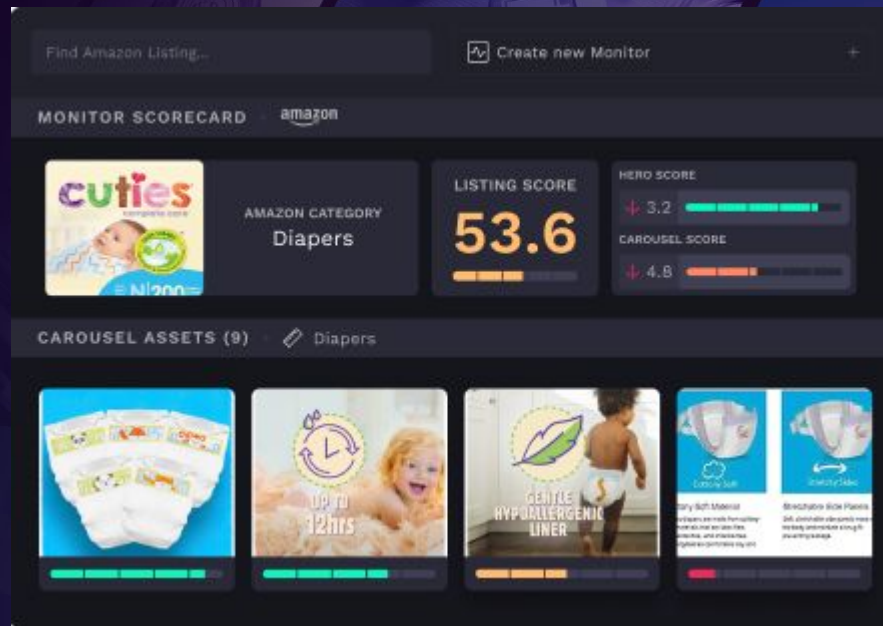


# VIZIT

## 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**

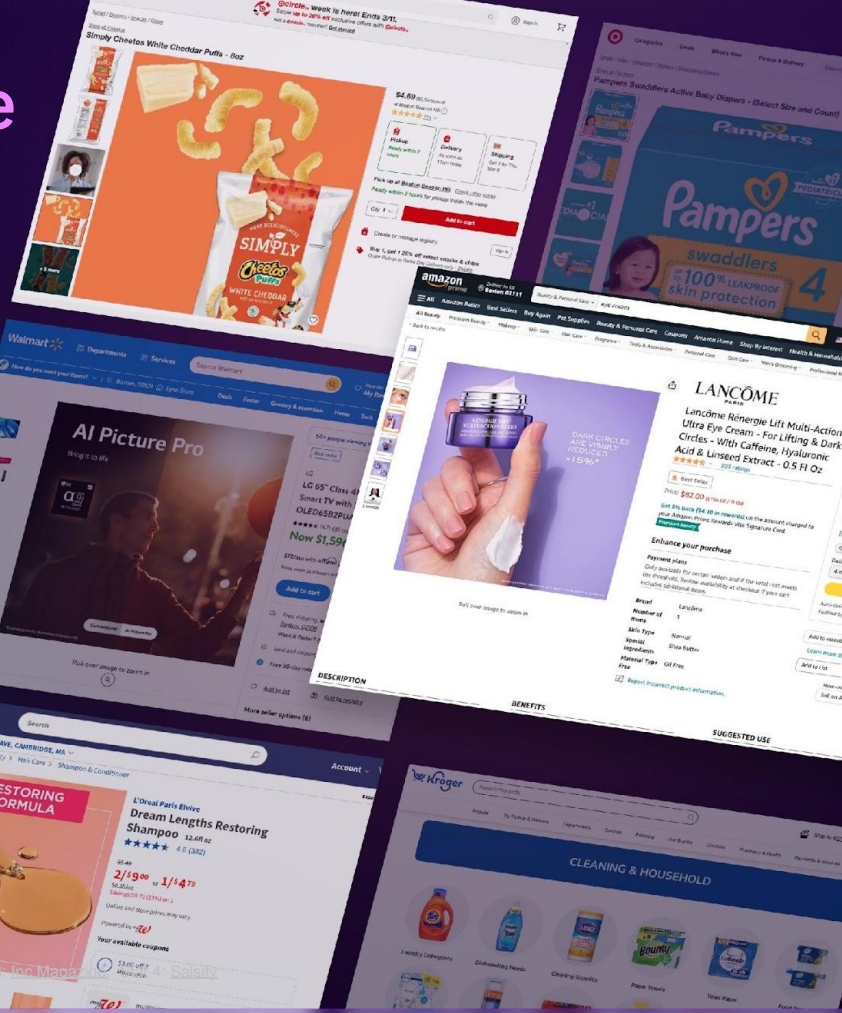
95%

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.**

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 Markets](#), Stat 4: [SalesIQ](#)

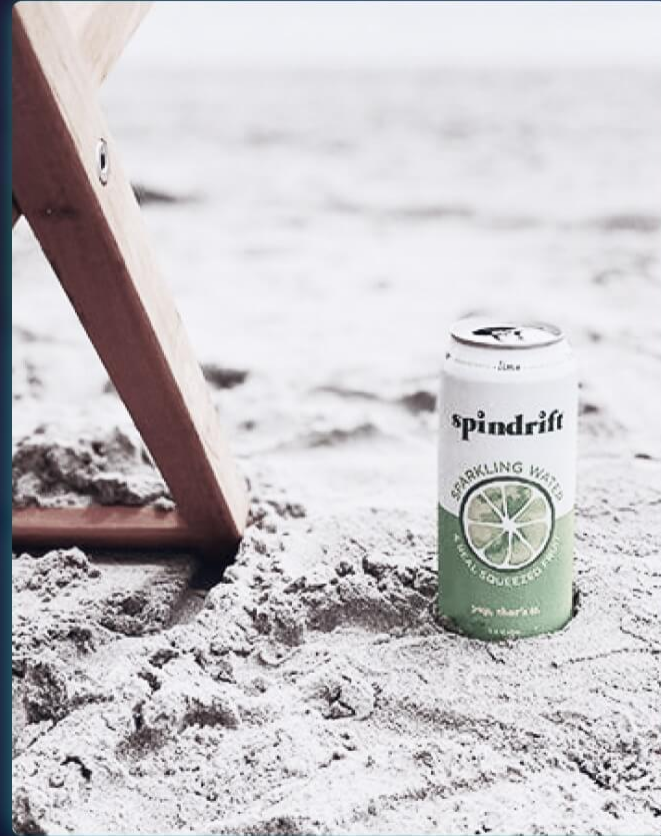


Consumers **won't purchase** your product if **images are unappealing**.

**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*

# We created Vizit because **real-time analytics** to optimize the success of visual content did not exist.



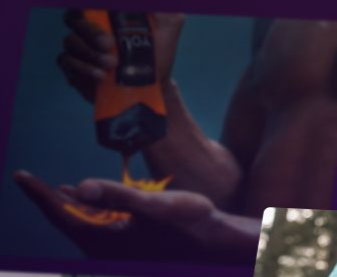
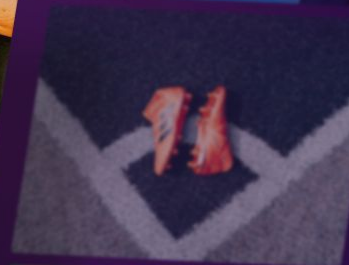
Surveys and focus groups are *too expensive* and *time consuming* to scale.



No ability to *predictively measure* visual content effectiveness.



No ability to *predictively measure* visual content effectiveness.



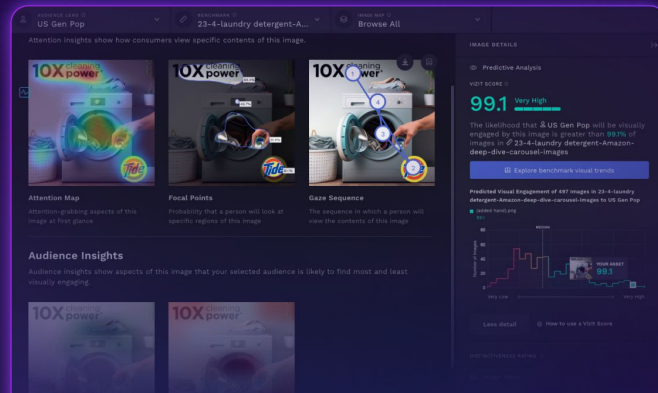
# What we do that's **different**

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.





# The Visual Brand Performance Platform



US Gen Pop 23-4-laundry detergent-A... Browse All

Attention insights show how consumers view specific contents of this image.

**10X power** **10X power** **10X power**

**Attention Map** Attention-grabbing elements of this image at first glance.

**Facial Points** Hotspots that a person will look at specifically 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.

**Image Details**

Predictive Analysis

**VIZIT SCORE**

**99.1** Very High

The likelihood that & US Gen Pop will be visually engaged by this image is greater than 99% of images in # 23-4-laundry detergent-Amazon-deep-dive-carousel-images

Explore benchmark visual trends

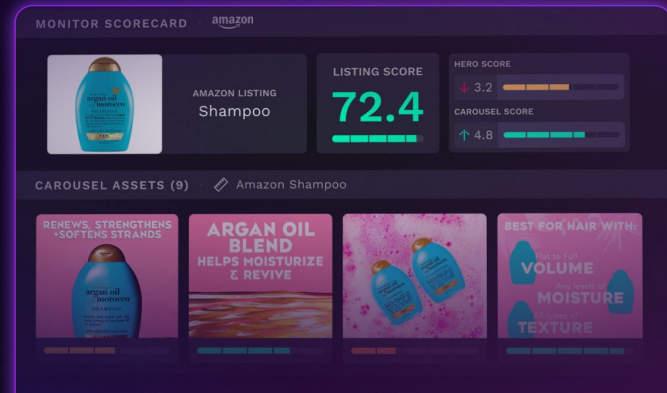
Predicted Visual Engagement of 497 images in # 23-4-laundry detergent-Amazon-deep-dive-carousel-images to US Gen Pop

Line chart showing visual engagement over time.

Look ahead → Peek to view a 150s score

## 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.



MONITOR SCORECARD amazon

AMAZON LISTING Shampoo

**LISTING SCORE**

**72.4**

**HERO SCORE**

↓ 3.2

**CAROUSEL SCORE**

↑ 4.8

CAROUSEL ASSETS (9) Amazon Shampoo

RENEWES, STRENGTHENS +SOFTENS STRANDS

ARGAN OIL BLEND HELPS MOISTURIZE & REVIVE

BEST FOR HAIR WITH: Argan Oil, VOLUME, Moisture, TEXTURE

## VIZIT MONITORING

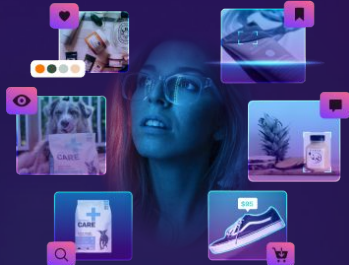
- Analyze thousands of product images across your category on Amazon's digital shelf.
- Measure and score content at the image and PDP level to pinpoint the visuals and listings that require optimization.
- Benchmark listing performance against competitors and category best sellers.

# An AI-based approach to measuring visual preferences



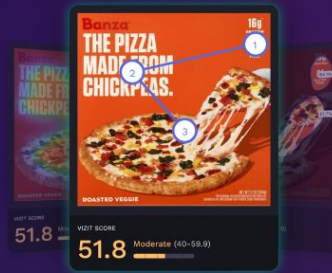
## 1 Audience Data

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.

# AI-Powered Baby Product PDP Optimization

US Gen Pop 23-4-laundry-detergent-A... Browse All

Attention insights show how consumers view specific contents of this image.

**10X power** **10X power** **10X power**

**Attention Map** Attention-grabbing elements of this image at first glance.

**Focal Points** Hotspots that a person will look at specifically 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.

**10X power** **10X power**

**IMAGE DETAILS**

**Predictive Analysis**

**VIZIT SCORE**

**99.1** **Very High**

The likelihood that & US Gen Pop will be visually engaged by this image is greater than 99% of images in @ 23-4-laundry-detergent-Amazon-deep-dive-carousel-images

Explore benchmark visual trends

**Predicted Visual Engagement of 497 images in 23-4-laundry-detergent-Amazon-deep-dive-carousel-images to US Gen Pop**

Search history

Line chart showing engagement over time.

Like Asset | Press to view a VIZIT score

Interpretable scores

## 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.

**MONITOR SCORECARD** amazon

**AMAZON LISTING** Shampoo

**LISTING SCORE** **72.4**

**HERO SCORE** ↓ 3.2

**CAROUSEL SCORE** ↑ 4.8

**CAROUSEL ASSETS (9)** Amazon Shampoo

**RENEWS, STRENGTHENS +SOFTENS STRANDS**

**ARGAN OIL BLEND HELPS MOISTURIZE & REVIVE**

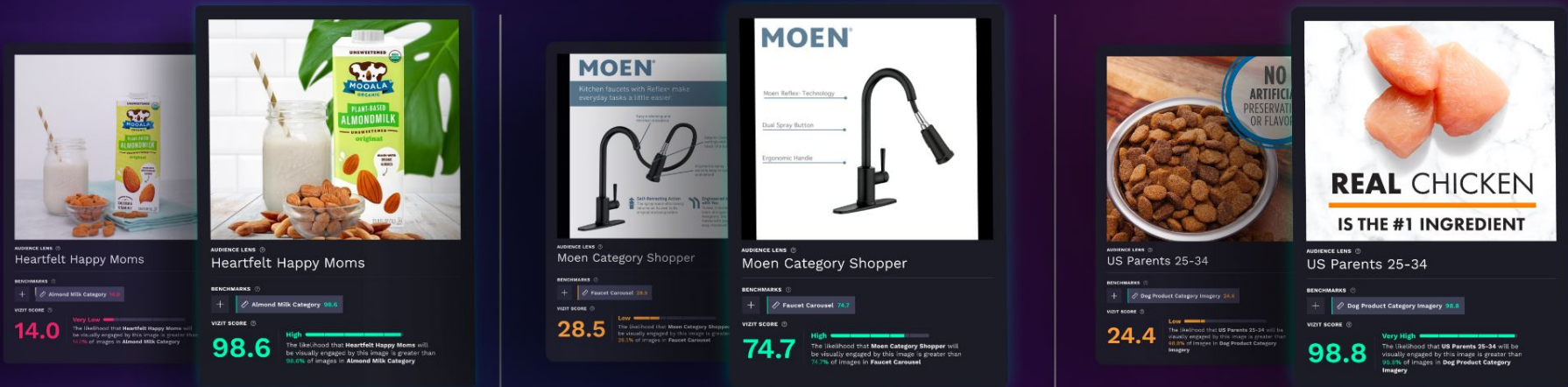
**BEST FOR HAIR WITH VOLUME**

**Argan Oil Moisture**

## 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.

# Higher scoring images on Vizit improve sales, conversion, and consumer engagement




**+54% Sales**

**+71% Page Views**



**+25% Conversion**

**+10% Sales**

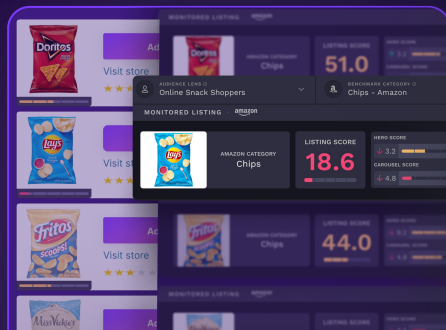


**+30% Conversion**

**+30% Efficiency**



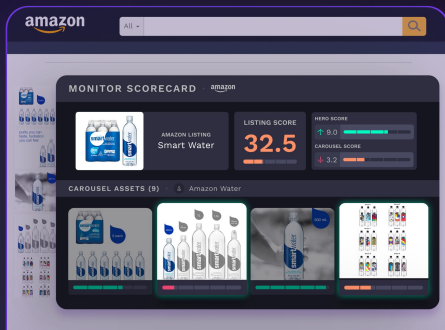
# AI-driven content syndication workflow



VIZIT | Profitero

## 1 Identify SKUs

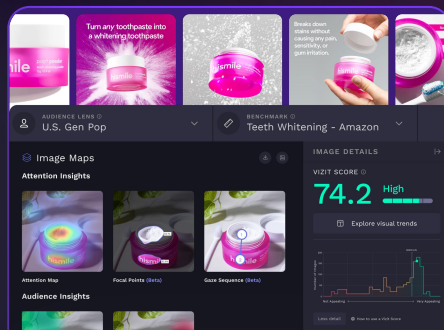
Leverage Vizit and your digital shelf analytics tools to prioritize listings which require content optimizations.



VIZIT

## 2 Identify Optimizations

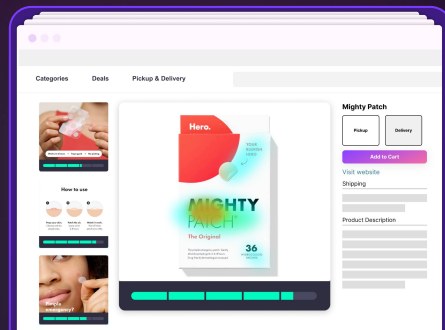
Leverage Vizit to identify specific images that require optimization as well as optimal image counts, and sequence.



VIZIT | SALSIFY

## 3 Drive Advantaged Content

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



SALSIFY

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

