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Inside an AI-Powered Framework for Image Design, Testing, Collaboration, and Creative Execution

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Visually engaging content has never been more vital to a company's success.

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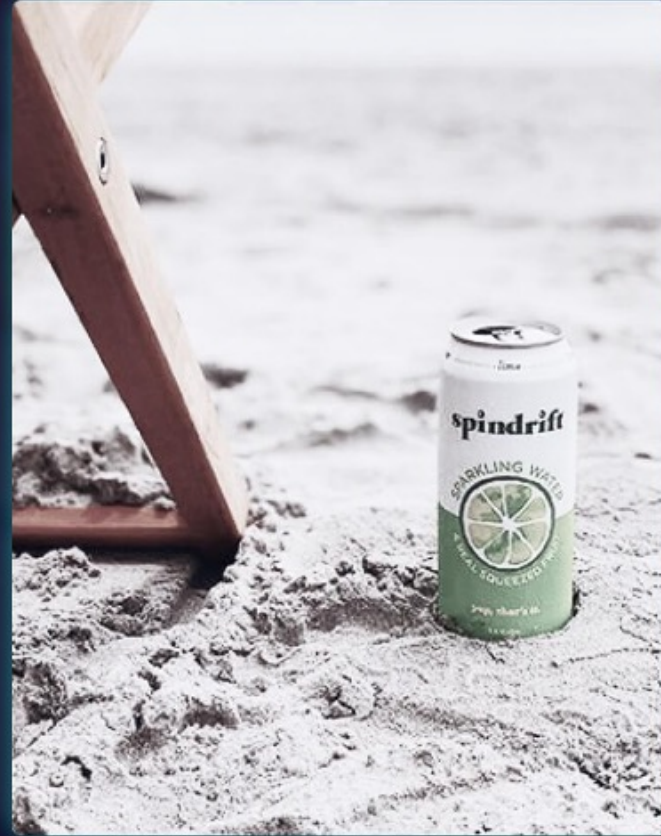
Consumers **won't purchase** your product if **images are unappealing.**

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.

Traditional methods don't give creatives the **analytics they need** to make data-driven design decisions.
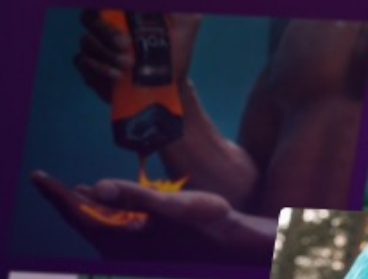
Surveys and focus groups are *too expensive* and *time consuming* to scale.

No ability to predictively measure visual content effectiveness.

Lack of real–time analysis and optimization insights across audiences.

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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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AI generated
image insights

New AI that gives creatives the ability to see content through their audiences' eyes, understand where attention will be garnered, and discover changes they can make to improve effectiveness.
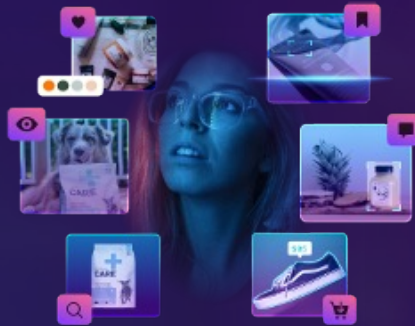
An AI-driven approach to visual preference

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.
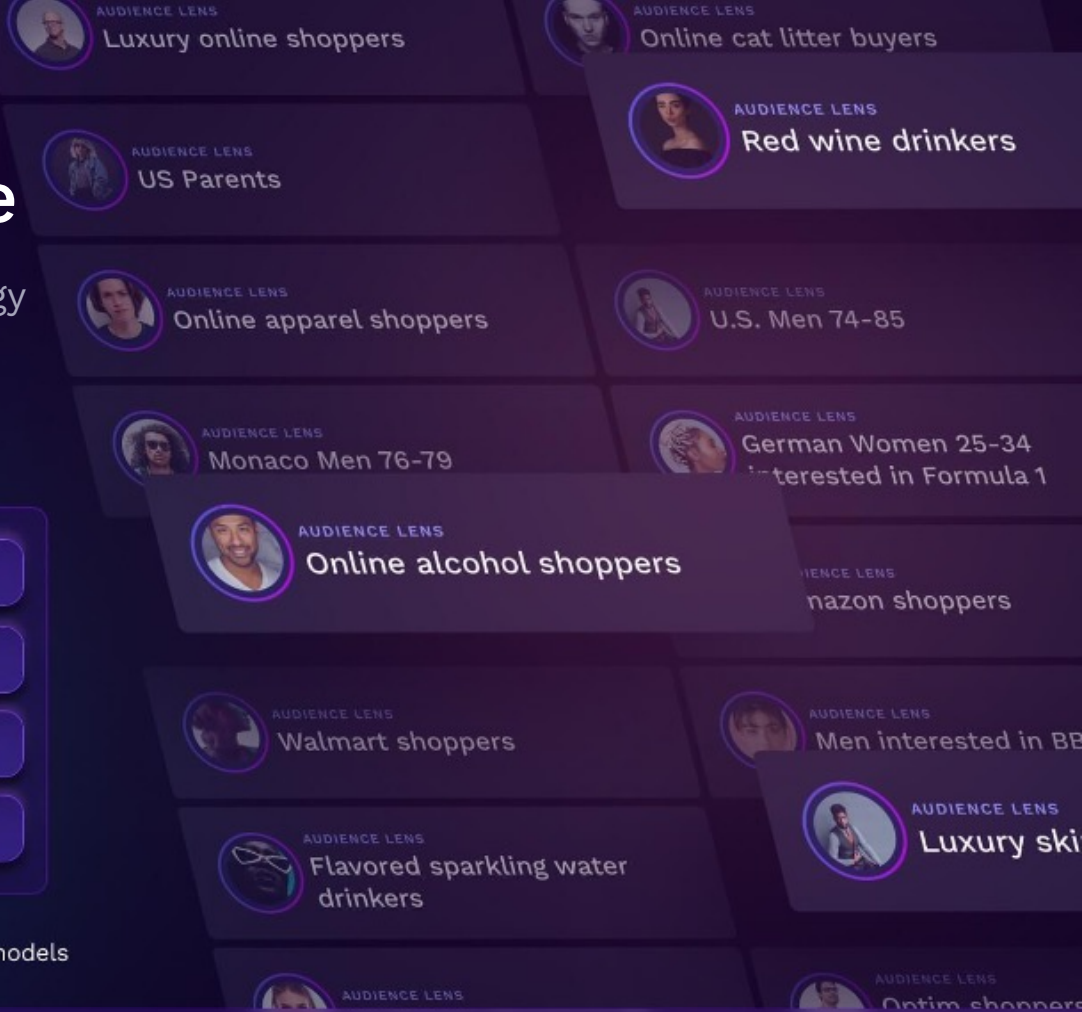
3 **Image Insights**

Vizit scores and compares new content for predicted effectiveness with your audience.
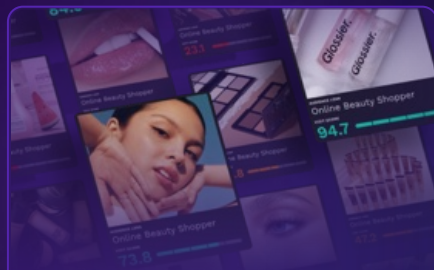
See through the eyes of any audience

Vizit's patented Audience Lens technology simulates a defined audience's "eyes" to predictively measure and help optimize image effectiveness.

Age	Income	Country	Gender
Marital	Interests	Traits	Religion
Habits	Education	Affinity	Attitude
Parental	Living	Behavior	Beliefs

11 Patents   **6** Patents Pending   **200+** Proprietary AI models

AUDIENCE LENS
Luxury online shoppers

AUDIENCE LENS
Online cat litter buyers

AUDIENCE LENS
Red wine drinkers

AUDIENCE LENS
US Parents

AUDIENCE LENS
Online apparel shoppers

AUDIENCE LENS
U.S. Men 74-85

AUDIENCE LENS
Monaco Men 76-79

AUDIENCE LENS
German Women 25-34 interested in Formula 1

AUDIENCE LENS
Online alcohol shoppers

ENCE LENS
nazon shoppers

AUDIENCE LENS
Walmart shoppers

AUDIENCE LENS
Men interested in BB

AUDIENCE LENS
Flavored sparkling water drinkers

AUDIENCE LENS
Luxury ski

AUDIENCE LENS

AUDIENCE LENS
Optim shoppers

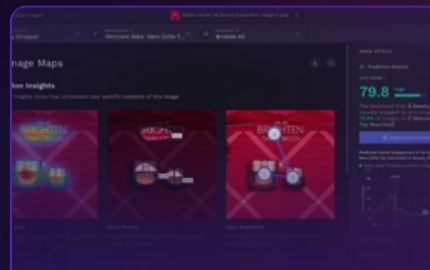# Elevating the creative process
with Visual AI

Conceptualization & Inspiration

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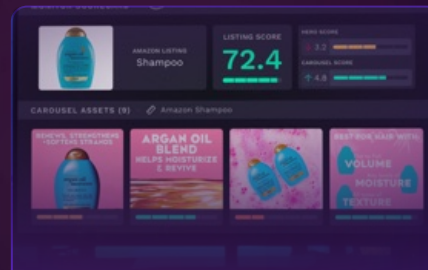
Creation & Testing

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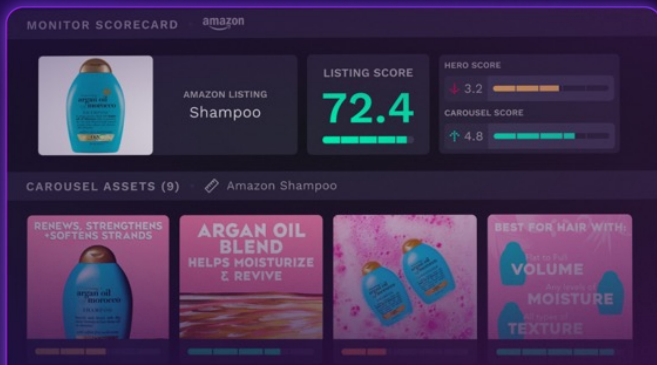
Optimization & Syndication

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.

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The Visual Performance Platform


VIZIT MONITORING

- Analyze thousands of product images across your category on Amazon's digital shelf.

- Measure and score content at the image and PDP level to pinpoint the visuals and listings that require optimization.

- Benchmark listing performance against competitors and category best sellers.
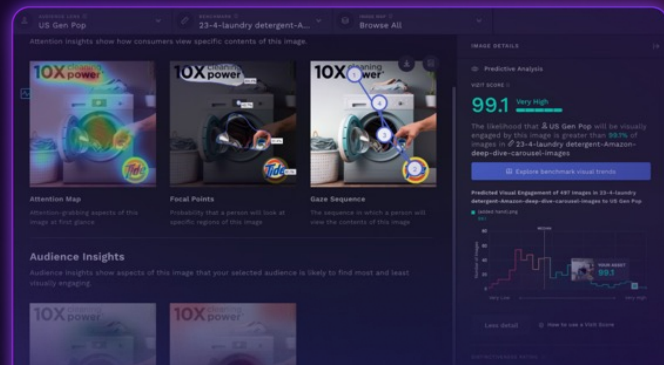
VIZIT STUDIO

- Evaluate, search, compare, & optimize visual content for success.

- Find your most effective assets in one centralized platform.

- Instantly test and validate new concepts, content, creative, and designs for any target audience.

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Creating Advantaged content with Vizit saves you time & effort, and improves sales, conversion, & consumer engagement
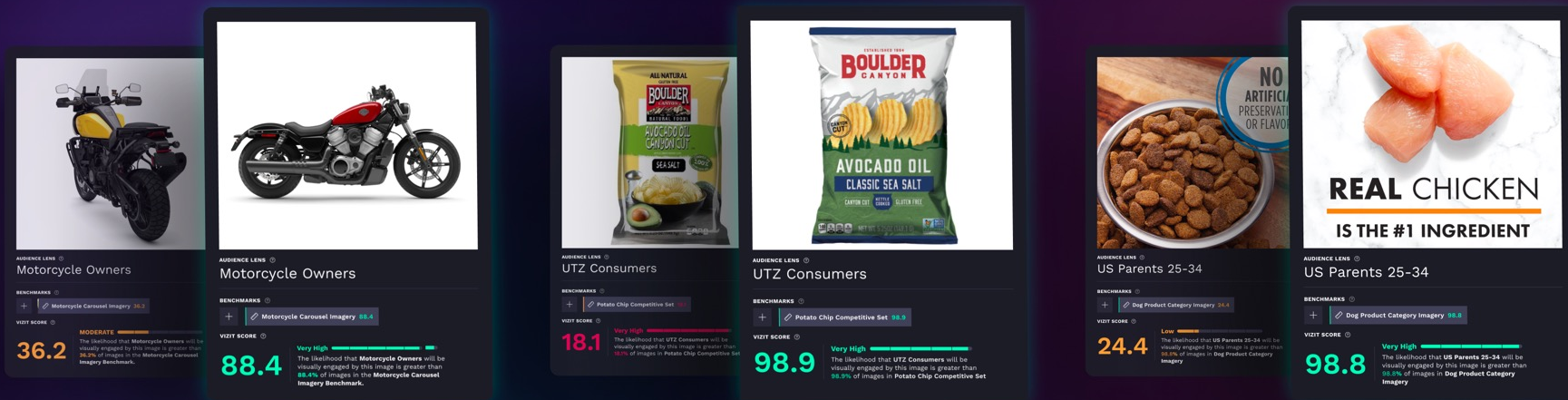
| HARLEY-DAVIDSON MOTOR CYCLES | $5M Cost Savings |
| | 2 Years Savings |

| UTZ | +50% Sales |
| | -20% Find Time |

| MARS | +30% Conversion |
| | +30% Efficiency |

Vizit + Creative

⚡ Is fast and efficient

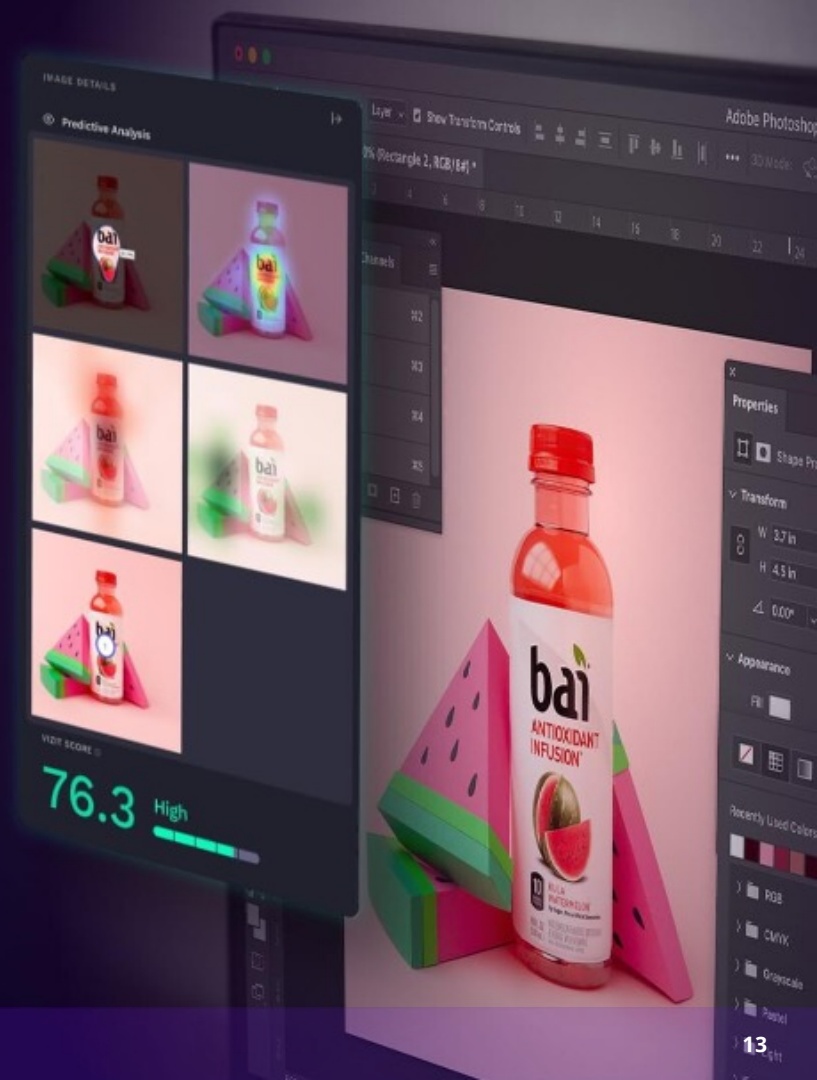👥 Isn't pushed around by uninformed opinions

🗣 Is subjectively AND objectively defensible

⚙ Produces effective work that wins business

🙌 Highlights the starring role and impact of your creative work

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