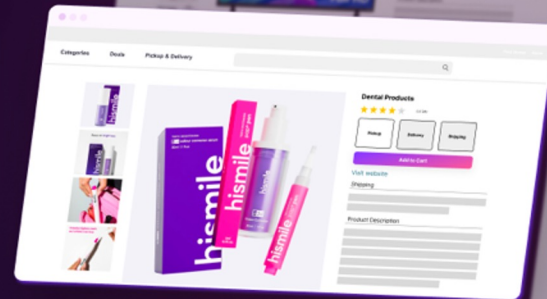


VIZIT

Images Strategies to win
Holiday 2023 and Beyond



ELI ORKIN
Founding team member
VP Marketing



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**

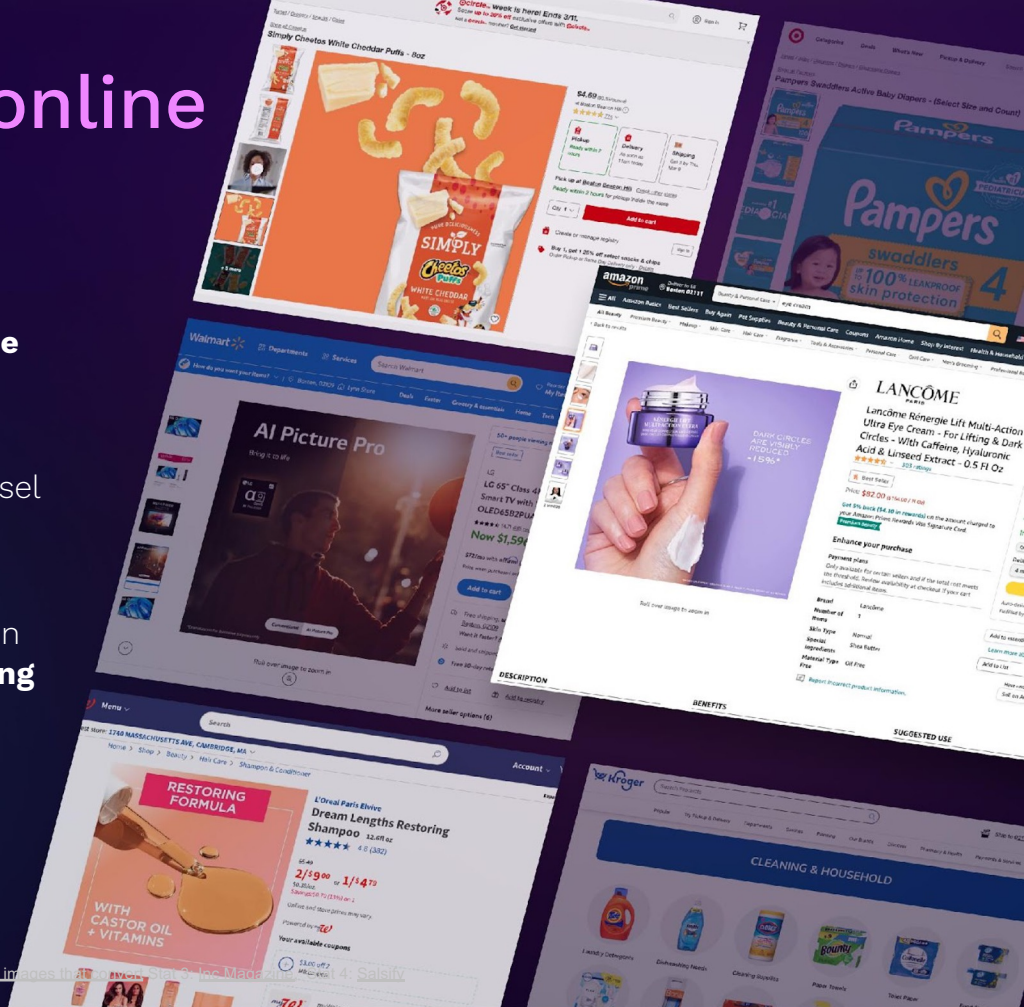
95%

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 Metrics](#), Stat 4: [Salsify](#)

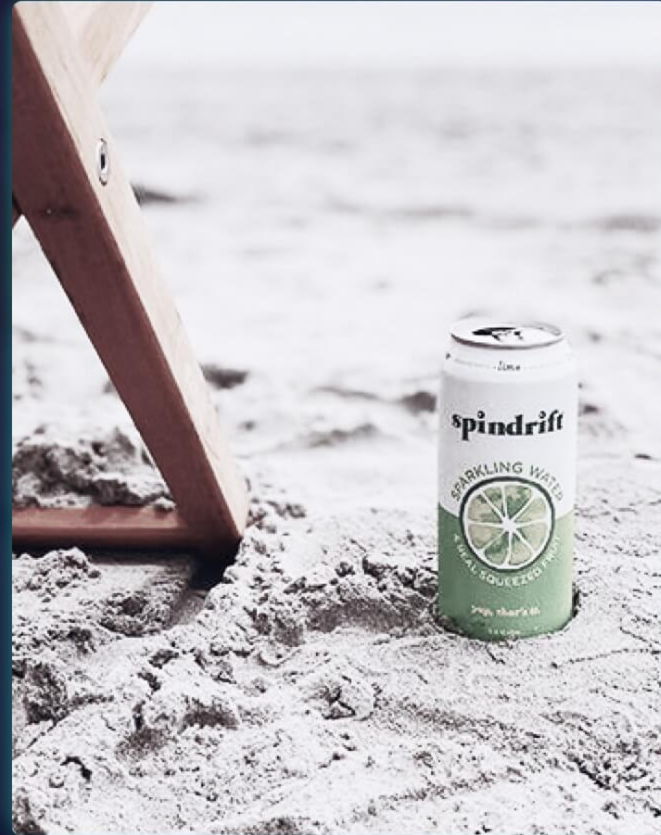


Consumers **won't purchase** your product if **images are unappealing**.

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.**



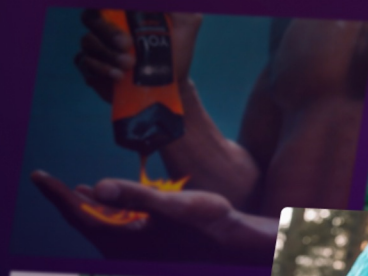
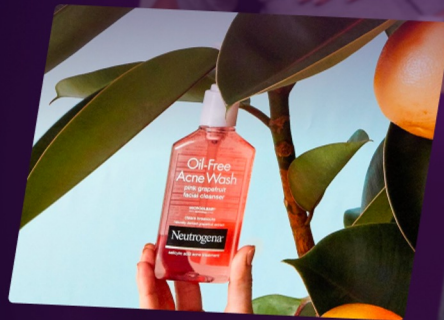
Surveys and focus groups are *too expensive* and *time consuming* to scale.



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.

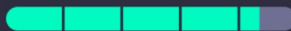
Get a lens on **every segment** of your consumer base

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

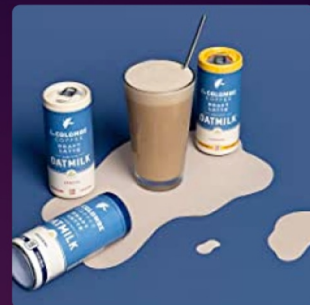
Make quick changes to drive better performance **every day**



AUDIENCE LENS
U.S. Women 18-24



AUDIENCE LENS
U.S. Women 18-24



AUDIENCE LENS
U.S. Women 18-24



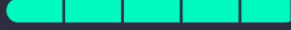
AUDIENCE LENS
Coffee Drinkers



AUDIENCE LENS
Coffee Drinkers



AUDIENCE LENS
Coffee Drinkers



AUDIENCE LENS
Amazon Shoppers



AUDIENCE LENS
Amazon Shoppers



AUDIENCE LENS
Amazon Shoppers

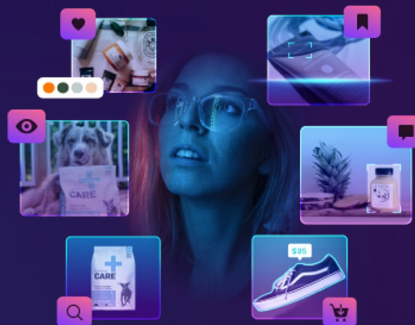


An AI-driven approach to visual preference



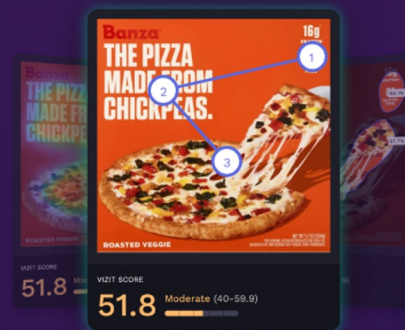
1 Audience Data

Vizit collects data on your target audience.



2 AI Analysis

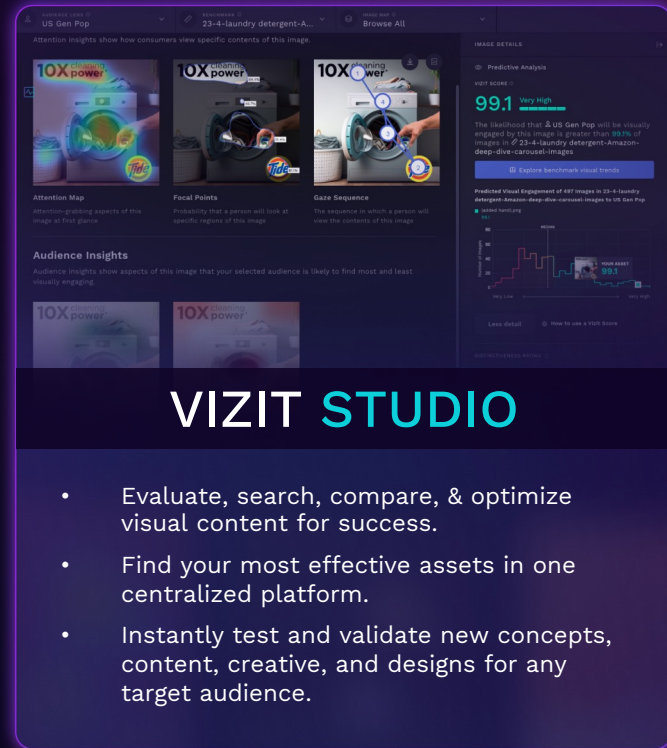
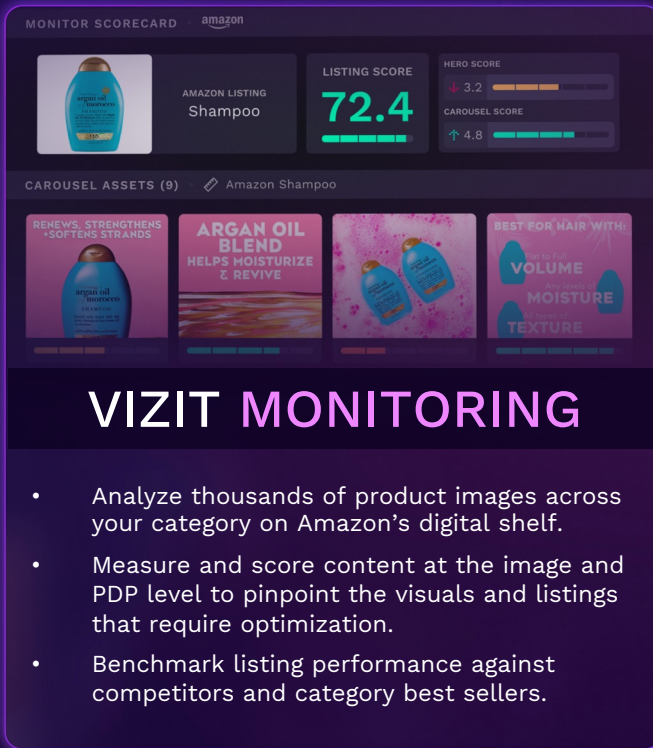
Vizit analyzes aspects of content your audience is exposed to online, and their behavior patterns.



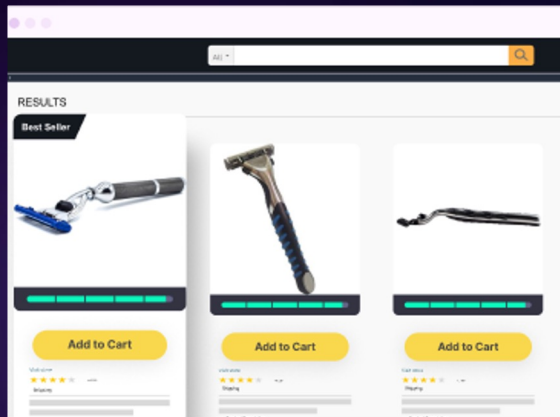
3 Image Insights

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

The Vizit Platform

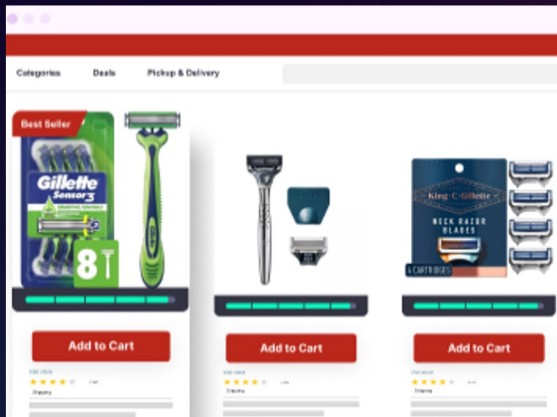


CPG Insights: Men's Razors



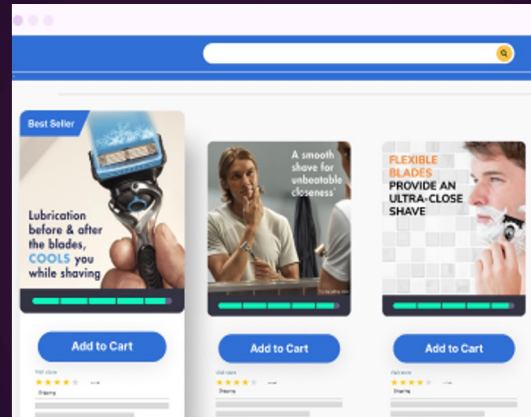
AUDIENCE LENS
Amazon Shoppers
USA

Amazon shoppers prefer carousel imagery depicting the razor on a white backgrounds as opposed to stylized shots.



AUDIENCE LENS
Target Shoppers
USA

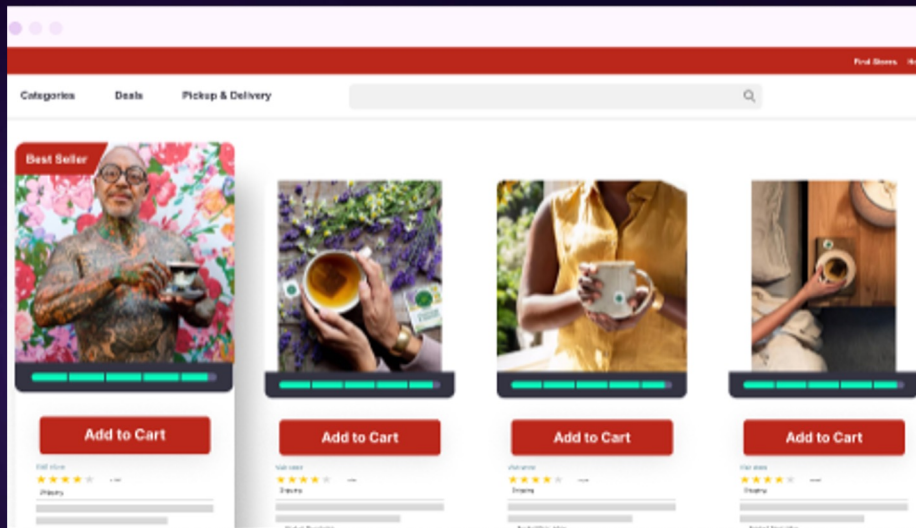
Target shoppers prefer hero images that display packaging with accessories on the right, as well as minimal copy.



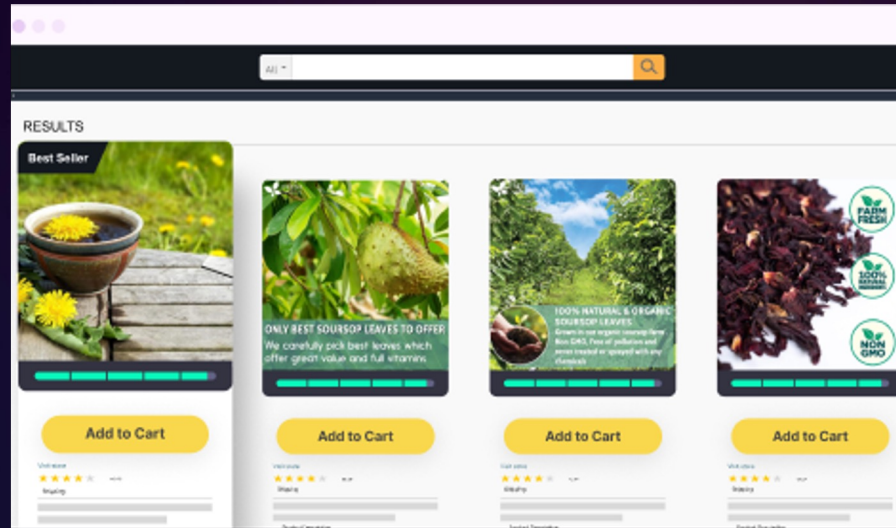
AUDIENCE LENS
Walmart Shoppers
USA

Walmart shoppers prefer carousel images with small amounts of copy explaining key features of the razor.

Grocery Insights: Herbal Teas

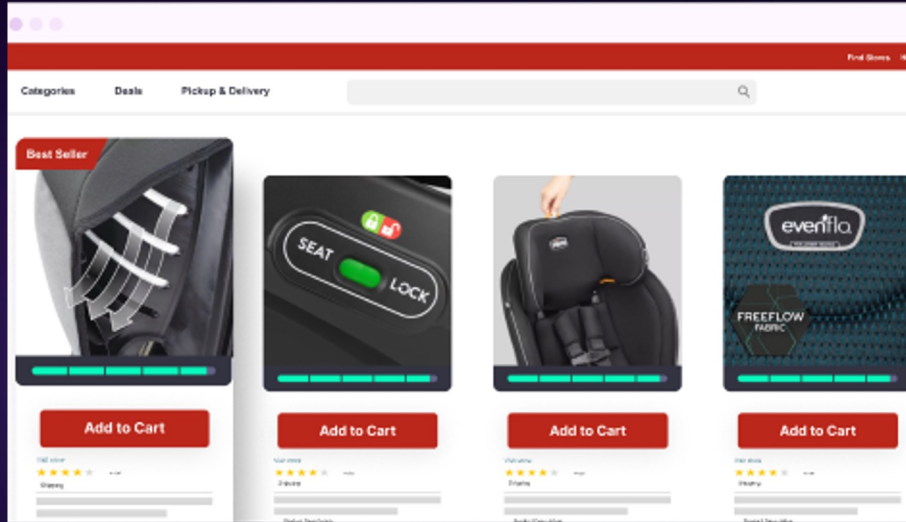


Target shoppers prefer carousel images with human models, especially images depicting hands.

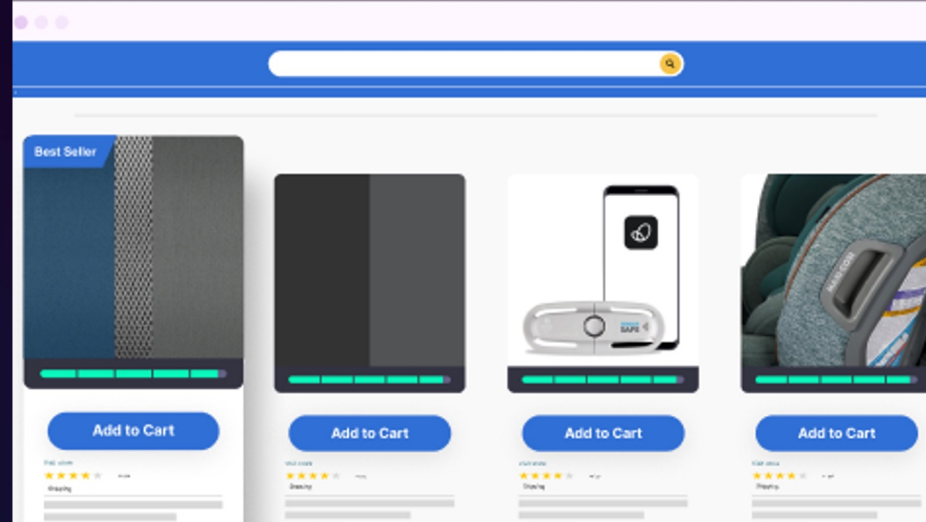


Amazon shoppers prefer carousel images that highlight tea ingredients, leaves, and flowers.

Durable Product Insights: **Convertible Car Seats**



Target shoppers prefer carousel images showing closeups of the various car seat features related to comfort, safety, and aesthetics.



Walmart shoppers prefer carousel imagery showing color comparisons, fabric swatches, and mobile app options.

Elevating creative design and execution 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.

VIZIT

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

vizit.com/demo

