

VIZIT

Image Optimization Workshop: Coffee Makers + Pods

VIZIT

ProjectsBenchmarksAudiencesMonitoringVisual Content R...EQ

Back to Coffee Makers


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How Vizit works


AUDIENCE LENS
Gen Pop (US)

BENCHMARK
Chips - Hero 09/05/2023 (...)


IMAGE MAP
Browse All



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.



Engagement Map
Gen Pop (US)



Opportunity Map
Gen Pop (US)

IMAGE DETAILS

Predictive Analysis

VIZIT SCORE
89.5 Very High

The likelihood that Gen Pop (US) will be visually engaged by this image is greater than **89.5%** of images in Chips - Hero 09/05/2023 (Monitor)

Explore benchmark visual trends

More detailHow to use a Vizit Score

DISTINCTIVENESS RATING

Distinct

Relative similarity of image compared to the visual characteristics

Image Maps

Color Palette

Metadata

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**

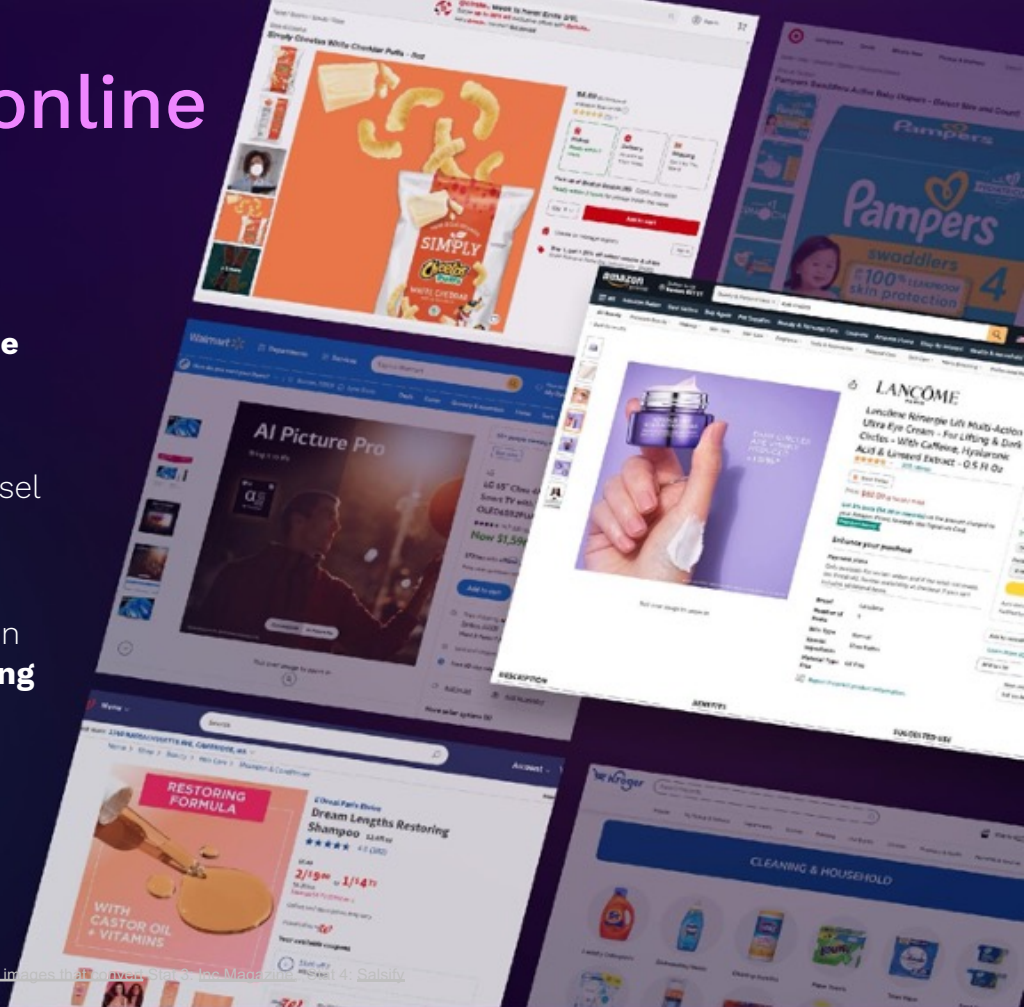
95%

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: [Jocelyn: 100+ Image Tips](#), Stat 4: [Salsify](#)

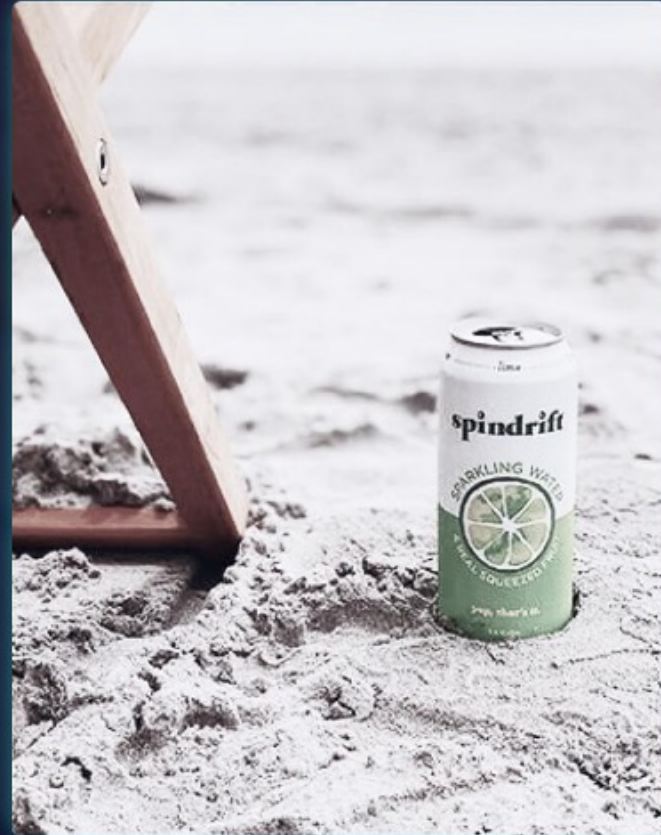


Consumers **won't purchase** your product if **images are unappealing**.

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.**



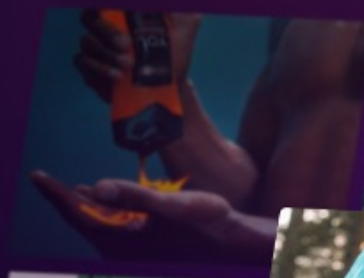
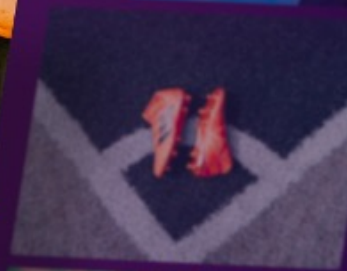
Surveys and focus groups are *too expensive* and *time consuming* to scale.



No ability to predictively measure visual content effectiveness.



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

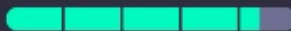
Score and rank **every piece of content** you use

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



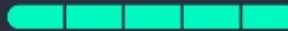
AUDIENCE LENS

Coffee Drinkers



AUDIENCE LENS

Coffee Drinkers



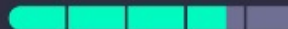
AUDIENCE LENS

Amazon Shoppers



AUDIENCE LENS

Amazon Shoppers



AUDIENCE LENS

Amazon Shoppers

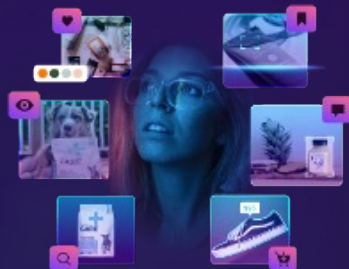


An AI-based approach to measuring visual preferences



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

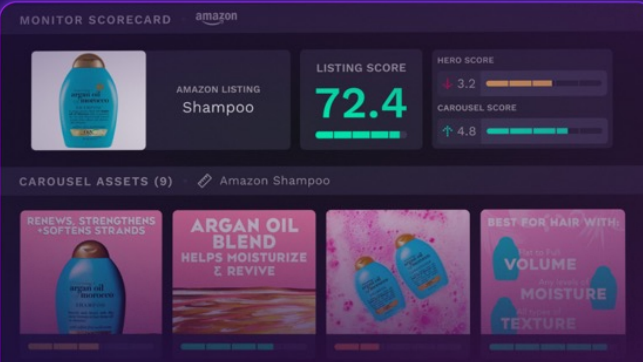
Vizit scores and compares new content for predicted effectiveness with your audience.



4 Optimization

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

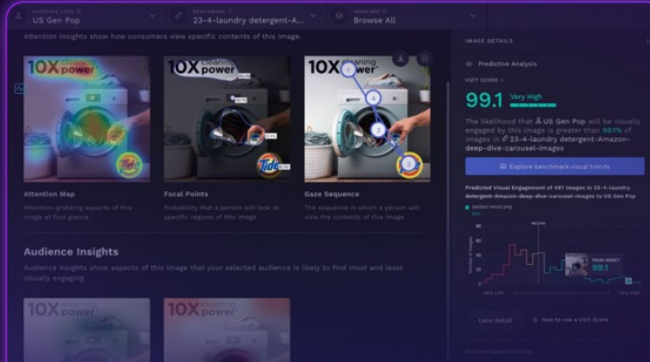
The Vizit Platform



The screenshot shows the 'MONITOR SCORECARD' for 'Amazon Shampoo'. It features a product image of a blue shampoo bottle. Key metrics include a 'LISTING SCORE' of 72.4, a 'HERO SCORE' of 3.2, and a 'CAROUSEL SCORE' of 4.8. Below the scorecard, there are 'CAROUSEL ASSETS (9)' for 'Amazon Shampoo', showing various product images with text overlays like 'RENEW, STRENGTHENS + SOFTENS STRANDS', 'ARGAN OIL BLEND HELPS MOISTURIZE & REVIVE', and 'BEST FOR HAIR WITH 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.

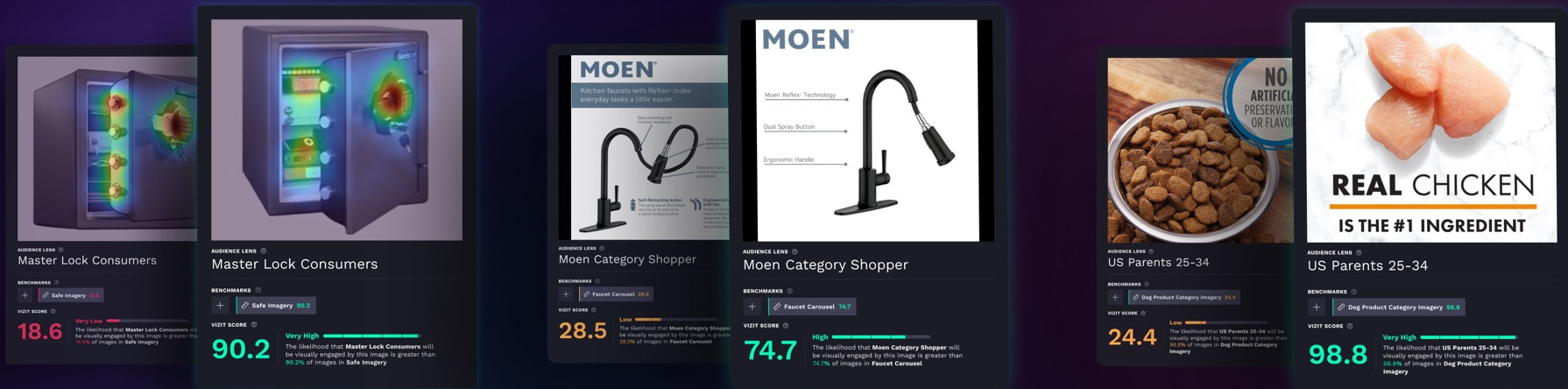


The screenshot shows the 'VIZIT STUDIO' interface for a '10X power' laundry detergent. It displays 'Attention Maps' showing where consumers view specific contents of the image, 'Focal Points' showing where a person will look at specific regions of the image, and 'Gaze Sequence' showing the sequence of visual engagement. A 'Predictive Analysis' section shows a '99.1 Very High' score for the 'US Gen Pop' and a 'Predicted Visual Engagement of 187 images in 20-4 Laundry detergent-Amazon-deep-dive-carousel-images'. A line graph shows 'Visual Engagement' over time.

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.

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

