

VIZIT

Visual Content Best Practices and Optimization Workshop



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VIZIT

Projects Benchmarks Audiences Monitoring

Back to Valentines PDP Image Analy... carousel-image-4.jpg

AUDIENCE LENS: Online Chocolate & Candy Co... BENCHMARK: Valentine'S Day Candies - Car... IMAGE MAP: Browse All

Attention Insights

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

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.

Positive Appeal Map

Negative Appeal Map

IMAGE DETAILS

Predictive Analysis

VIZIT SCORE: 43.2 Moderate

The likelihood that Online Chocolate & Candy Consumers will be visually engaged by this image is greater than only 43.2% of images in Valentine'S Day Candies - Carousel 02/07/2024 (Monitor)

Explore benchmark visual trends

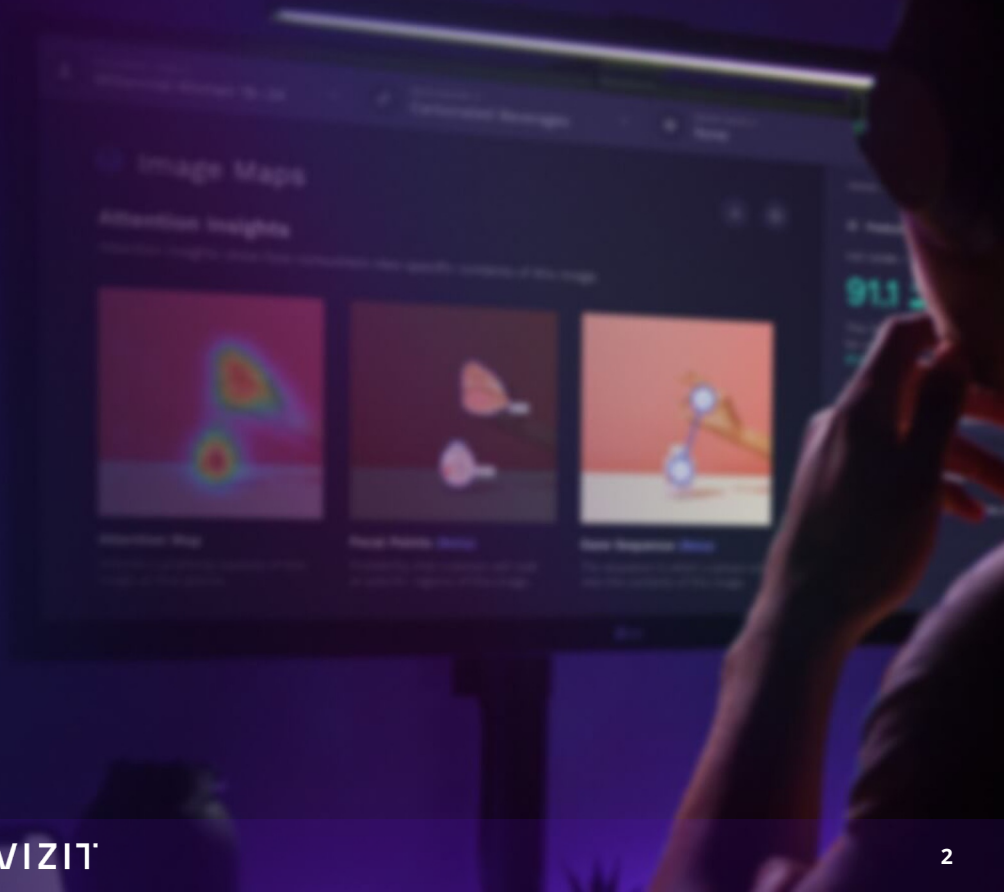
More detail How to use a VIZIT Score

DISTINCTIVENESS RATING: Somewhat Distinct

Relative similarity of image compared to the visual characteristics of 593 other images found in Valentine'S Day Candies - Carousel 02/07/2024 (Monitor)

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

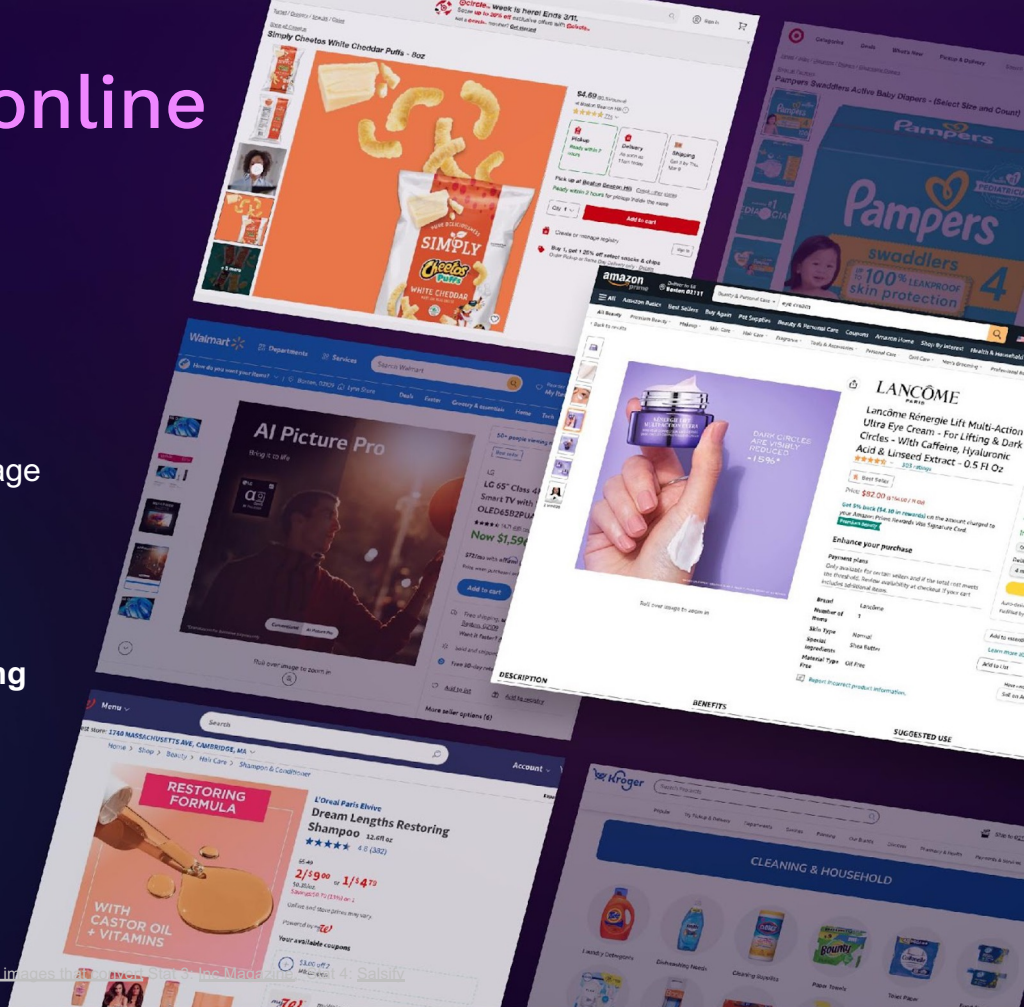
76% of shoppers are compelled to click because of **great product images**

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.**

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](#)

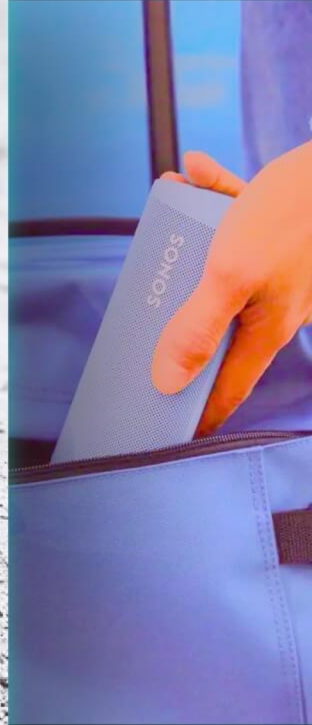
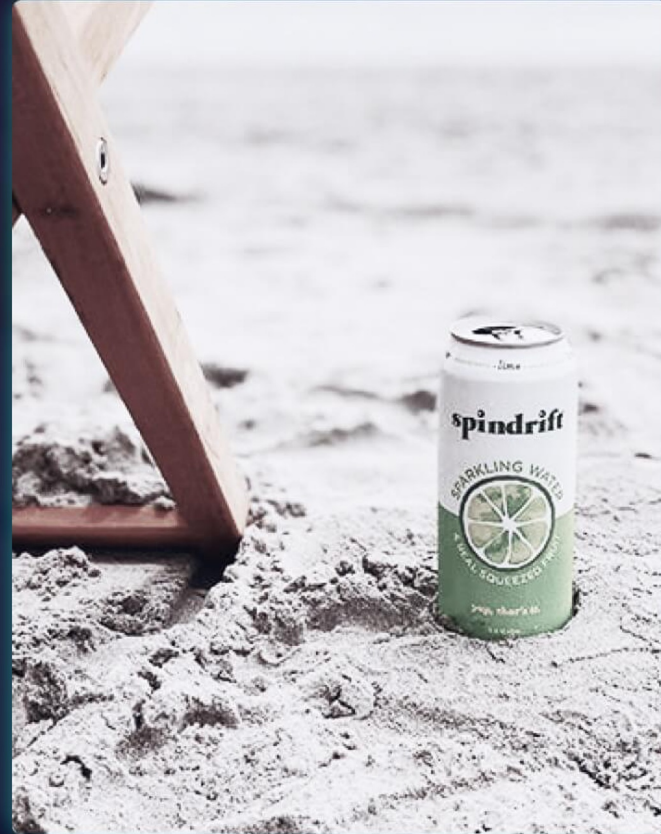


Consumers **won't**
purchase your product
if **images** are
unappealing.

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.**



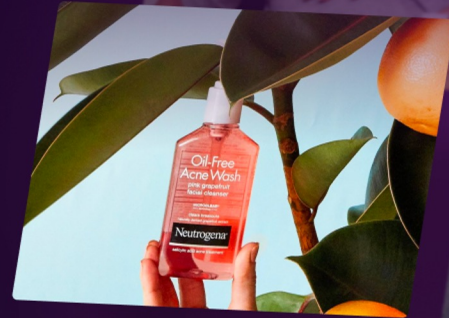
Surveys and focus groups are *too expensive* and *time consuming* to scale.



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

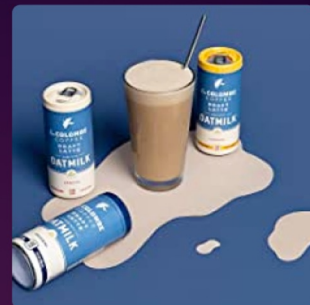
Make quick changes to drive better performance **every day**



AUDIENCE LENS
U.S. Women 18-24



AUDIENCE LENS
U.S. Women 18-24



AUDIENCE LENS
U.S. Women 18-24



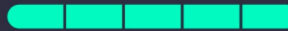
AUDIENCE LENS
Coffee Drinkers



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.



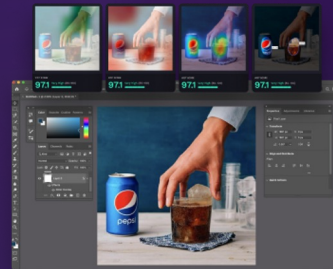
2 AI Analysis

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



3 Image Scoring

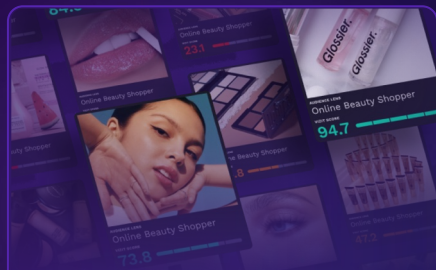
Vizit scores and compares new content for predicted effectiveness with your audience.



4 Optimization

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

Elevating content creation, execution, and performance with AI



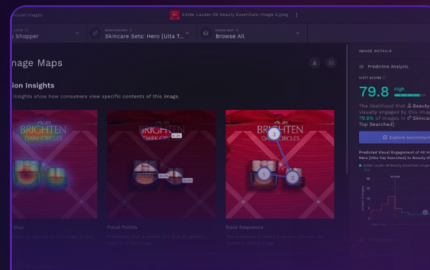
Conceptualization & Inspiration

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



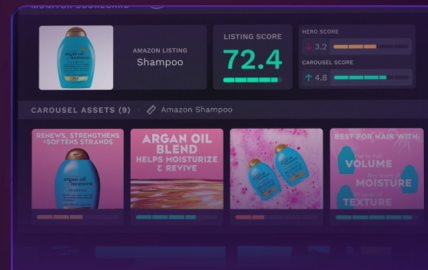
Creation & Testing

Immediately understand the effectiveness of different design and imagery for any global audience.



Optimization & Syndication

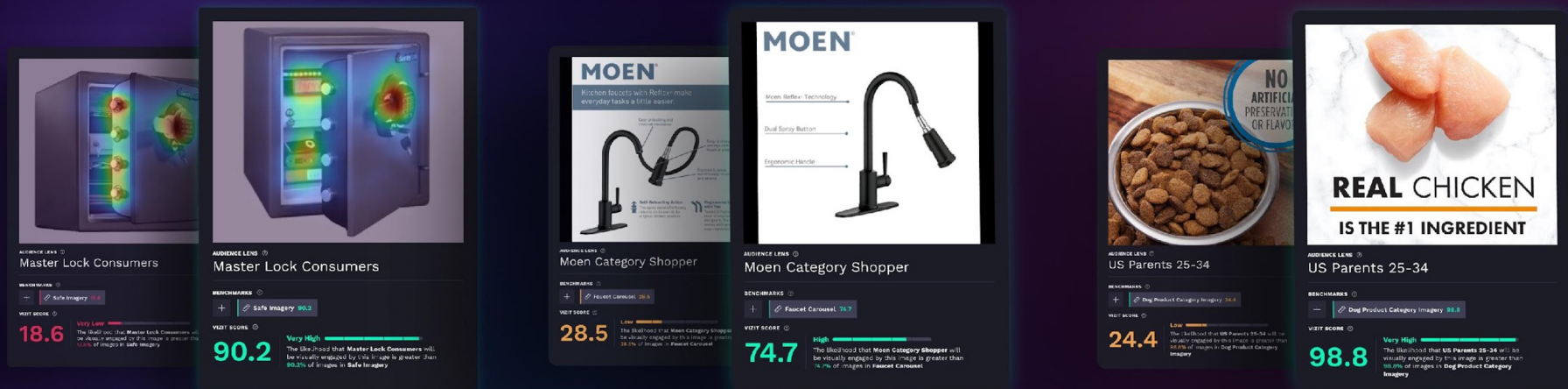
Flight the most impactful content across channels to ensure every consumer touchpoint is engaging.



Analytics & Monitoring

Understand seasonal shifts in consumer sentiment, category movement, and competitive strategy.

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

