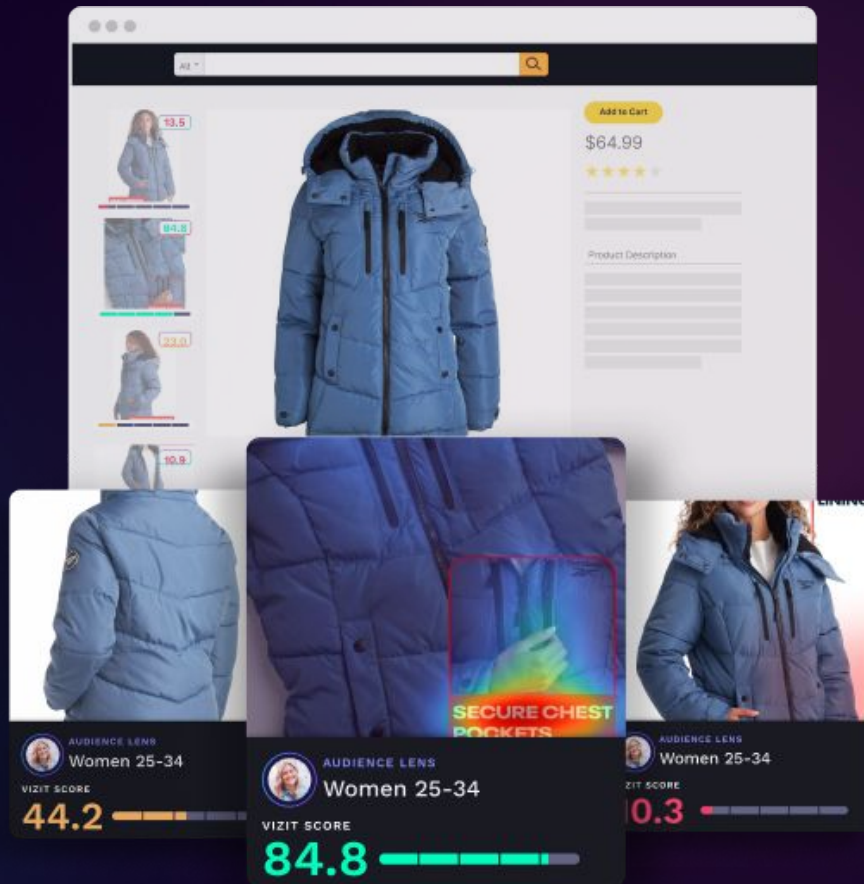


# VIZIT

## Image Optimization Workshop: Apparel



# 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.**

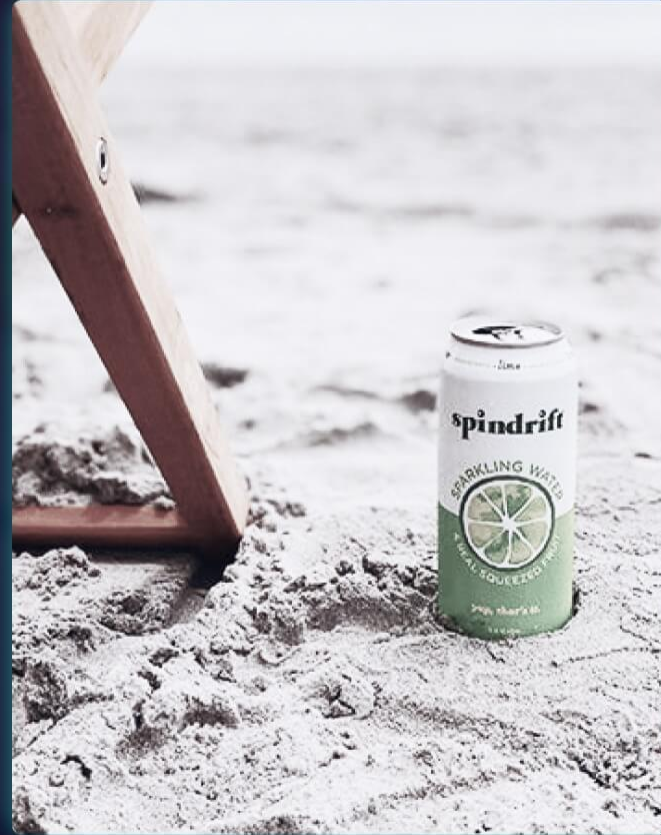
Stat 1: [Imagify: 12 Best Practices for Your Product Images](#), Stat 2: [Onespace: A brands guide to creating product images that convert](#), Stat 3: [Statista: Why do consumers buy online?](#), Stat 4: [Statista: Why do consumers buy online?](#)

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 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.**



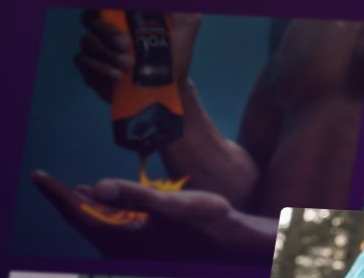
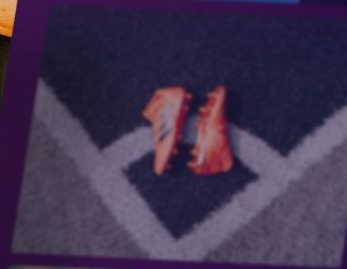
Surveys and focus groups are *too expensive* and *time consuming* to scale.



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

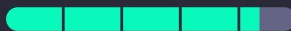
Score and rank **every piece of content** you use

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



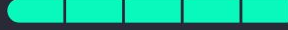
AUDIENCE LENS

Coffee Drinkers



AUDIENCE LENS

Coffee Drinkers



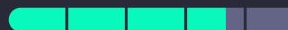
AUDIENCE LENS

Amazon Shoppers



AUDIENCE LENS

Amazon Shoppers



AUDIENCE LENS

Amazon Shoppers

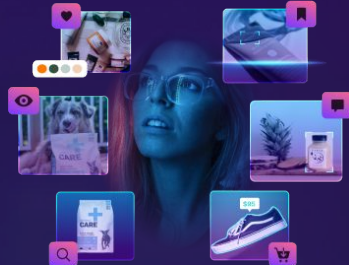


# An AI-based approach to measuring visual preferences



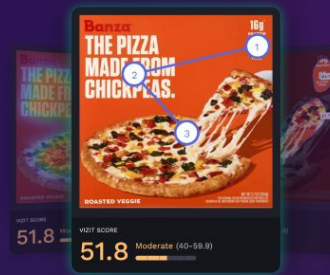
## 1 Audience Data

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

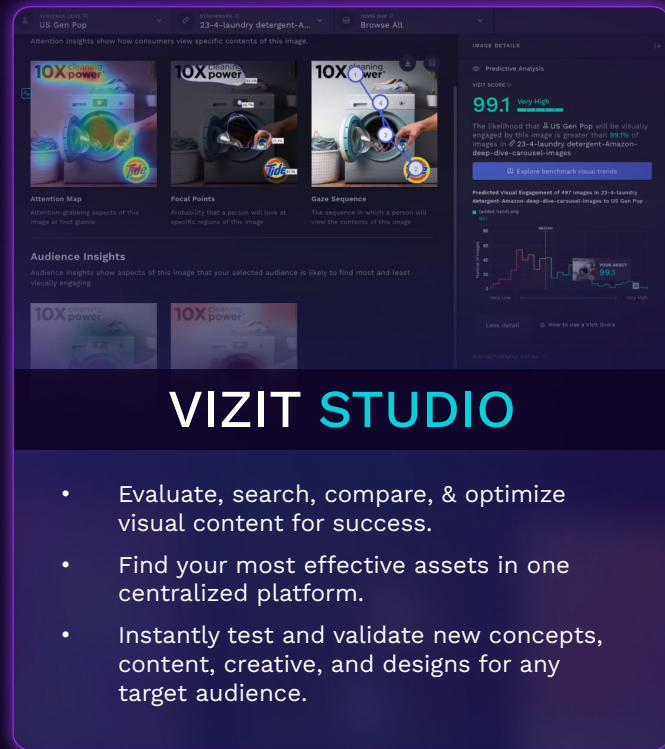
Vizit scores and compares new content for predicted effectiveness with your audience.



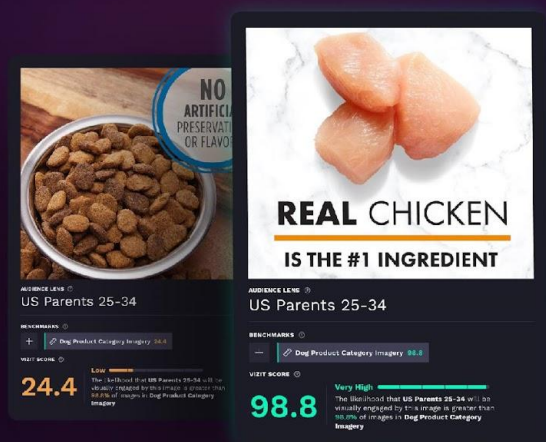
## 4 Optimization

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.  
Schedule a complimentary  
PDP Content Effectiveness  
Insights Report at

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

