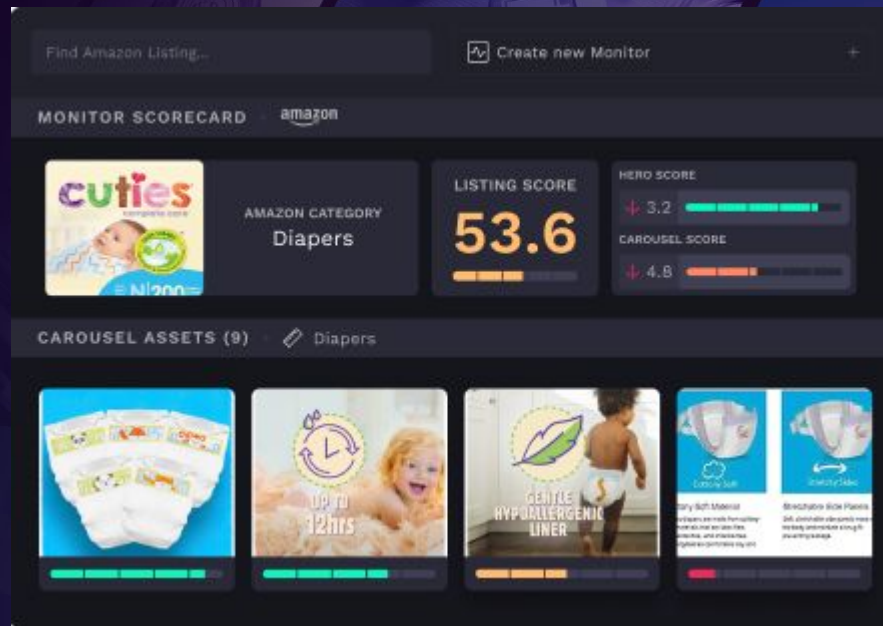# VIZIT

PDP Image Optimization Workshop: Baby Category

Imagery is central to online purchasing decisions

88% of consumers consider the product image the **key element of the online shopping experience**

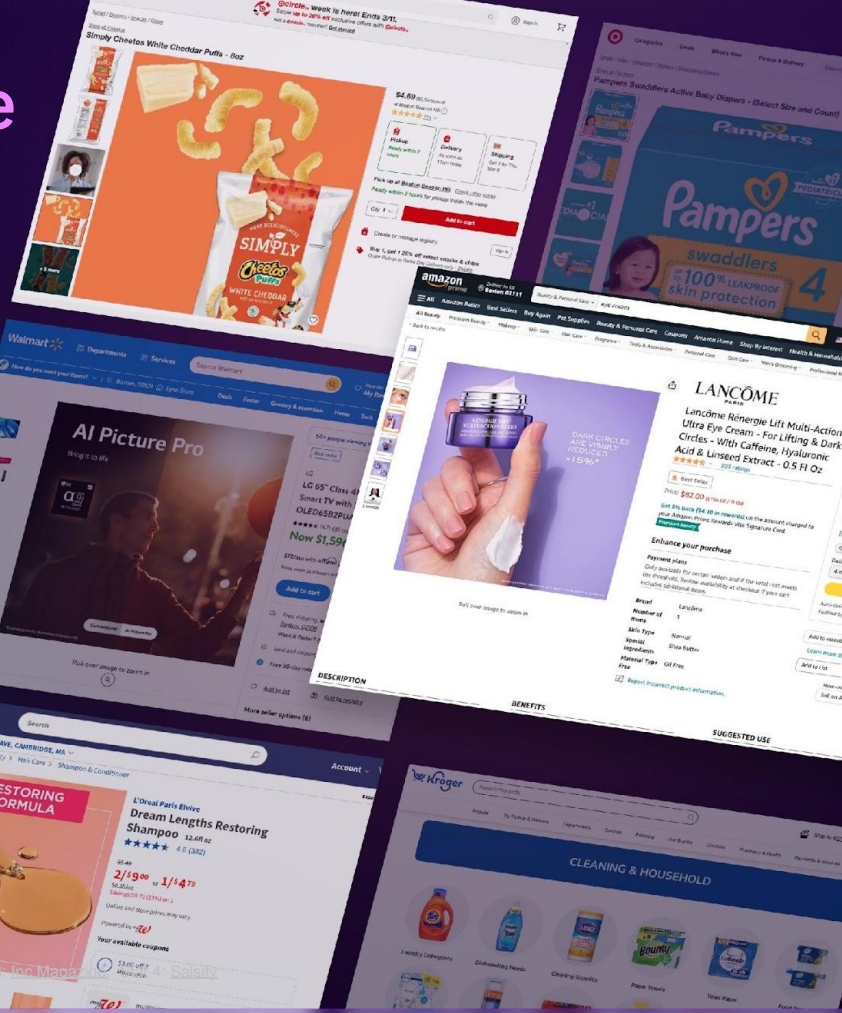**95%** of consumers that click into a carousel **will view every image**

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

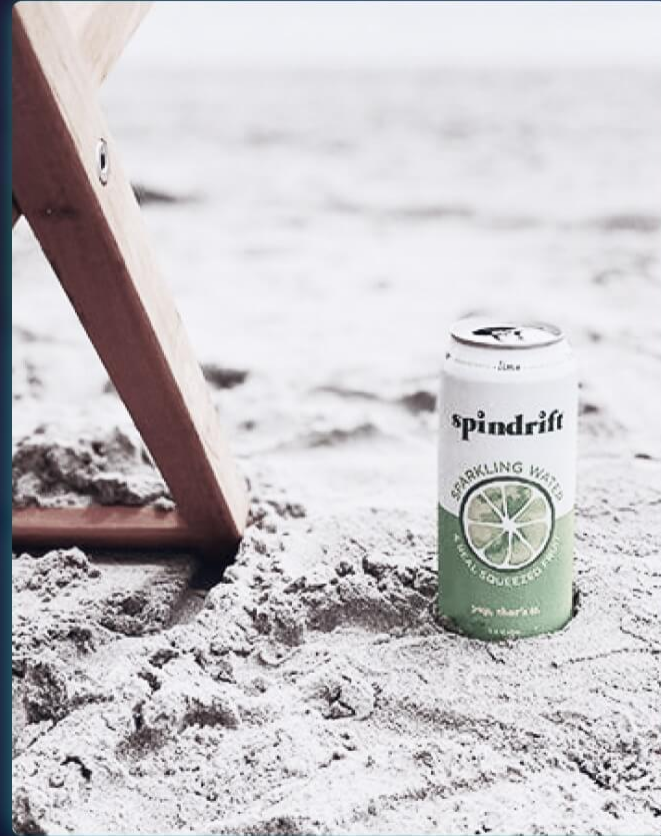**#1** Bad product content is the **#1 reason that consumers don't convert online.**

VIZIT

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

60%

of **retail sales** are **influenced by digital**

FORRESTER

VIZIT

You have **less than 2 seconds** to grab consumers' attention.

Our **brains process images 60,000x faster** than words.

VIZIT

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

VIZIT

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**

VIZIT

We created Vizit because **real-time analytics** to optimize the success of visual content **did not exist.**
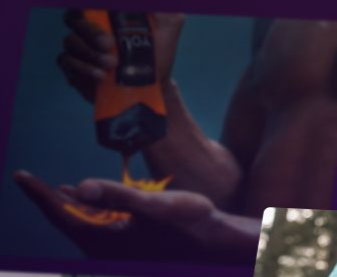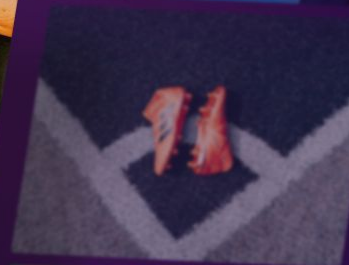
Surveys and focus groups are *too expensive* and *time consuming* to scale.

No ability to predictively measure visual content effectiveness.

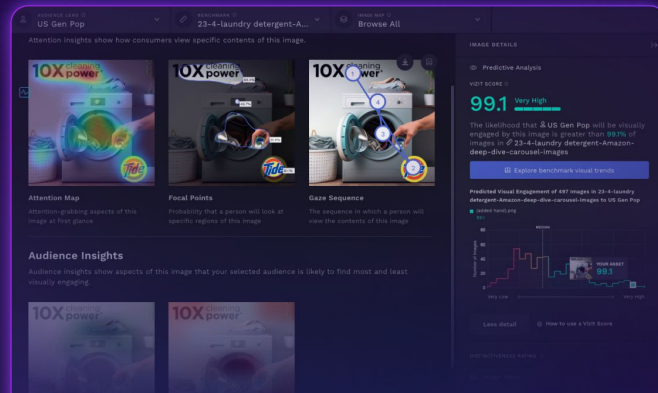*No ability to predictively measure* visual content effectiveness.

VIZIT

What we do that's **different**

Vizit is the **only AI technology platform** that helps global teams maximize consumer attention and optimize the conversion power of their imagery in real-time.

AUDIENCE LENS
Walmart Shoppers

VIZIT SCORE
68.8 High

Millennial Women
47.3 Moderate

AUDIENCE LENS
Online Grocery Shoppers
16.8 Very Low

The Visual Brand Performance Platform

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.

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

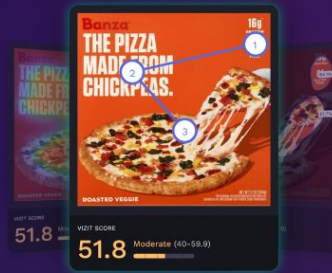# An AI-based approach to measuring visual preferences

1 Audience Data

Vizit collects data on your target audience.
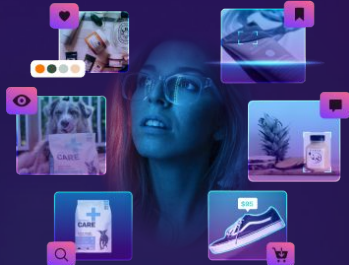
2 AI Analysis

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.

VIZIT

AI-Powered Baby Product PDP Optimization

VIZIT STUDIO

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

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

Higher scoring images on Vizit **improve sales, conversion, and consumer engagement**
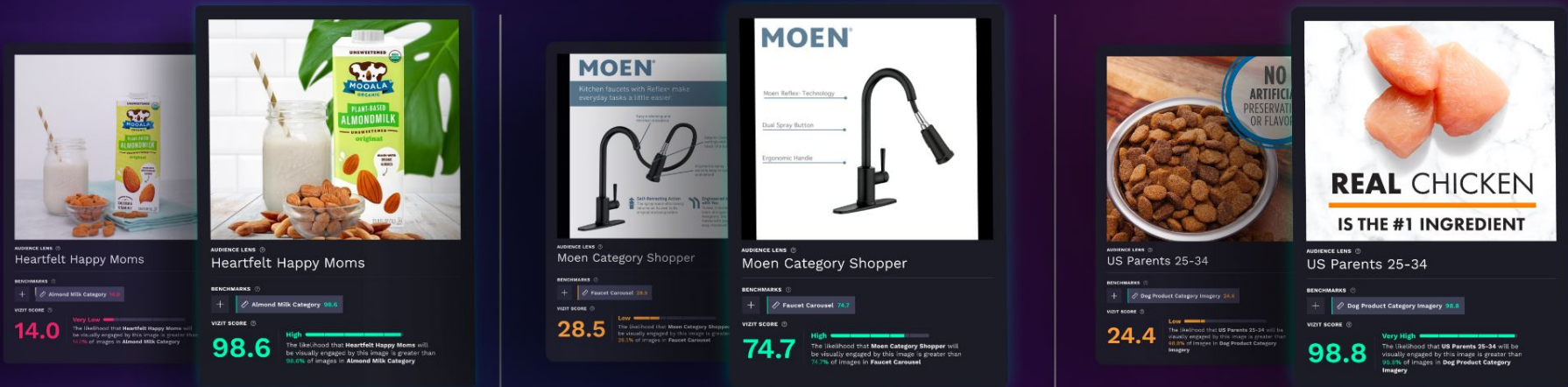
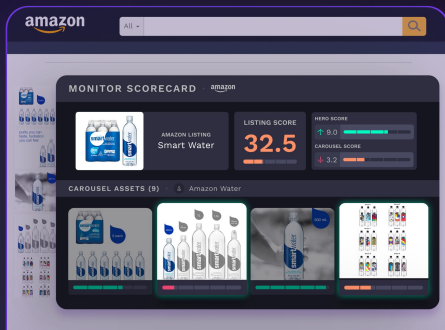| +54% Sales | +25% Conversion | +30% Conversion |
| +71% Page Views | +10% Sales | +30% Efficiency |

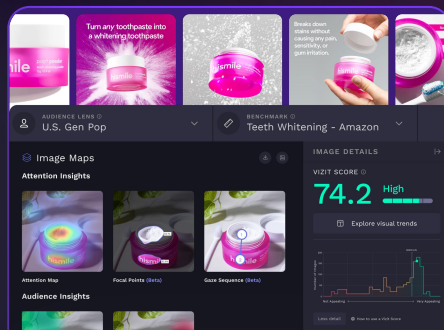# AI-driven content syndication workflow
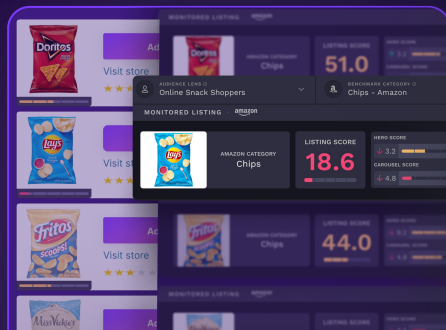
1 Identify SKUs

Leverage Vizit and your digital shelf analytics tools to prioritize listings which require content optimizations.
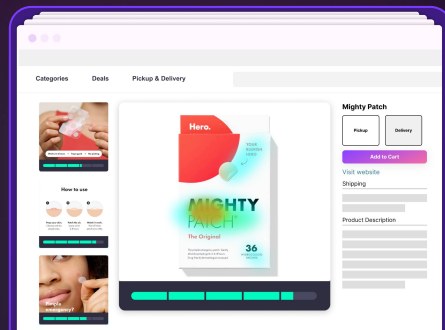
2 Identify Optimizations

Leverage Vizit to identify specific images that require optimization as well as optimal image counts, and sequence.

3 Drive Advantaged Content

Test alternative images in your PIM/DAM, or provide design recommendations to your creative team to create advantaged content.

4 Syndicate to Retail Partners

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

VIZIT

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

vizit.com/demo

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