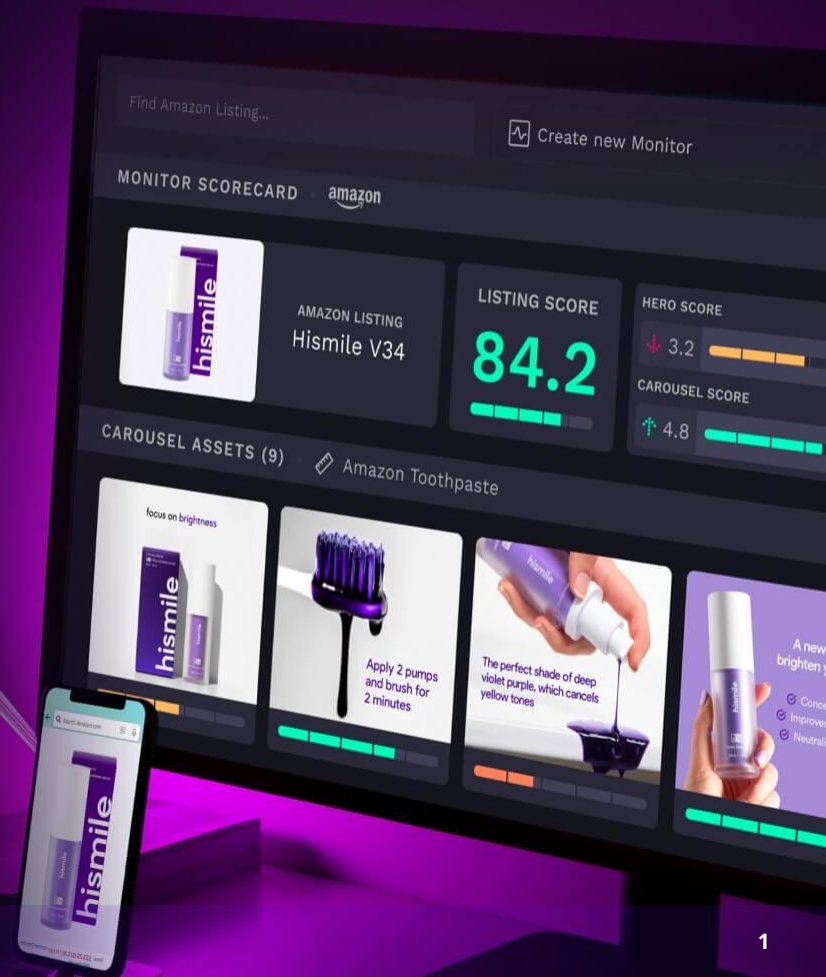


# Driving Amazon Growth with AI-powered Content Effectiveness Monitoring





Vizit patented the only AI technology platform in the world that **accurately measures visual content for sales effectiveness.**



### Real-time image testing

Predict image & design effectiveness instantly.



### Visual Benchmarking

Compare your imagery to the competition and see where you rank



### Category Monitoring

Track image effectiveness across categories and retailers.



### Continuous AI Learning

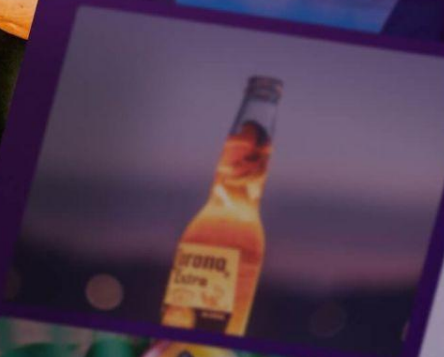
The world's largest visual performance database gets smarter over time

# Consumers are immersed in imagery

How much time do you spend viewing  
images and videos online each day?



Source: Path to  
Purchase Institute



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

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





# 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**

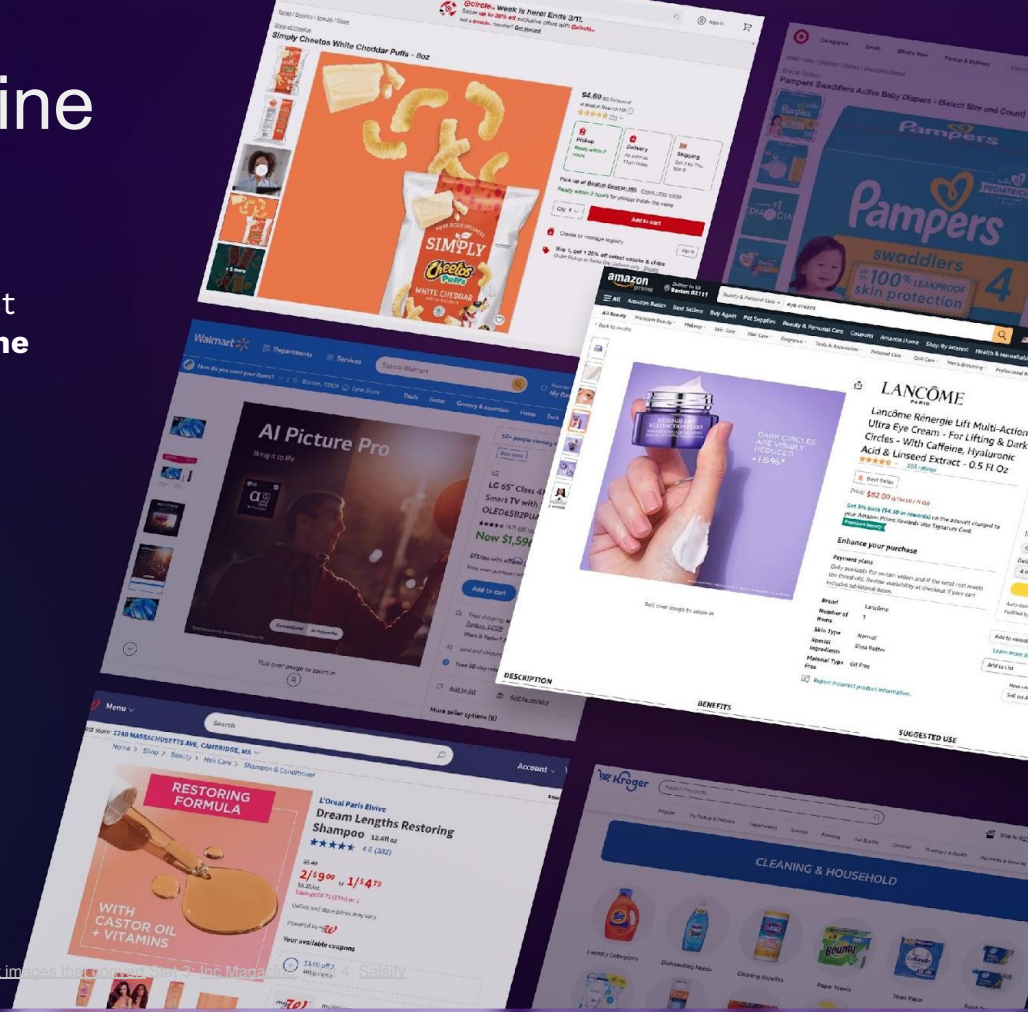
95%

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

#1

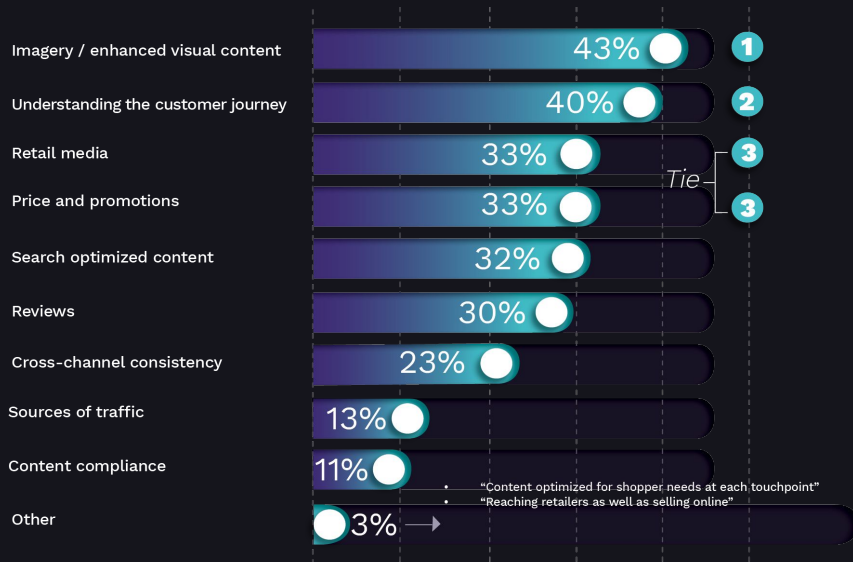
Bad product content is the **#1 reason that consumers don't convert online.**

Stat 1: [Imagify: 12 Best Practices for Your Product Images](#), Stat 2: [Onespace: A brands guide to creating product images that convert](#), Stat 3: [For. Me](#), Stat 4: [Salsify](#)

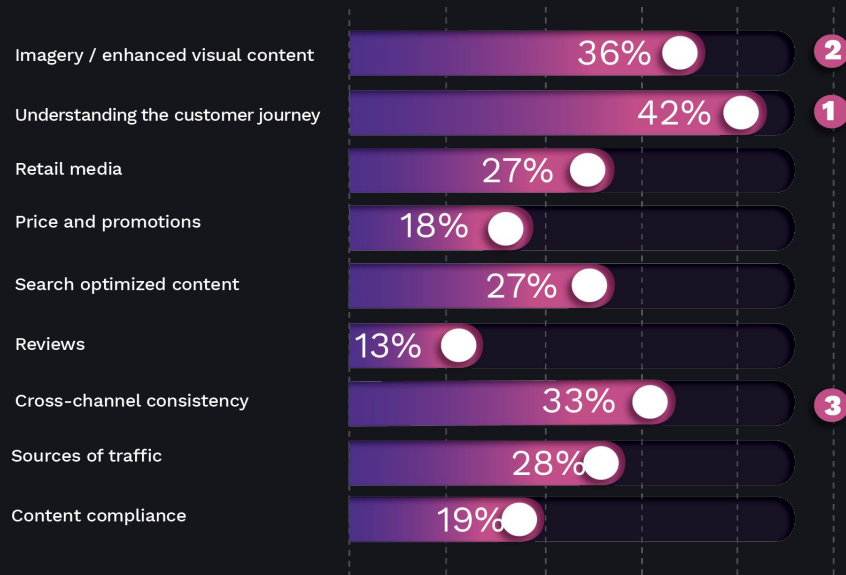


# Both brands and retailers see imagery/enhanced visual content as the primary area of opportunity but is difficult to measure

## Biggest opportunity for optimization

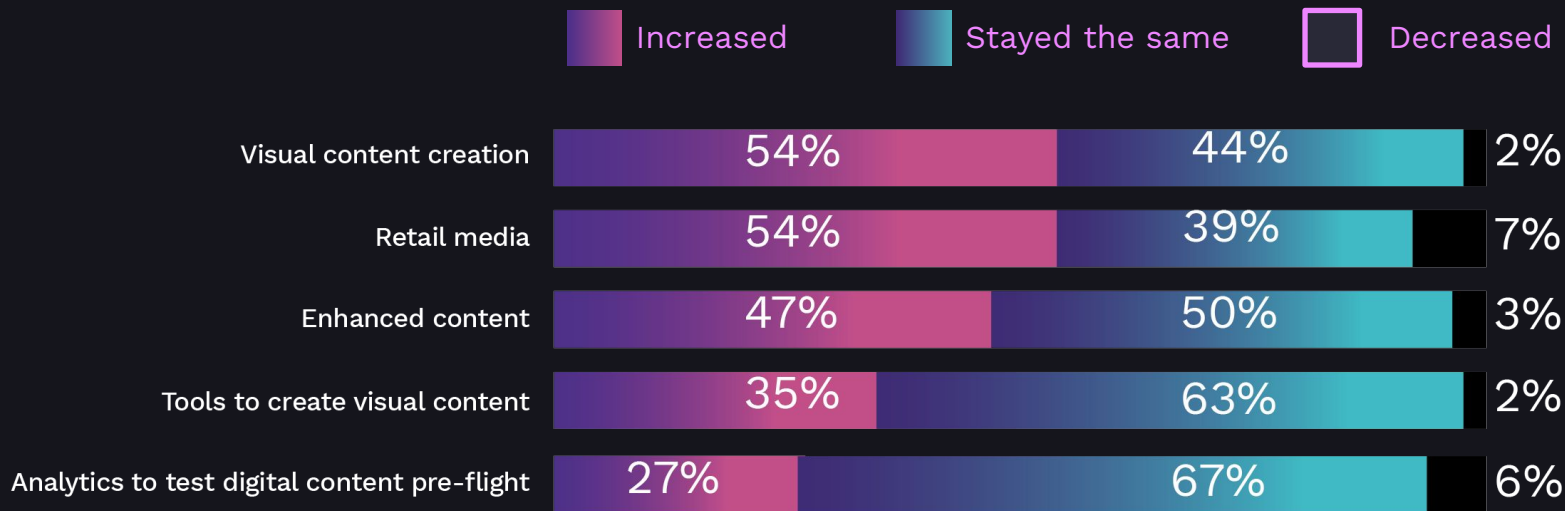


## Most Difficult to Measure

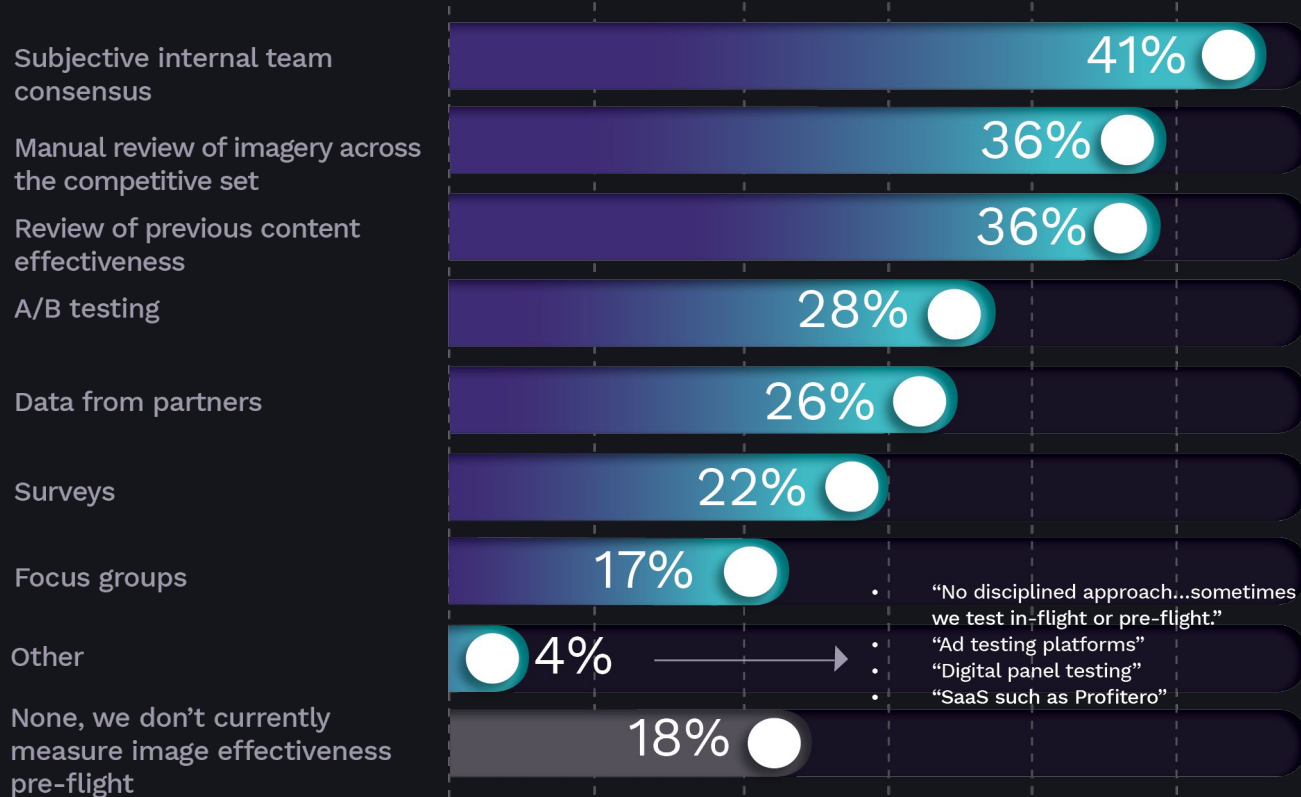


# Brands and Retailers are investing more in visual content creation and retail media, but aren't investing as heavily in tools or analytics to make that spend more impactful

How has your organization's investment in these areas changed for the coming year?

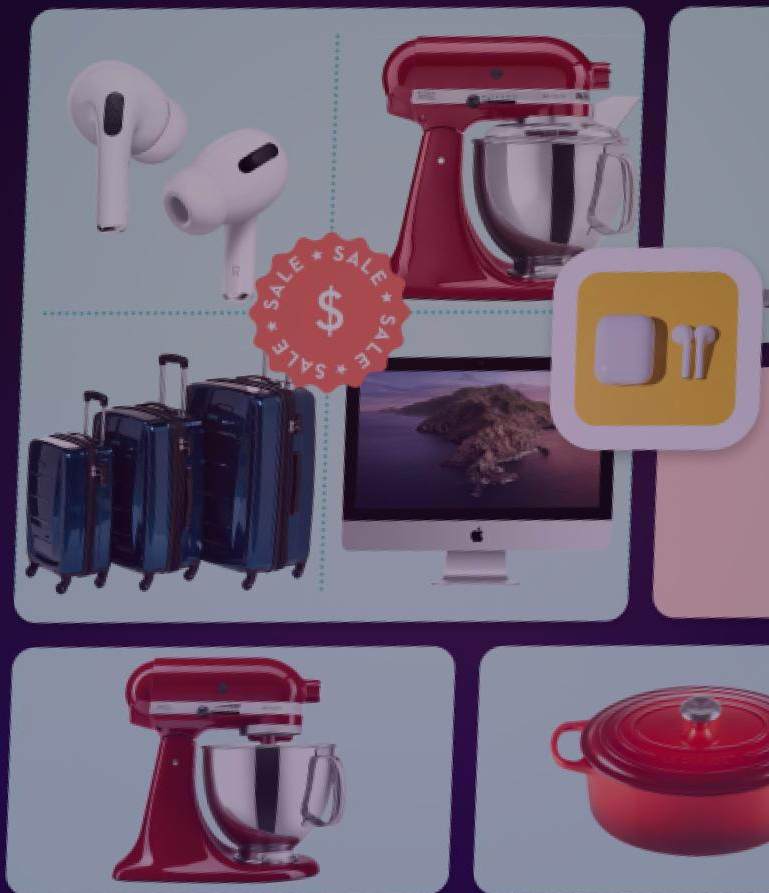


# Brands and Retailers are still relying on subjective and manual reviews to measure image effectiveness before they are flighted





Brands can capture an average **45-58% sales lifts** on Amazon when they **meet category bestseller benchmarks for PDP images and video.**



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

## Resulting In



Countless missed conversion opportunities



Inefficient advertising spending



Immense content waste on unsuccessful promotions



Lost connections with consumers

# We created Vizit because **real-time analytics** to measure & optimize content effectiveness **did not exist.**



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



No ability to **predictively measure** visual content effectiveness.



A/b testing happens **too late** and can't help you **optimize performance** against competitors.

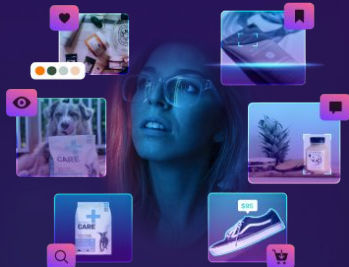


# An AI-driven approach to measuring consumer visual preference



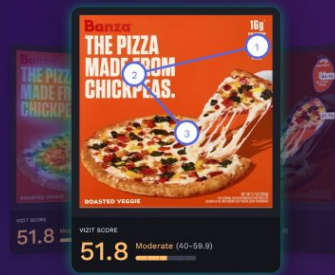
## 1 Audience Data

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 Optimize + Monitor

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

# Accelerate ecommerce growth with **Content Effectiveness Monitoring**



**Identify visuals and listings to optimize**



**Compare against the category**



**Evaluate and improve imagery and listings**



**Establish effectiveness standards**





# See where your content ranks

Head to [vizit.com/demo](https://vizit.com/demo) to request a complimentary Amazon PDP Listing Score.

