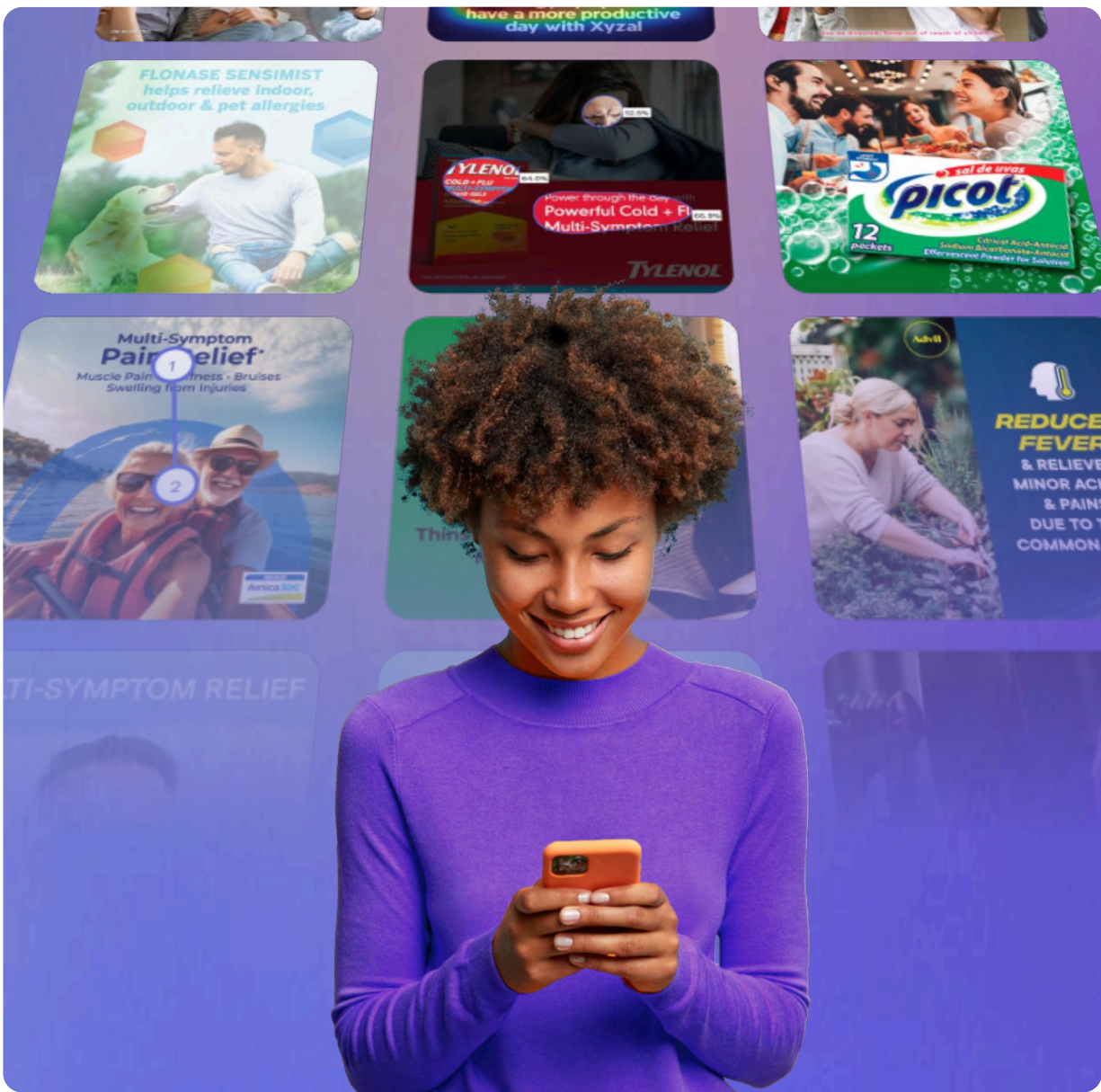
of all retail sales will be digitally influenced by 2027.

About the OTC Visual Intelligence Report:

The OTC Pharmaceuticals market is **expected to reach \$211 billion in 2025, with online sales making up almost one-quarter of that revenue.** As consumers increasingly turn to platforms like Amazon for their healthcare needs, brands and retailers must understand the visual elements that resonate with shoppers.

Based on an AI analysis of thousands of images and hundreds of top-searched products in OTC categories on Amazon, this report identifies the visual content that performs best with OTC shoppers, offering actionable insights for brands looking to optimize their digital presence and accelerate their sales with conversion-driving visual content.

Whether it's crafting a visually engaging hero image, captivating consumers with well-designed carousel content, or aligning with the emerging trends that catch shoppers' eyes, this report reveals the strategies behind top-performing brands and listings to provide a roadmap for enhancing shopper engagement and boosting conversions.



Visual Intelligence

The AI-Driven Approach to Image Measurement

Visual intelligence reports are driven by AI technology that simulates the visual preferences of unique consumer audiences, and provides predictive scoring on the effectiveness of individual imagery, PDP content, and category visual trends.

Audience Lens™

Simulating Online OTC Shoppers' Preferences

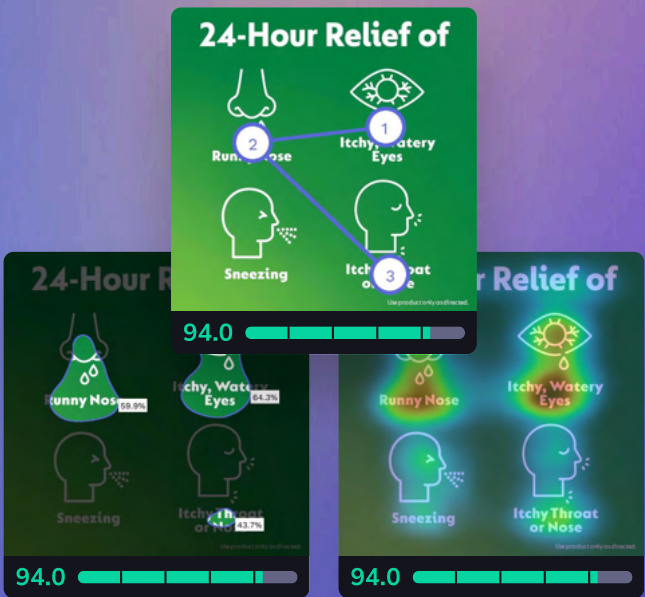
Vizit Audience Lens™ AI technology learns from millions of organic interactions that online consumer audiences have with tens of thousands of images daily to replicate their preferences for visual content.



Vizit Score™

AI-Powered Image Analysis and Insights

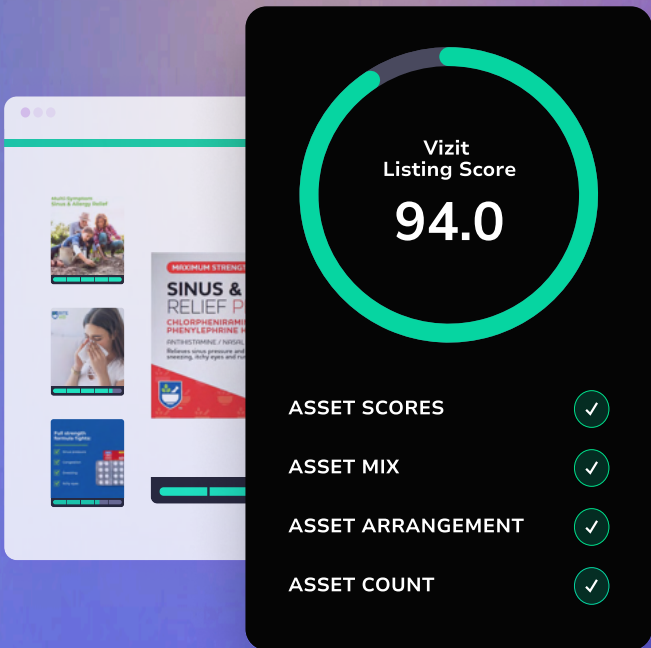
Predictive image scores are driven by an analysis of thousands of unique variables that impact attention and appeal in every image, as well as competitive imagery in a selected category to quantify the effectiveness of the image for the intended audience.



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.



Don't see your images or listings in this report?

Submit your PDP to Vizit for analysis today

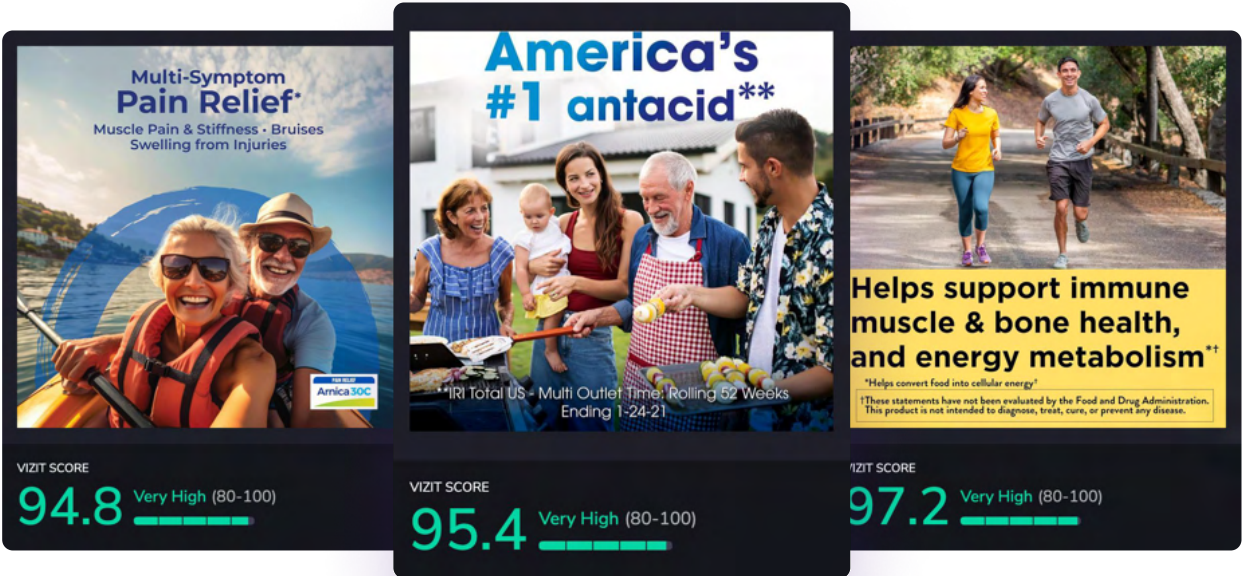
Secondary Visual Trends Across OTC on Amazon

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

Visual Trend

Active and Social Lifestyle Settings

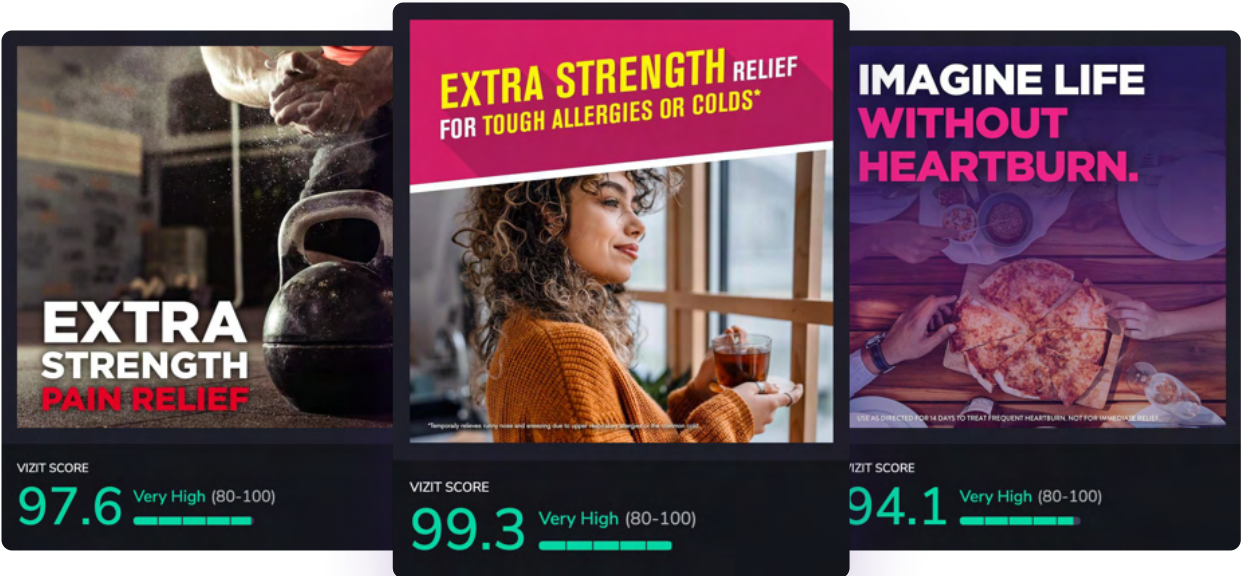
Images that depict real-life scenarios with diverse human models engaging in a variety of activities are highly appealing to online OTC shoppers. Outdoor and home settings with natural lighting, as well as fitness, food, and social gathering themes are appealing to OTC shoppers.



Visual Trend

Bold, Contrasting Text for Readability

Secondary images that include large, sans serif fonts in high-contrast white or yellow against dark backgrounds are highly effective for online OTC shoppers. Key claims positioned on the left or top-center ensure visibility, while minimal CTA elements are effective at capturing attention and driving appeal.



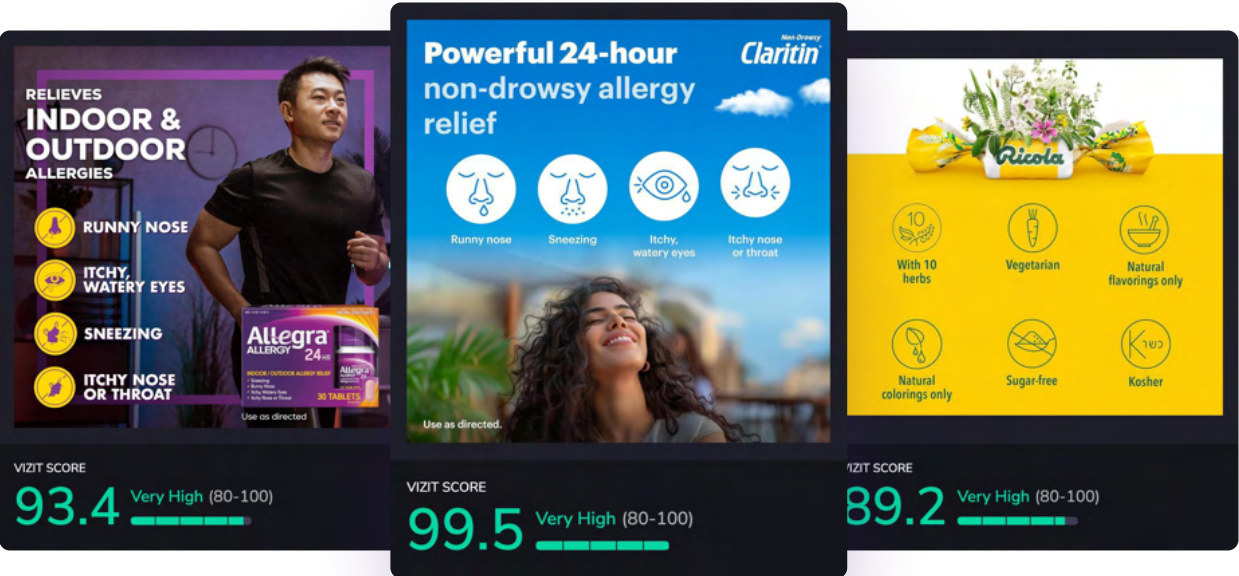
Secondary Visual Trends Across OTC on Amazon

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

Visual Trend

Use of Iconography for Quick Information Processing

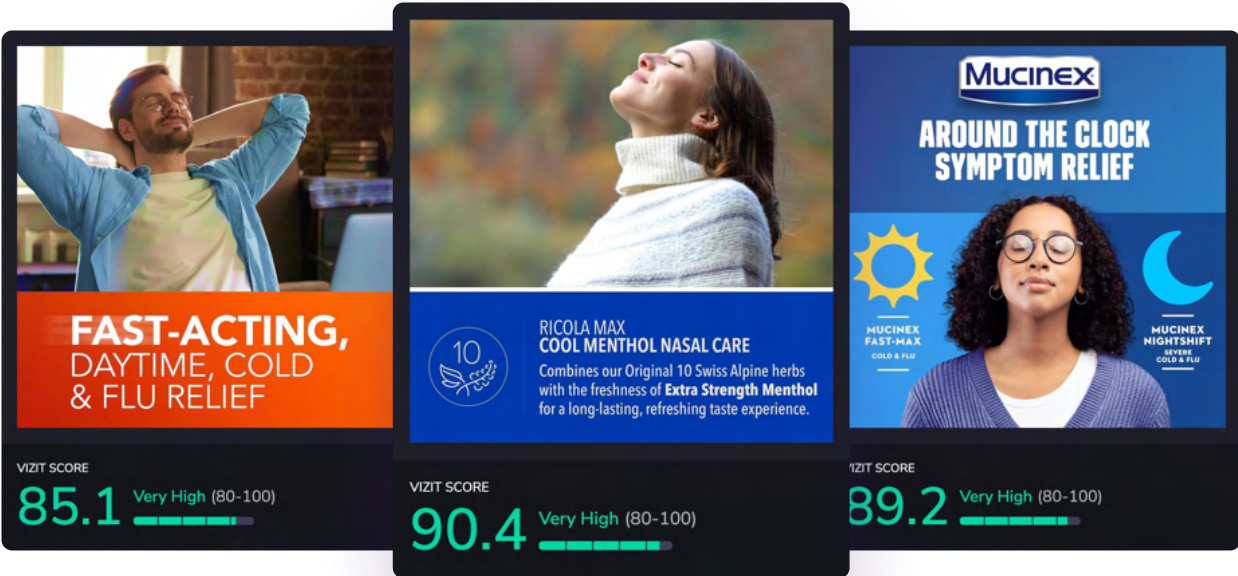
Secondary OTC imagery including circular icons with minimal text and concise, benefit-focused information are highly appealing to online shoppers. Positioning these icons on the left or center of the content for instant scanning is effective for online OTC shoppers.



Visual Trend

Clear Depictions of Symptom Relief

Clear and relatable depictions of symptom relief featuring human-centric imagery that conveys comfort and recovery appeals to OTC shoppers. These visuals often use bold, concise text that emphasizes key benefits like "fast-acting" or "around-the-clock relief," paired with simple design elements for clarity. The approach combines emotional resonance with practical messaging to effectively showcase the product's value.



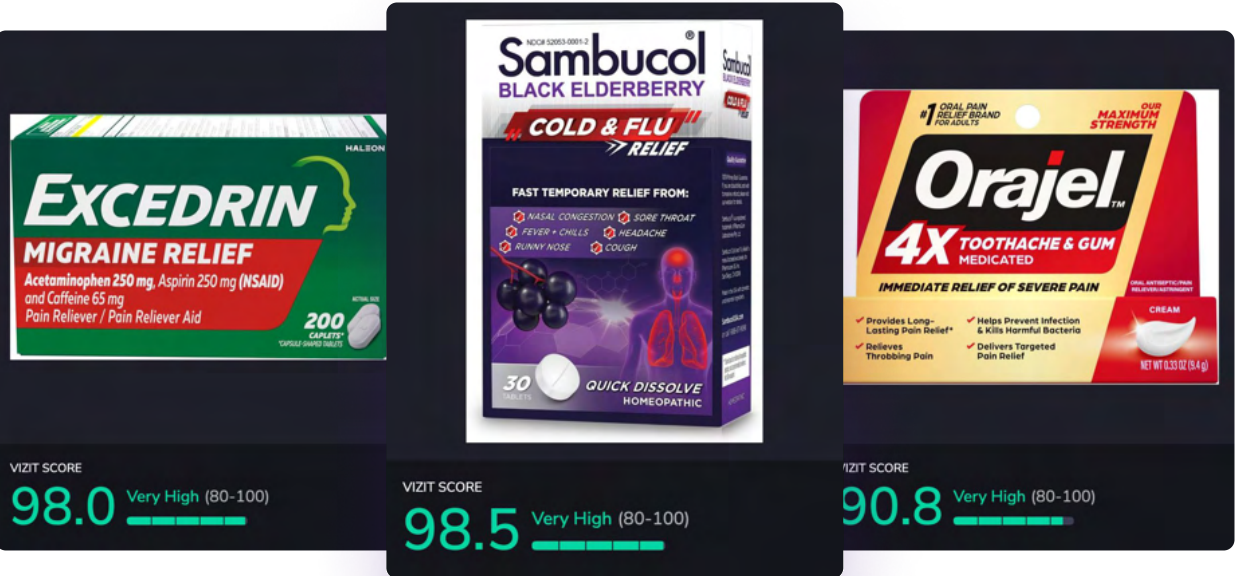
Primary Visual Trends Across OTC on Amazon

An analysis of hundreds of products and thousands of images revealed the most impactful visual trends across hero images in OTC categories on Amazon.

Visual Trend

Red Banners and Backdrops to Highlight Benefits

The bold use of red creates urgency and draws attention to key messaging, such as "fast relief" or "4X strength." Paired with clean typography and vibrant product visuals, this approach ensures that the benefits are immediately clear and visually prominent



Visual Trend

Vivid Color Contrast

Within primary or product hero imagery, bright and contrasting colors help products stand out while reinforcing brand identity. Color consistency across product lines helps consumers quickly identify the product family.



Winning Carousel Images | OTC

Top Secondary Images in OTC

These carousel images have the highest individual Vizit Scores™ in each category, and are the most appealing to online **OTC shoppers**. Carousels with higher scoring images will be more effective at converting shoppers.

Antacid Category



Allergy Category



Cold Medicine




Multivitamin



Pain Relief





Don't see your content in this analysis?

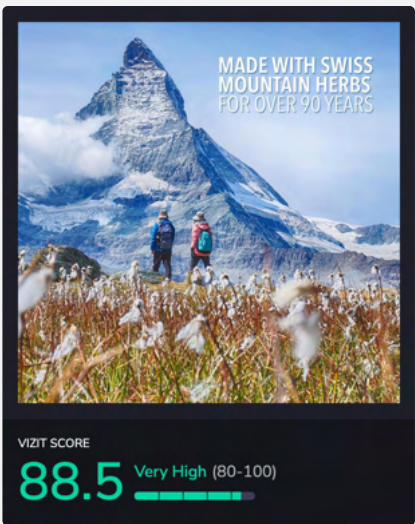
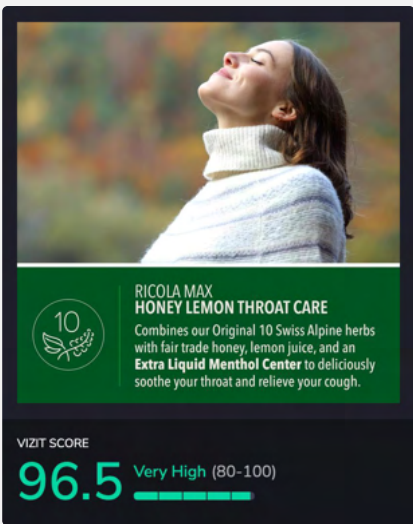
Submit your listing for analysis

Top Listing | OTC

PDP Spotlight | Ricola Cough Drops

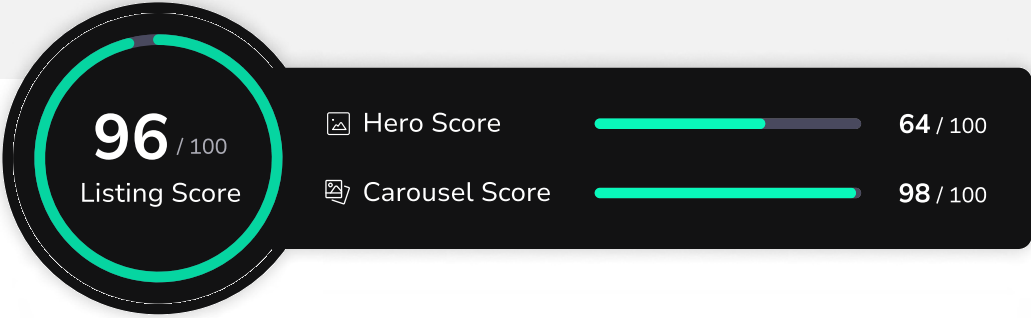
This Ricola cough drop listing capitalizes on many key category visual trends, and is advantaged in attracting and converting **OTC shoppers**. See a full breakdown of the listing content below.

Top Listing | OTC



What makes this listing a winner?

This listing outshines other PDPs in the cough drop category with a high-scoring product hero image and very high-scoring carousel content. The hero image pack design and branding resonates with online shoppers, while the carousel features engaging images that capitalize on trends like depictions of symptom relief and engaging outdoor scenery.



Ricola Max Honey Lemon Throat Care Large Bag | Cough Suppressant Drops | Dual Action Liquid Center | Soothing Long-Lasting Relief - 34 Count (Pack of 1) 34 Throat Care

[view listing](#)

✓ **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 7

Improve the Vizit score of the other 2 scored assets to optimize this listing.

How can this listing improve?

While this listing has a high volume of diverse content, Ricola has room to improve by adjusting carousel image sequence and increasing the scores of some of the individual carousel images. There is also potential to optimize the hero image by adjusting the placement and positioning of the out-of-pack element on the lower left side.

Allergy Category

PDP Face Off

Allegra's superior Listing Score of 97.9 easily outperformed XYZAL's 72.6. Strengthened by a strong primary visual, deeper secondary images, and attractive branding, Allegra made itself more appealing to online OTC buyers shopping on Amazon.

Allegra®

 Overall Winner  +25.3

VS

XYZAL®

LISTING SCORE

97.9

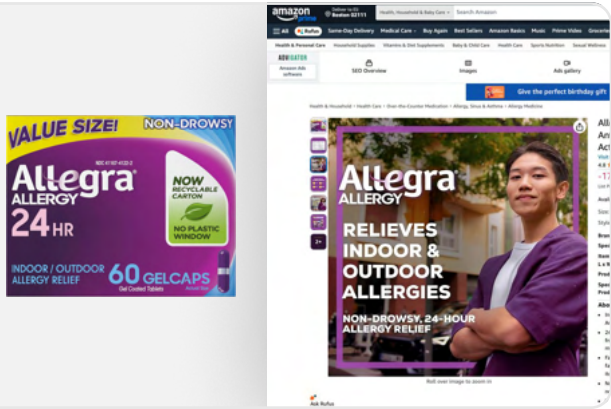
HERO SCORE

95.8

ALLEGRA 

CAROUSEL SCORE

89.5



LISTING SCORE

72.6

HERO SCORE

73.7

CAROUSEL SCORE

30.5

XYZAL 

Hero Image Comparison

Allegra's hero image scores a very high 95.8 due to its clear branding, highlighted benefits like "Non-Drowsy," and eco-friendly messaging, paired with vibrant colors and product visibility.



Hero Image Comparison

With a hero score of 73.7, XYZAL takes advantage of clear branding, contrasting bold colors, and plenty of messaging surrounding benefits and product value.

Carousel Image Comparison

The carousel scores 89.5, driven by strong visuals with clear branding, concise messaging, and relatable lifestyle imagery. However, text-heavy visuals with excessive iconography underperform. Refining layout and enhancing clarity could further boost performance.



Carousel Image Comparison

XYZAL's carousel includes a few high-performing visuals, but most assets earn moderate to low VIZIT Scores due to overcrowded, text-heavy frames and limited impactful lifestyle imagery. These underperforming visuals, unoptimized image arrangement, and imbalanced content mix result in a low overall carousel score of 30.5.



Cold Category

SKU Rescue

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

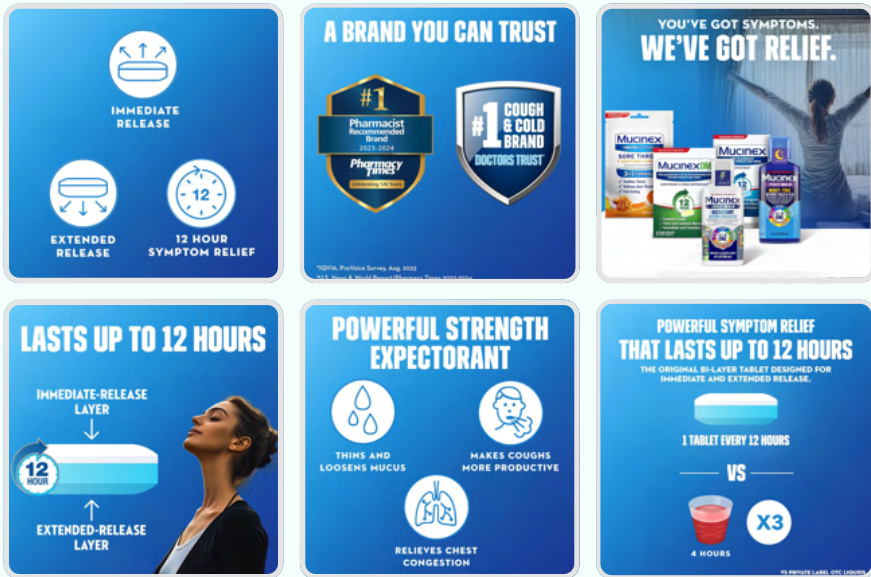
Before

LISTING SCORE	49.0	ASSET SCORES	⚠
HERO SCORE	31.6	ASSET ORDER	⚠
		ASSET MIX	⚠
CAROUSEL SCORE	68.4	ASSET COUNT	✓



After

LISTING SCORE	48.4	97.4	ASSET SCORES	✓
HERO SCORE	40.3	71.9	ASSET ORDER	✓
			ASSET MIX	⚠
CAROUSEL SCORE	31.6	100.0	ASSET COUNT	✓



SKU Breakdown

The original Mucinex listing had a weak listing score of 49.0, with a hero score of 31.6 indicating low visibility and differentiation. The carousel score of 68.4 showed room for improvement in communicating benefits. Issues included poor asset sequencing, low-performing visuals, and a weak asset mix, limiting conversion potential. While the asset count was sufficient, the images lacked clarity and appeal to drive purchase decisions.

Optimization Overview

Mucinex’s visual content was significantly enhanced using AI-driven optimization. The listing score rose to 97.4, with a hero score of 71.9 boosting visibility and differentiation. The carousel score jumped to 100.0, leveraging structured asset order, clear messaging, and lifestyle imagery to better communicate benefits. While asset mix could still improve, the updated SKU now features highly optimized visuals designed to maximize sales.

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.

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.



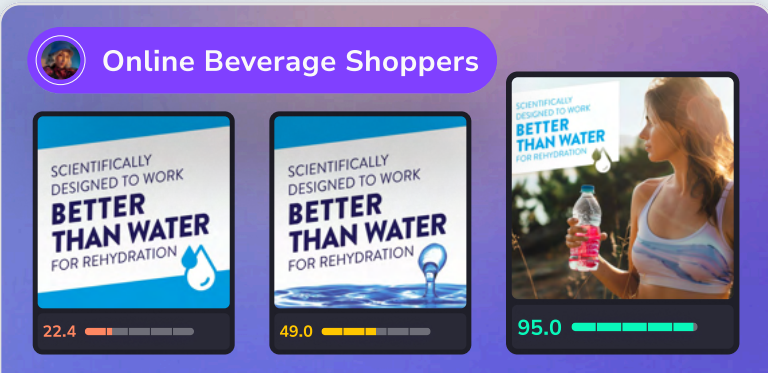
Increase conversion up to **45%** or more



Grow online sales up to **30%** or more

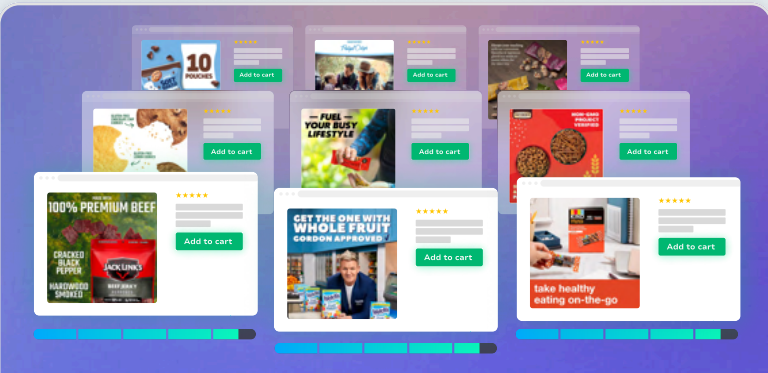


Boost traffic up to **25%** or more



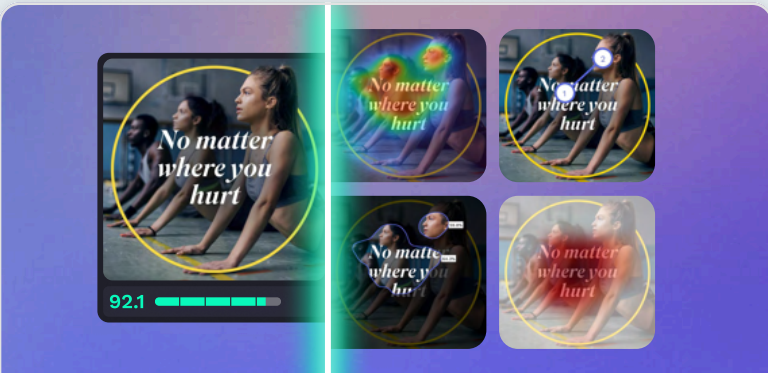
Objective Image Analysis

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



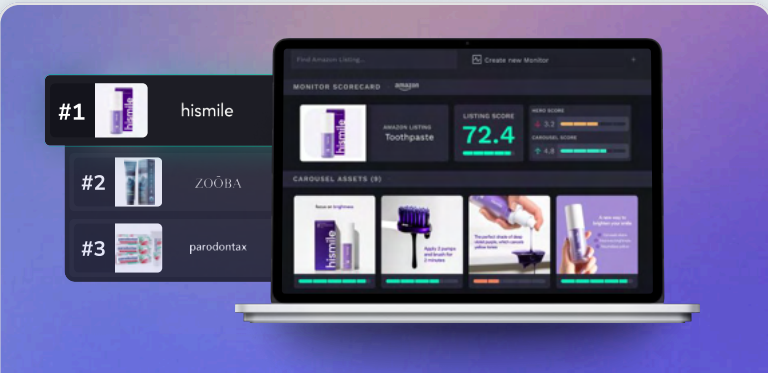
Visual Content Measurement at Scale

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.



THE VISUAL INTELLIGENCE
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

