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Image Best Practices to Win 2024 Shopping Holidays

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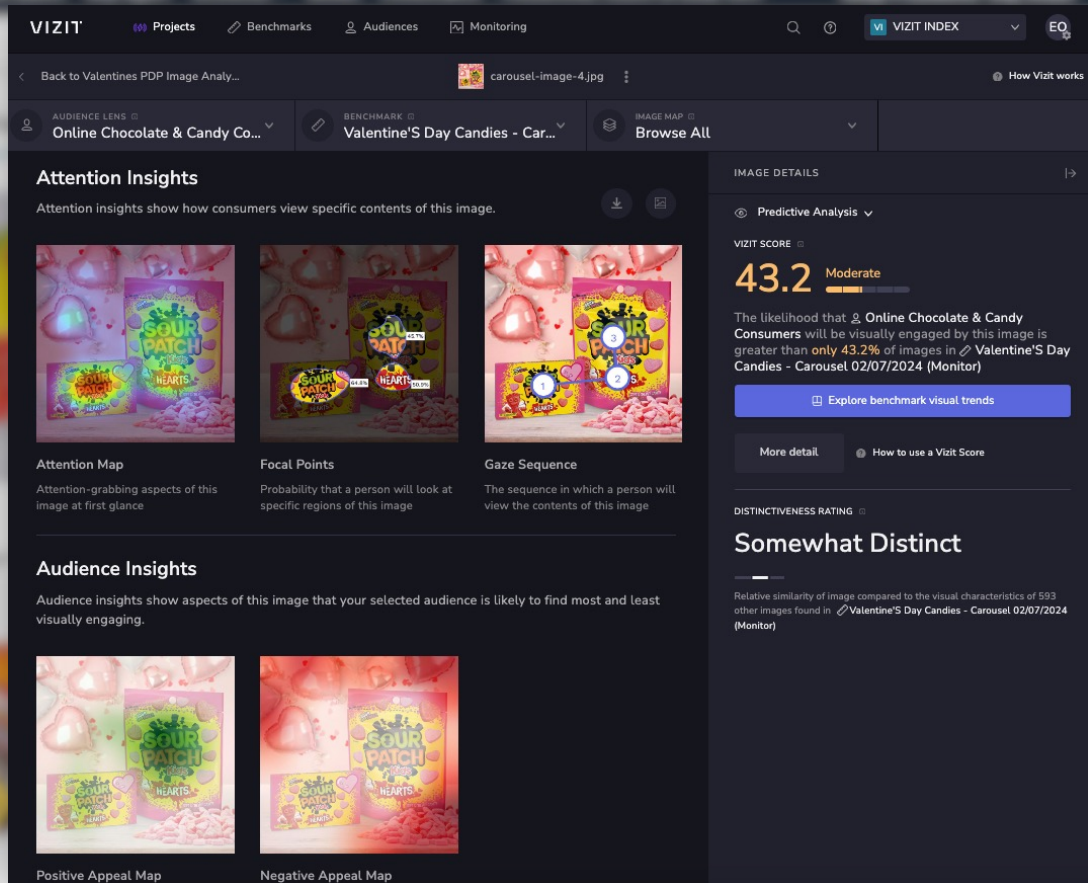
Image Best Practices to Win 2024 Shopping Holidays

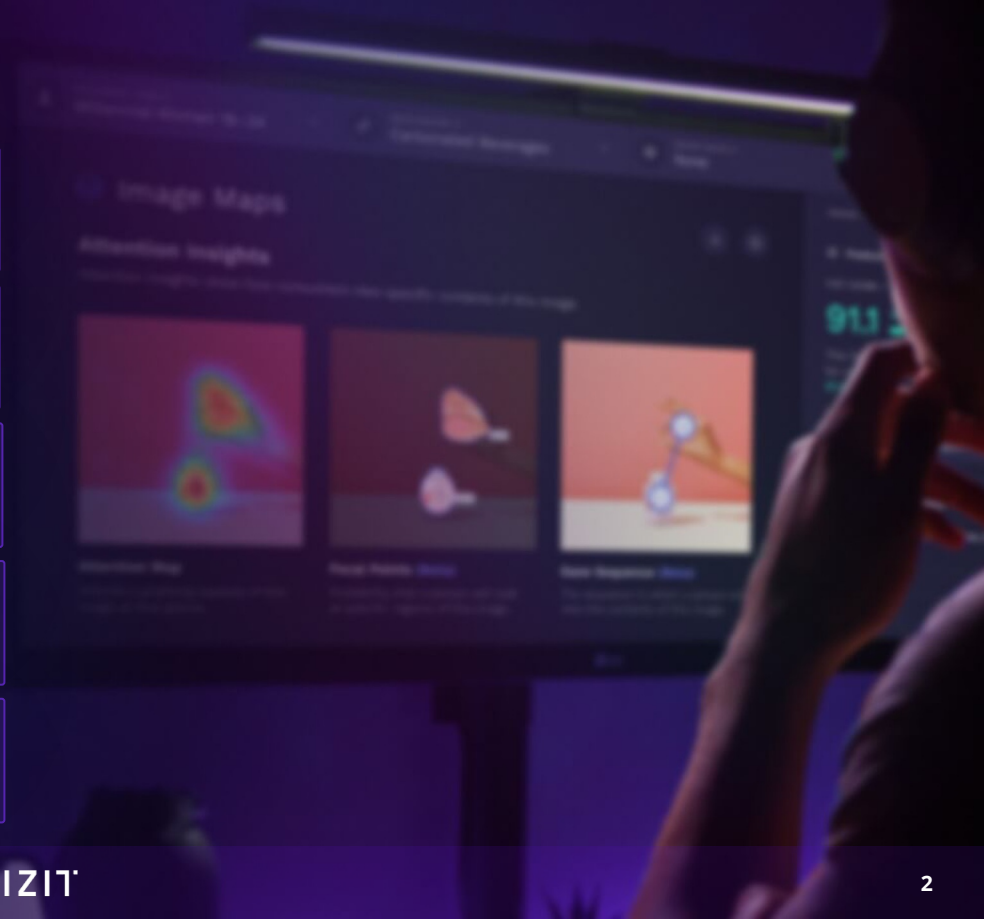**1** Importance of visual contents' influence on consumer behavior

2 Limitations of traditional testing and measurement processes

3 How AI empowers real-time visual inspiration, testing, and monitoring

4 Shopping Holiday image trends

5 Live demo – analyzing, and optimizing content using AI

6 Q&A Session

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Imagery is central to online purchasing decisions

88% of consumers consider the product image the **key element of the online shopping experience**
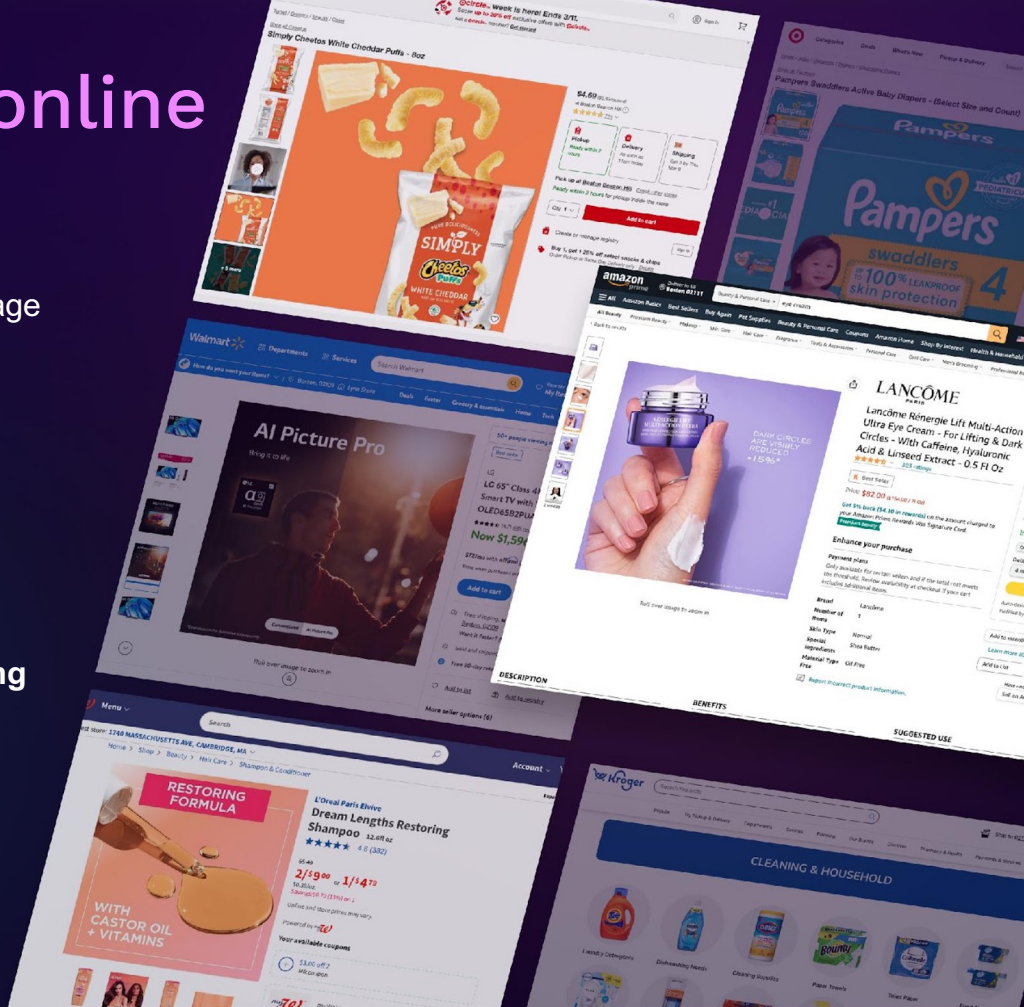
95% of consumers that click into a carousel **will view every image**

95% of purchasing decisions happen when the **subconscious brain is processing visual information**

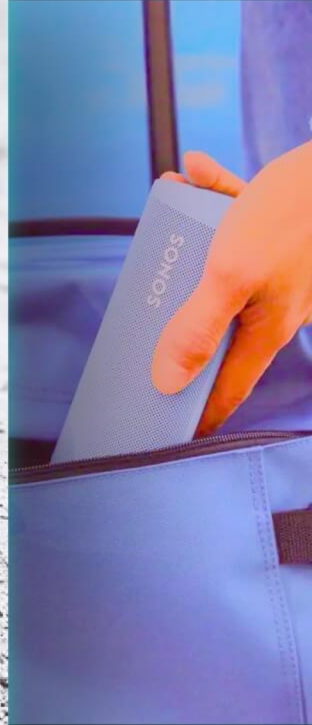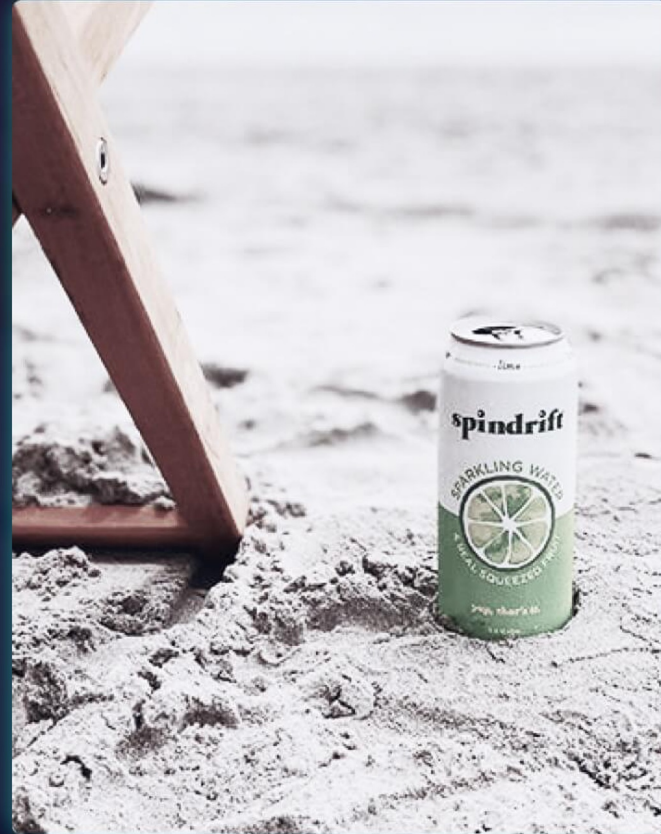**#1** Bad product content is the **#1 reason that consumers don't convert online.**

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 <u>not</u> optimized

for the best sales results & shopper experience.

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

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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

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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.

Require time in market and additional spend to be able to determine effectiveness.

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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.

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

Get a lens on **every segment** of your consumer base
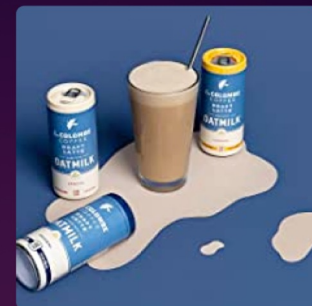
Score and rank **every piece of content** you use

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
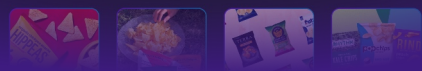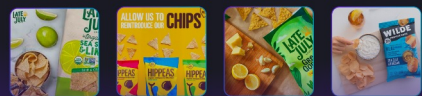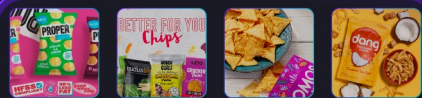Coffee Drinkers

AUDIENCE LENS
Amazon Shoppers

AUDIENCE LENS
Amazon Shoppers

AUDIENCE LENS
Amazon Shoppers

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How Vizit Works

1. Upload your images to **Vizit or select a product category**
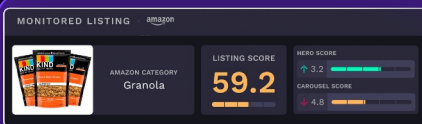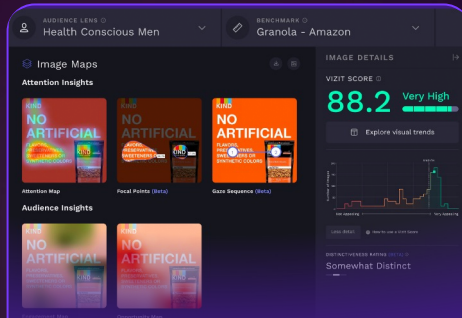
(i.e. Chips on Amazon US)

2. Select your **target audience**

(i.e. Chip Buyers)

3. Vizit simulates your audience's visual interests & preferences **using AI**

4. Vizit helps you increase attention level, audience appeal, and conversion effectiveness of **your images**
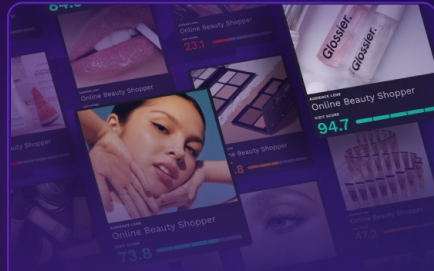
Helping you achieve

Your engagement goals

Your conversion goals

Your growth goals

Elevate ecommerce, insights, creative and innovation processes with Visual AI
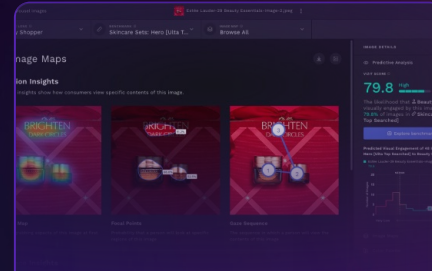

Conceptualization & Inspiration

Analyze imagery from any category on the internet to gain insight into what inspires your audience.
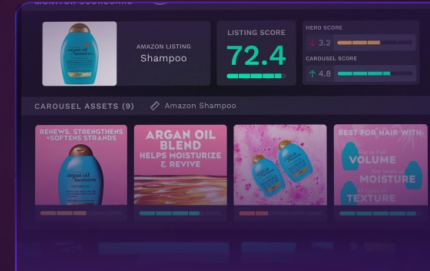
Creation & Testing

Immediately understand the effectiveness of different design and imagery for any global audience.

Optimization & Syndication

Flight the most impactful content across channels to ensure every consumer touchpoint is engaging.
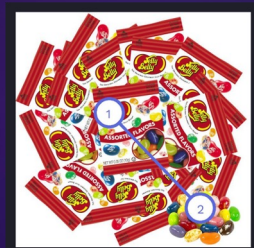
Analytics & Monitoring

Understand seasonal shifts in consumer sentiment, category movement, and competitive strategy.
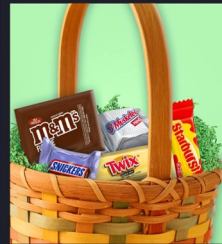
Winning Content Trends Easter Candy

Displaying Candies in the Bottom Foreground

VIZIT SCORE
94.9 Very High (80-100)

VIZIT SCORE
71.7 High (60-79.9)

Easter Basket Imagery

VIZIT SCORE
98.1 Very High (80-100)

VIZIT SCORE
97.1 Very High (80-100)
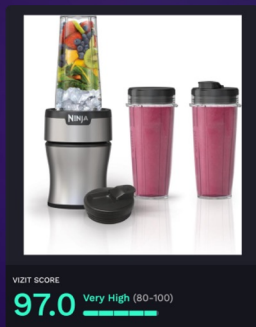
Including Shades of Purple
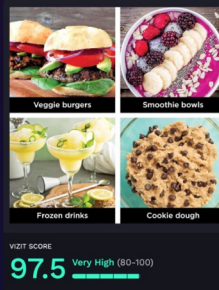

VIZIT SCORE
82.5 Very High (80-100)

VIZIT SCORE
91.2 Very High (80-100)
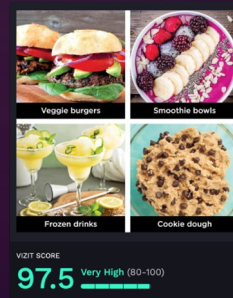
Winning Content Trends Prime Day Blenders

Displaying Fruit and To-Go Cups

VIZIT SCORE
97.0 Very High (80-100)

VIZIT SCORE
92.9 Very High (80-100)

White Text on Black Backgrounds

Includes a recipe book with 20 recipes to inspire you

VIZIT SCORE
98.0 Very High (80-100)

Veggie burgers / Smoothie bowls
Frozen drinks / Cookie dough

VIZIT SCORE
97.5 Very High (80-100)

Displaying Recipes and Meal Scenes

Cross blade for liquid blending
Smoothie / Yummy Juice / Healthy shake
Flat blade for dry ingredients griding
Coffee bean / Spice / Nut

VIZIT SCORE
98.7 Very High (80-100)

Veggie burgers / Smoothie bowls
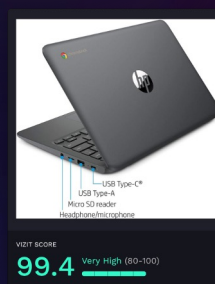Frozen drinks / Cookie dough

VIZIT SCORE
97.5 Very High (80-100)
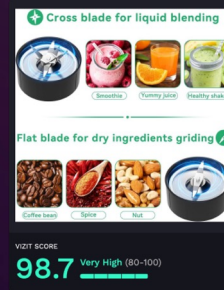
Winning Content Trends Prime Day Electronics

Displaying Accessory Bundles

VIZIT SCORE
98.9 Very High (80-100)

VIZIT SCORE
97.0 Very High (80-100)
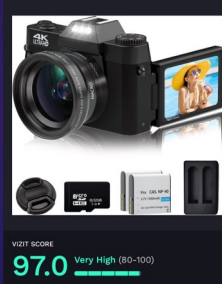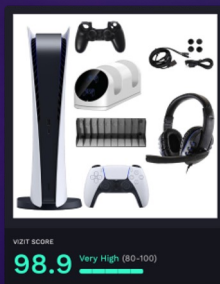
Highlighting Features and Benefits with Images

VIZIT SCORE
97.5 Very High (80-100)

VIZIT SCORE
99.4 Very High (80-100)
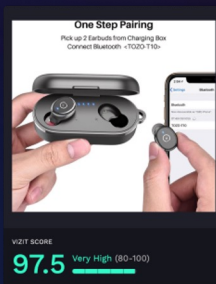
Displaying Action Scenes and Products in Use

VIZIT SCORE
100.0 Very High (80-100)

VIZIT SCORE
99.7 Very High (80-100)
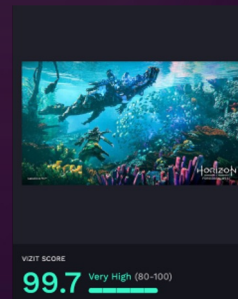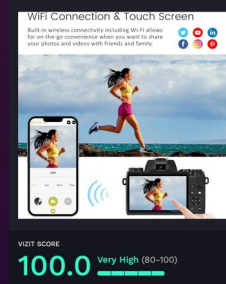
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Winning Content Trends Valentine's Day Candy

Straight-on Product Photography

VIZIT SCORE
100.0 Very High (80-100)

VIZIT SCORE
98.2 Very High (80-100)

Celebrating the Holiday with Children
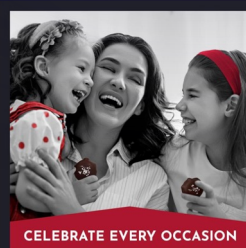
VIZIT SCORE
99.3 Very High (80-100)

VIZIT SCORE
95.6 Very High (80-100)
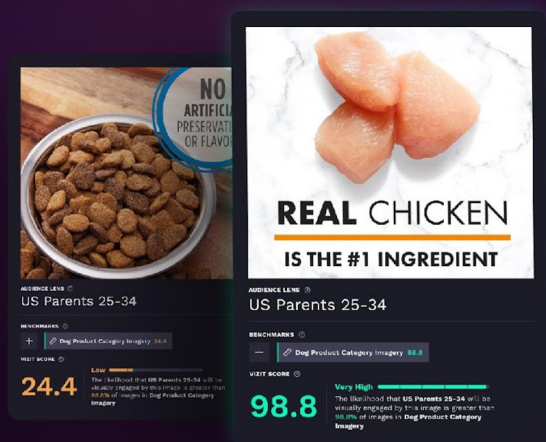
Showing the Love of the Season

VIZIT SCORE
98.3 Very High (80-100)

VIZIT SCORE
87.6 Very High (80-100)

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Creating Advantaged content with Vizit saves you time & effort, and improves sales, conversion, & consumer engagement

Master Lock
- 📱 +23% Conversion
- 🛒 +30% Sales

MOEN
- 📱 +25% Conversion
- 🛒 +10% Sales

MARS
- 📱 +30% Conversion
- 🛒 +30% Efficiency

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See where your listings rank.
Request a PDP Content
Effectiveness Analysis at:

vizit.com/demo

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