

# VIZIT

## Visual Content Best Practices and Optimization Workshop



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Founding team member  
VP Marketing

Instacart

Results for "tequila"

VIZIT

Projects Benchmarks Audiences Monitoring

Back to 2) Carousel Image

opt-7\_shrank bottle.png

How Vizit works

AUDIENCE LENS Online Alcohol Shoppers (U...  
BENCHMARK Hard-Seltzer-Instacart-Car...  
IMAGE MAP Browse All

IMAGE DETAILS

Predictive Analysis

96.6 Very High

The likelihood that 2 Online Alcohol Shoppers (US) will be visually engaged by this image is greater than 96.6% of images in Hard-Seltzer-Instacart-Carousel

Explore benchmark visual trends

Predicted Visual Engagement of 160 Images in Hard-Seltzer-Instacart-Carousel to Online Alcohol Shoppers (US)

opt-7\_shrank bottle.png 96.6

Median

YOUR ASSET 96.6

Image Maps

Color Palette

Metadata

Attention Map  
Attention-grabbing aspects of this image at first glance

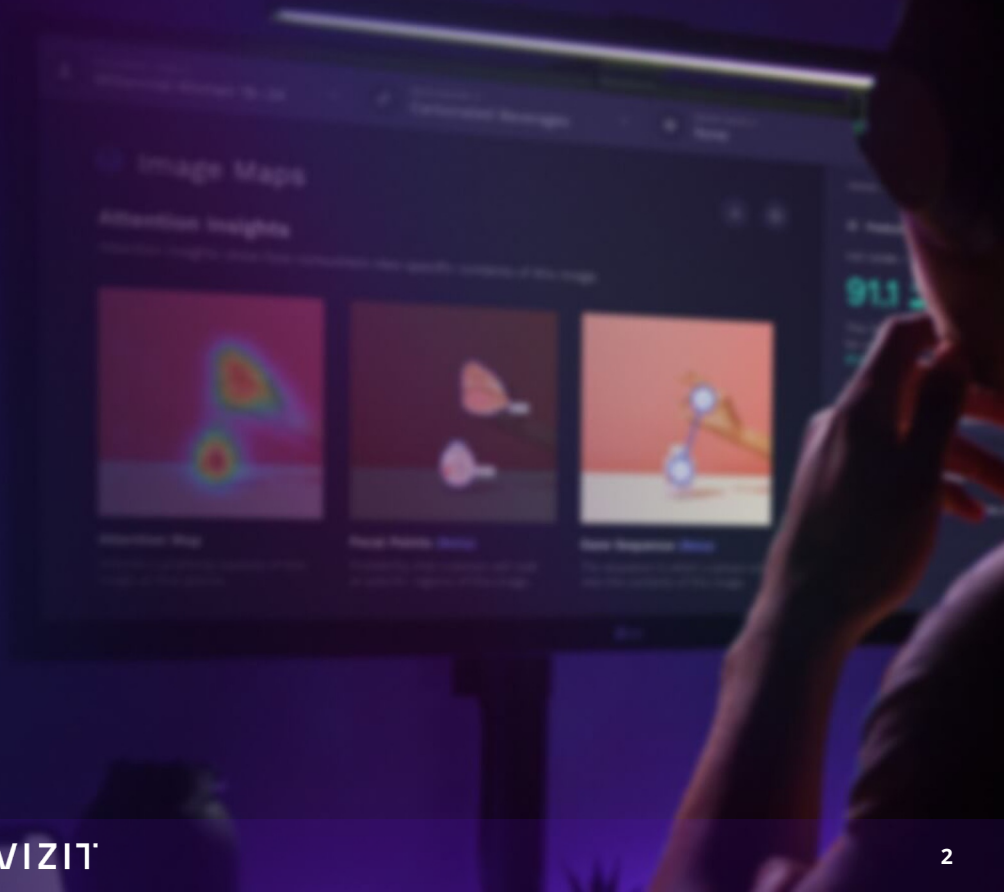
Focal Points  
Probability that a person will look at specific regions of this image

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.

# Visual Content Best Practices and Optimization Workshop

- 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 Live demo – analyzing, and optimizing Instacart alcohol content using AI
- 5 Case Studies – how brands use AI to measure and optimize visual content
- 6 Q&A Session



# 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

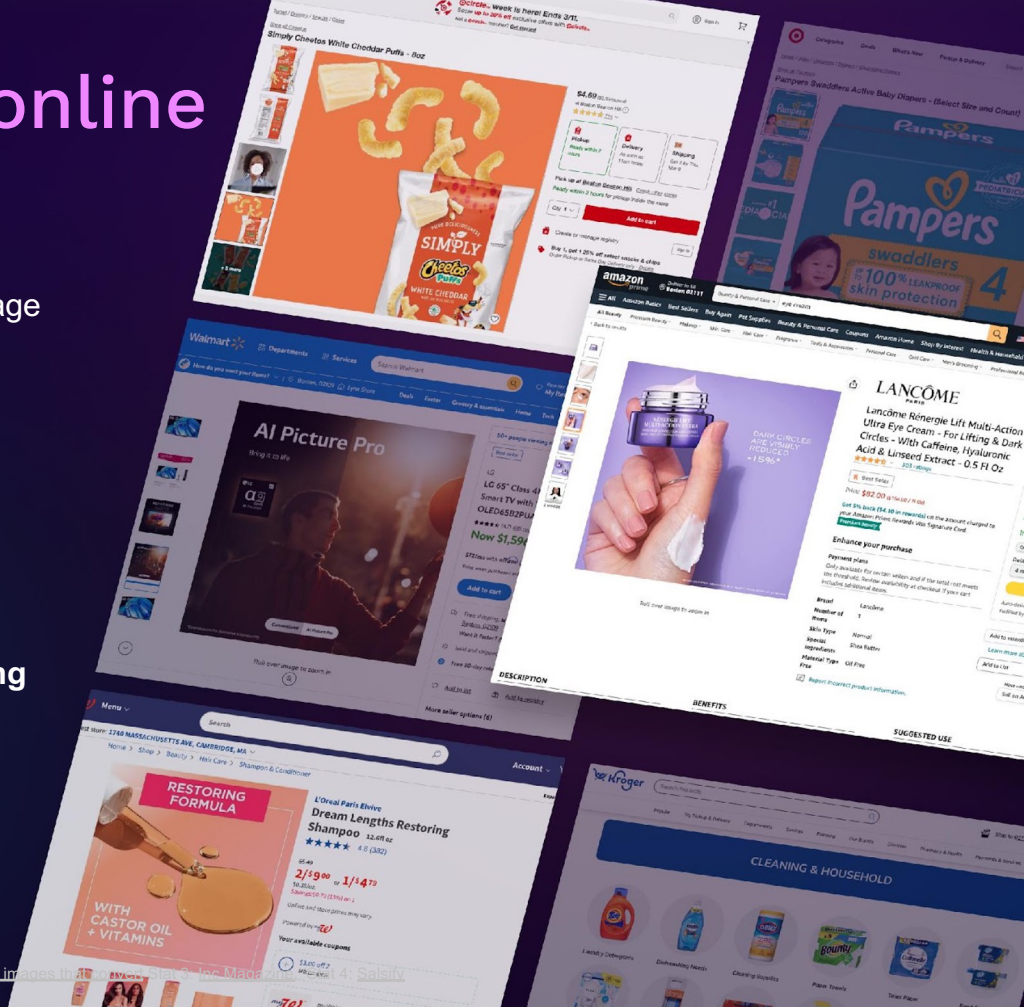
95%

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](#)



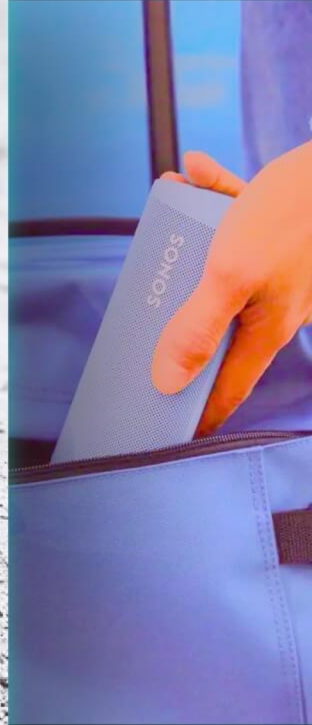
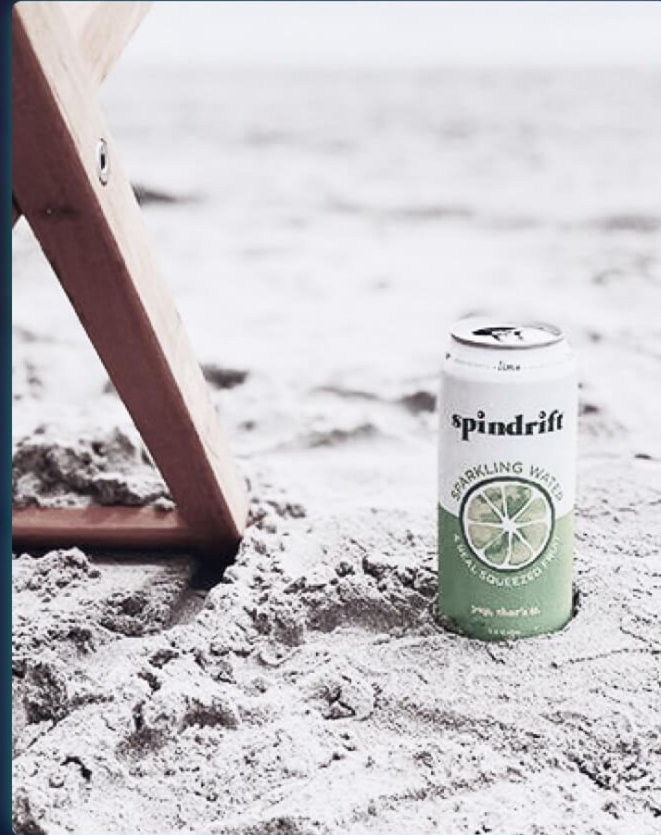


Consumers **won't**  
**purchase** your product  
if **images** are  
**unappealing.**

**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.**



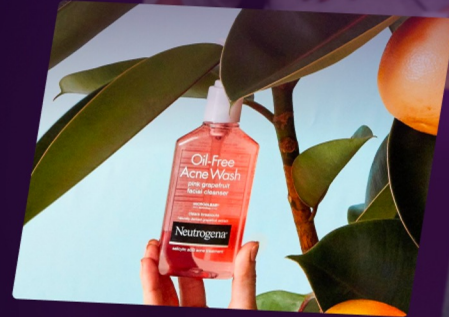
Surveys and focus groups are *too expensive* and *time consuming* to scale.



No ability to *predictively measure* visual content effectiveness.



Require *time in market* and *additional spend* to be able to determine 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**



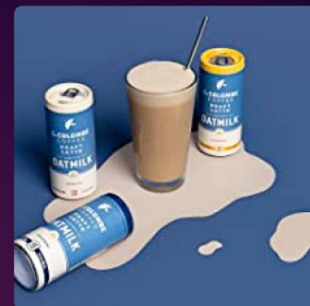
AUDIENCE LENS

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-based approach to measuring visual preferences



## 1 Audience Data

Vizit collects data on your target audience.



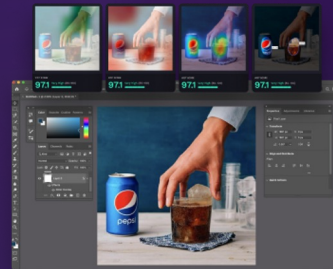
## 2 AI Analysis

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



## 3 Image Scoring

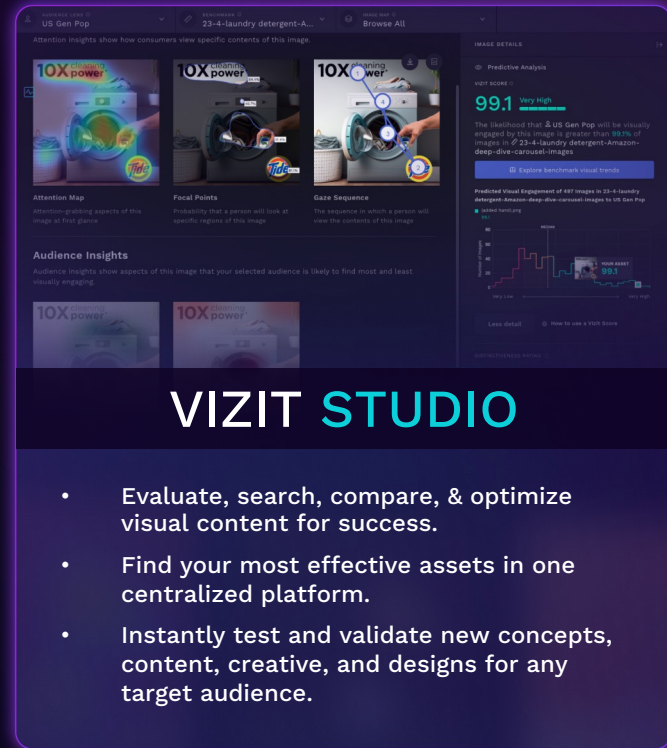
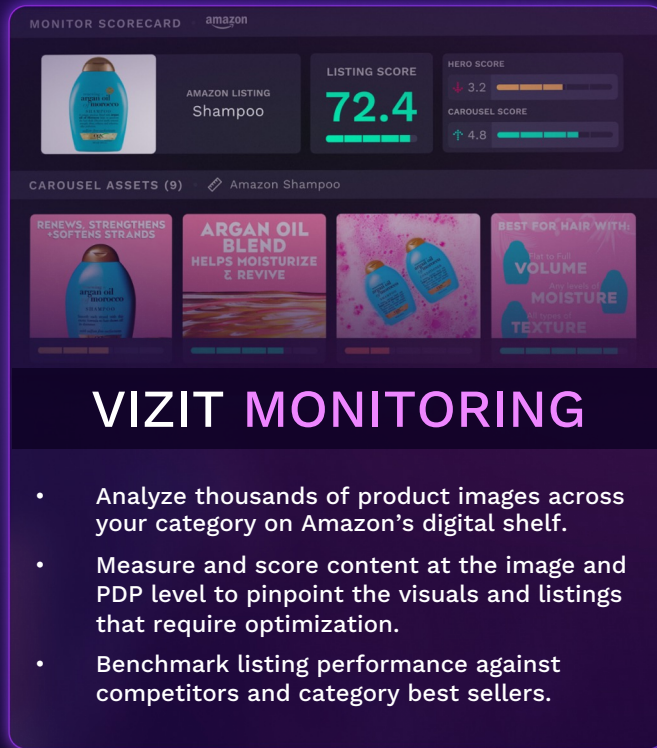
Vizit scores and compares new content for predicted effectiveness with your audience.



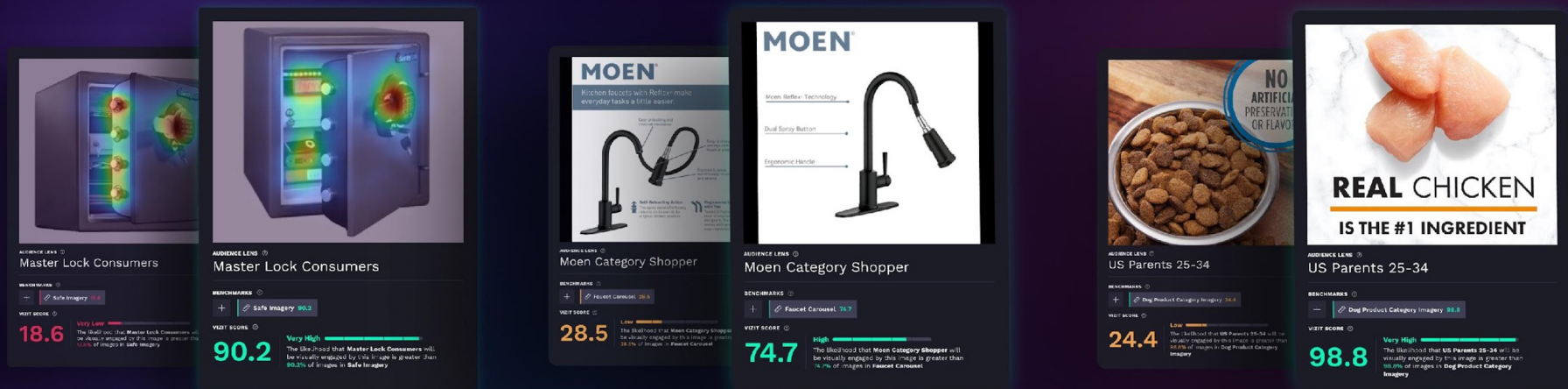
## 4 Optimization

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

# The Vizit Platform



# 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**



# VIZIT

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

[vizit.com/demo](https://vizit.com/demo)

