VIZIT

Visual Content Best Practices and Optimization Workshop

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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**

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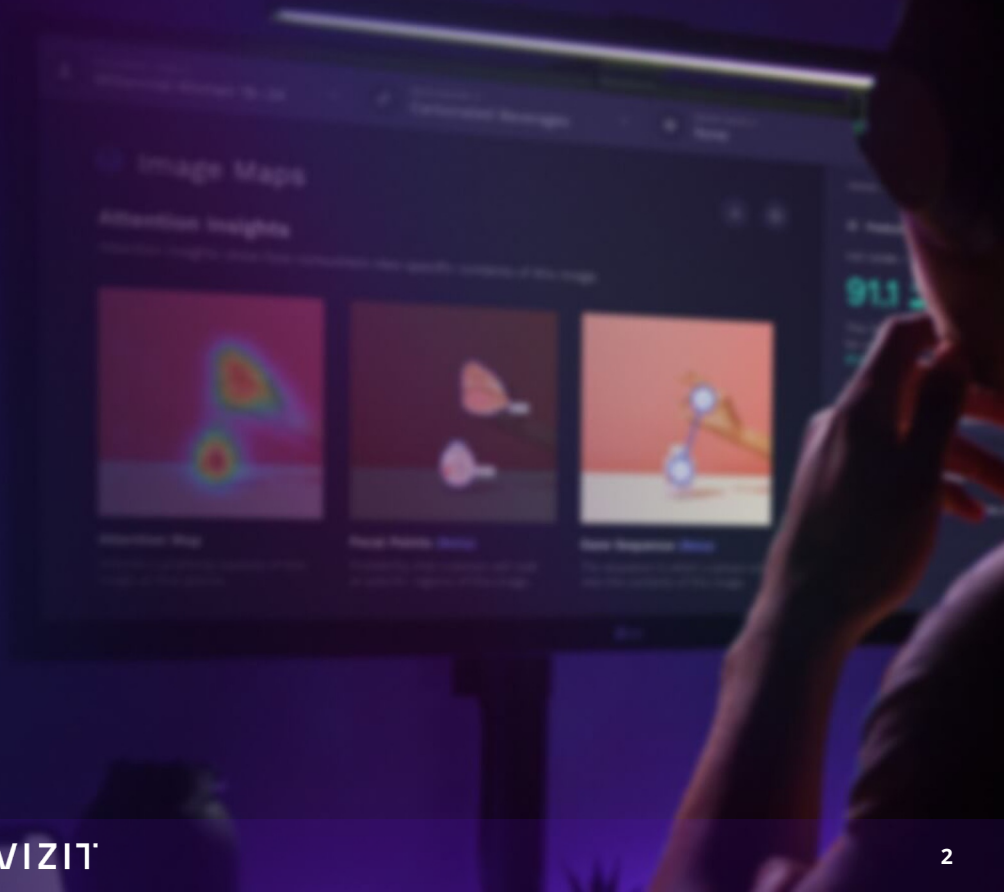
Imagery is central to online purchasing decisions
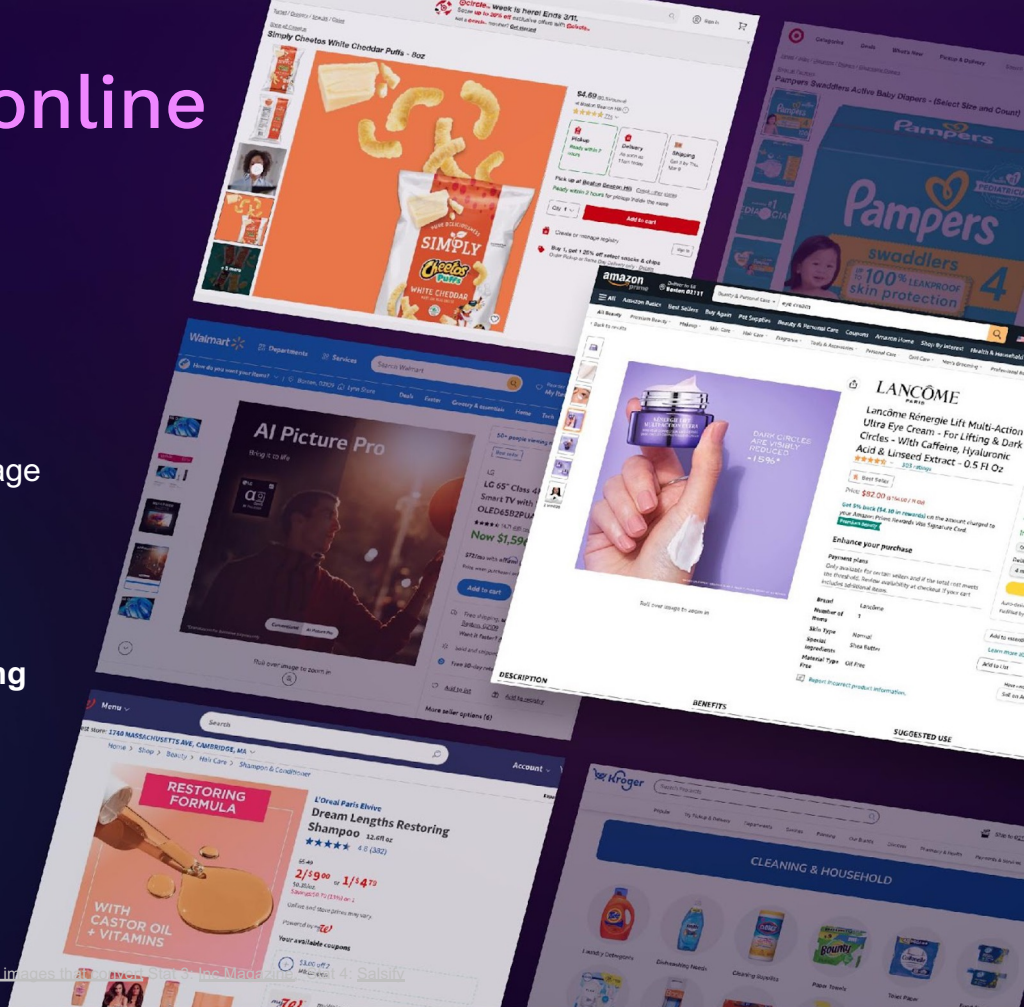
76% of shoppers are compelled to click because of **great product images**

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

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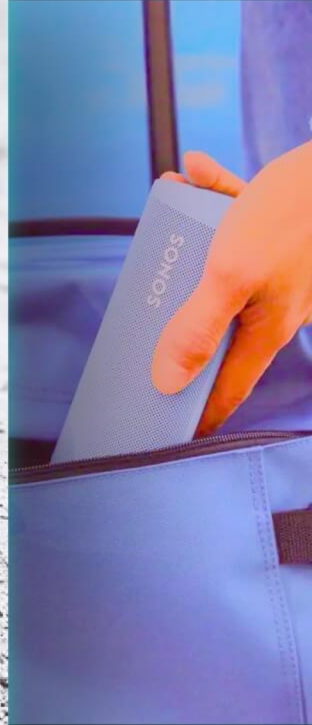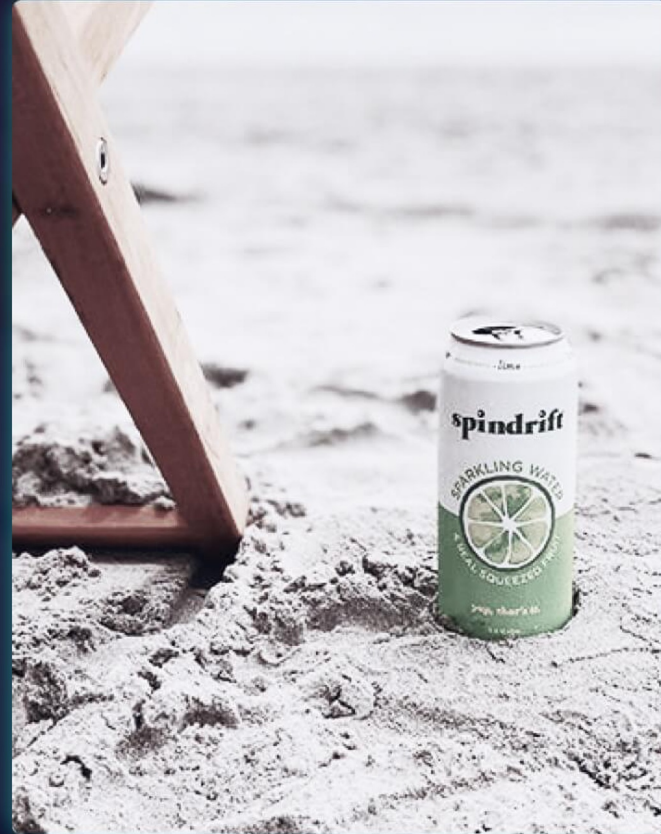
You have **less than 2 seconds** to grab consumers' attention.

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

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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

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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

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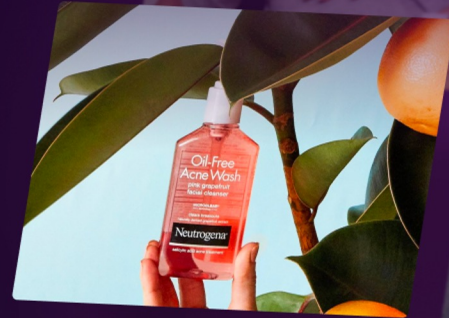
Surveys and focus groups are *too expensive* and *time consuming* to scale.

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.

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Vizit makes it easy to **create & optimize content** for any audience.

- Get a lens on **every segment** of your consumer base

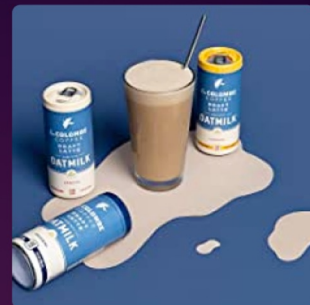- Score and rank **every piece of content** you use

- Make quick changes to drive better performance **every day**

AUDIENCE LENS
U.S. Women 18-24

AUDIENCE LENS
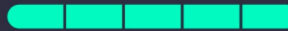U.S. Women 18-24

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

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An AI-based approach to measuring visual preferences

1 **Audience Data**

Vizit collects data on your target audience.
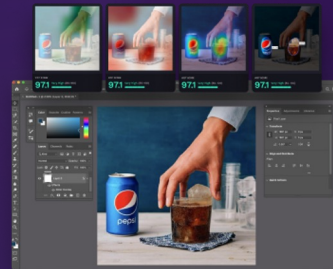
2 **AI Analysis**

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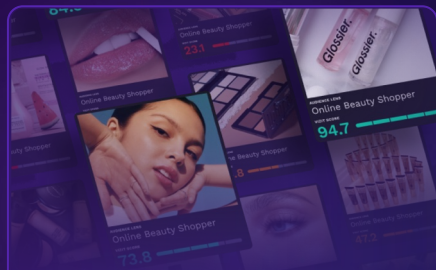
3 **Image Scoring**

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.

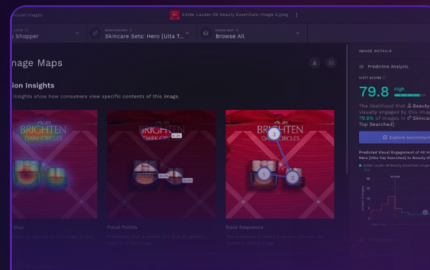# Elevating content creation, execution, and performance with AI

Conceptualization & Inspiration

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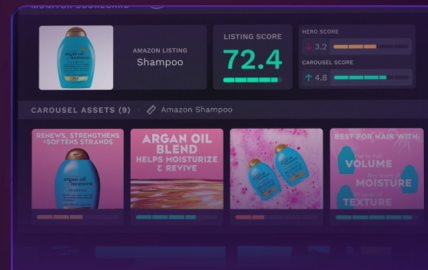
Creation & Testing

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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Creating Advantaged content with Vizit saves you time & effort, and improves sales, conversion, & consumer engagement
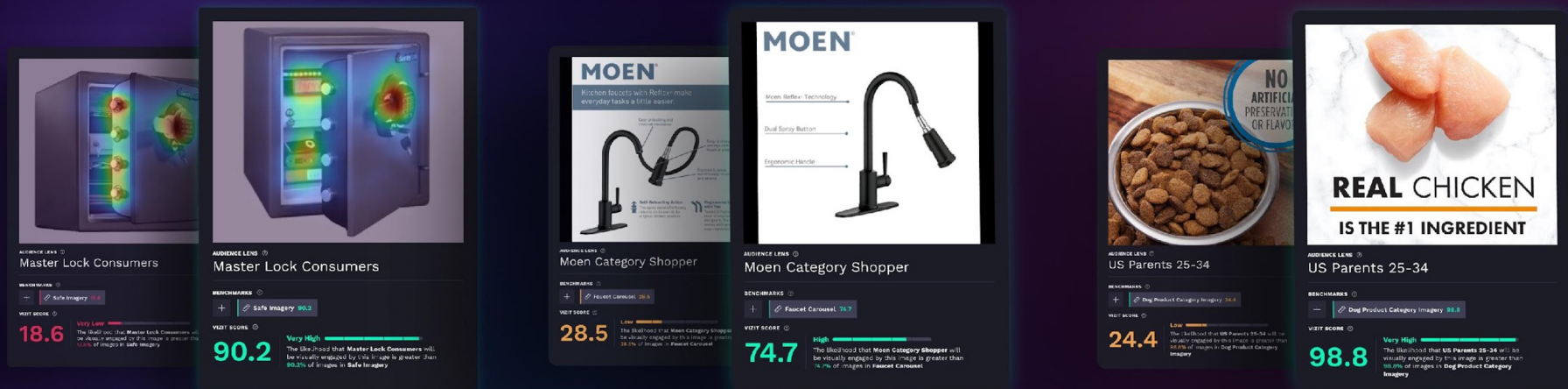
Master Lock
- +23% Conversion
- +30% Sales

MOEN
- +25% Conversion
- +10% Sales

MARS
- +30% Conversion
- +30% Efficiency

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

vizit.com/demo