

VIZIT

Image Optimization Workshop: Back to School

Projects

Benchmarks

Audiences

Monitoring

Back to Back to School - Backpac...

hawlander-original-carousel-4.jpg

How Vizit works

AUDIENCE LENS

Parents w/ Kids under 12

BENCHMARK

Kids's Backpacks Carousel ...

IMAGE MAP

Browse All

Attention insights show how consumers view specific contents of this image.

Choose the Best Size for Your Kids

Visual 12 inch High

Visual 15 inch High

Visual 17 inch High

12 inch High

15 inch High

17 inch High

Visual 12 inch High

Visual 15 inch High

Visual 17 inch High

12 inch High

15 inch High

17 inch High

Visual 12 inch High

Visual 15 inch High

Visual 17 inch High

12 inch High

15 inch High

17 inch High

Attention Map

Attention-grabbing aspects of this image at first glance

Focal Points

Probability that a person will look at specific regions of this image

Gaze Sequence

The sequence in which a person will view the contents of this image

Audience Insights

Audience insights show aspects of this image that your selected audience is likely to find most and least visually engaging.

Choose the Best Size for Your Kids

Visual 12 inch High

Visual 15 inch High

Visual 17 inch High

12 inch High

15 inch High

17 inch High

Visual 12 inch High

Visual 15 inch High

Visual 17 inch High

12 inch High

15 inch High

17 inch High

Visual 12 inch High

Visual 15 inch High

Visual 17 inch High

12 inch High

15 inch High

17 inch High

Image Details

Predictive Analysis

VIZIT SCORE

63.3 High

The likelihood that 2 Parents w/ Kids under 12 will be visually engaged by this image is greater than 63.3% of images in Kids's Backpacks Carousel Imagery (2023 Best Sellers)

Explore benchmark visual trends

Predicted Visual Engagement of 286 Images in Kids's Backpacks Carousel Imagery (2023 Best Sellers) to Parents w/ Kids under 12

hawlander-original-carousel-4.jpg

63.3

Number of Images

Very Low

Very High

Less detail

How to use a Vizit Score

Image Maps

Color Palette

Metadata

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VIZIT

1

Imagery is central to online purchasing decisions

88%

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

95%

of consumers that click into a carousel **will view every image**

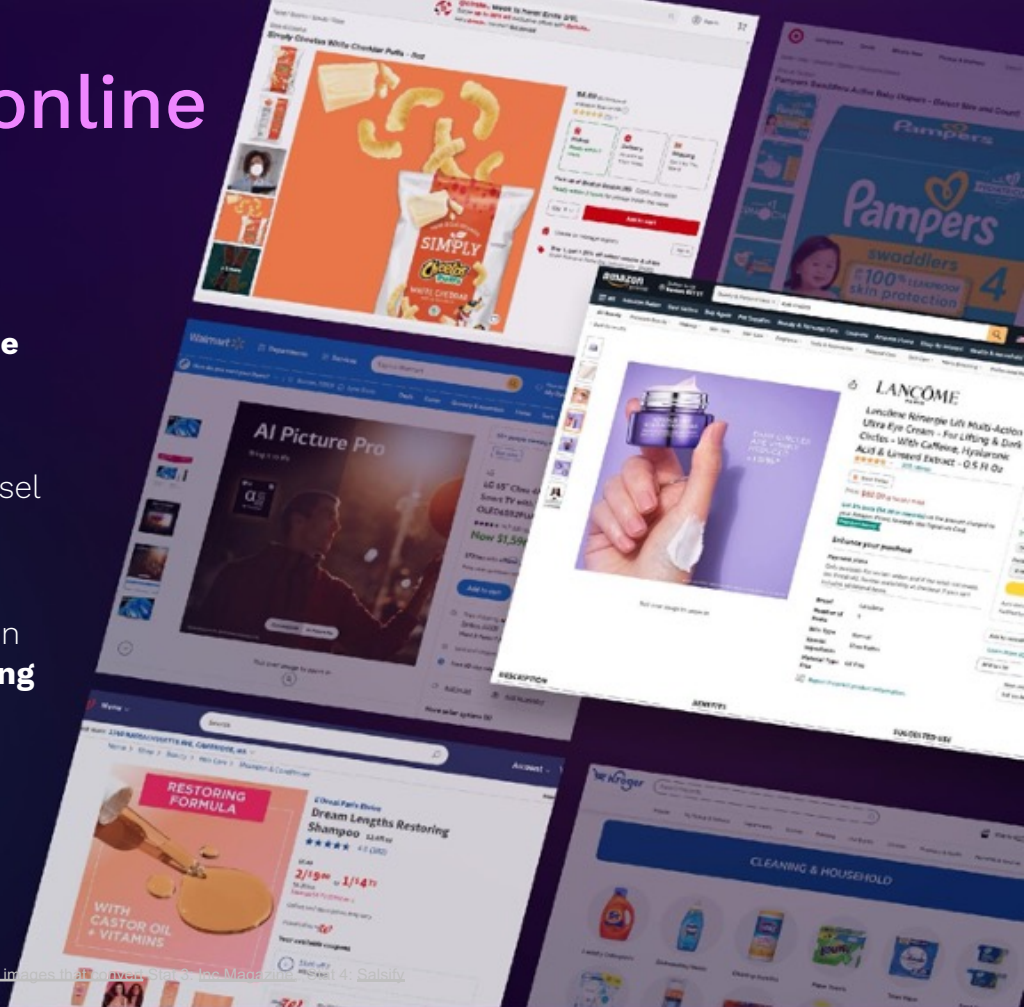
95%

of purchasing decisions happen when the **subconscious brain is processing visual information**

#1

Bad product content is the **#1 reason that consumers don't convert online.**

Stat 1: [Imagify: 12 Best Practices for Your Product Images](#), Stat 2: [Onespace: A brands guide to creating product images that convert](#), Stat 3: [Jocelyn: 100+ Marketing Statistics](#), Stat 4: [Salsify](#)

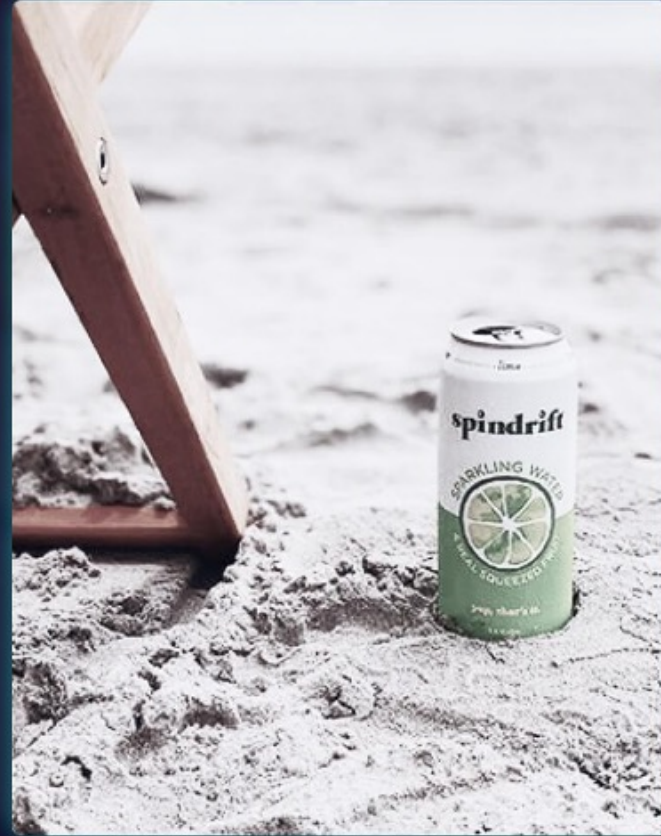


Consumers **won't purchase** your product if **images are unappealing**.

60%

of retail sales are
influenced by digital

FORRESTER



You have **less than 2 seconds** to grab consumers' attention.

Our brains process **images 60,000x faster** than words.



Yet..

94% of digital images are not optimized

for the best sales results &
shopper experience.

Based on Vizit's AI analysis of 2.5M+ ecommerce images in 2023

We're spending precious dollars on good traffic who may never be compelled when they see our products

Resulting In



Countless missed sales opportunities



Inefficient advertising spending



Immense content waste on unsuccessful promotions



New opportunities for emerging competitors

Traditional methods don't provide the **analytics needed to make data-driven design decisions**.



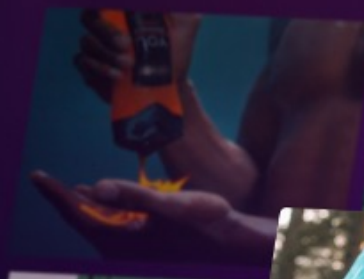
Surveys and focus groups are *too expensive* and *time consuming* to scale.



No ability to predictively measure visual content effectiveness.



No ability to predictively measure visual content effectiveness.



AI is already changing the way we ideate, edit, and create.



Generative fills to alter imagery on the fly and increase editing efficiency.



AI-generated imagery to fuel inspiration and new content development.

Vizit makes it easy to **create & optimize content** for any audience.

Get a lens on **every segment** of your consumer base

Score and rank **every piece of content** you use

Make quick changes to drive better performance **every day**



AUDIENCE LENS
U.S. Women 18-24



AUDIENCE LENS
U.S. Women 18-24



AUDIENCE LENS
U.S. Women 18-24



AUDIENCE LENS
Coffee Drinkers



AUDIENCE LENS
Coffee Drinkers



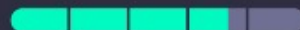
AUDIENCE LENS
Coffee Drinkers



AUDIENCE LENS
Amazon Shoppers



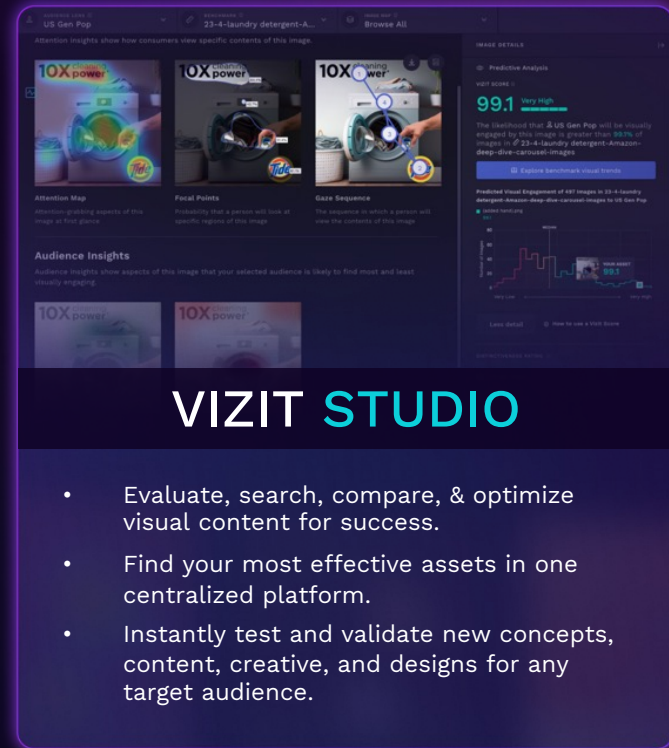
AUDIENCE LENS
Amazon Shoppers



AUDIENCE LENS
Amazon Shoppers



The Vizit Platform

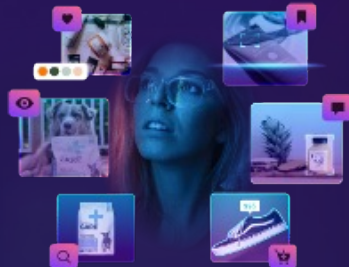


An AI-based approach to measuring visual preferences



1 Audience Data

Vizit collects data on your target audience.



2 AI Analysis

Vizit analyzes aspects of content your audience is exposed to online, and their behavior patterns.



3 Image Scoring

Vizit scores and compares new content for predicted effectiveness with your audience.



4 Optimization

Use Vizit Scores and visual insights to select and create the most effective images possible for your audience.

Higher scoring images on Vizit improve sales, conversion, and consumer engagement



+54% Sales



+71% Page Views

MOEN



+25% Conversion



+10% Sales

MARS



+30% Conversion



+30% Efficiency

VIZIT

See where your listings rank.
Schedule a complimentary
PDP Content Effectiveness
Insights Report at

vizit.com/demo

