

VIZIT

Image Optimization Workshop: PANTRY

Projects

Benchmarks

Audiences

Monitoring

Back to 1) Hero Image

lays-original-hero.png

How Vizit works

AUDIENCE LENS


[2023] US Chips Snacker

BENCHMARK

Chips Carousel Imagery (A...


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

[2023] US Chips Snacker



Opportunity Map

[2023] US Chips Snacker

IMAGE DETAILS

Predictive Analysis


46.6 **Moderate**

The likelihood that [2023] US Chips Snacker will be visually engaged by this image is greater than only 46.6% of images in Chips Carousel Imagery (Amazon Best Sellers)

Explore benchmark visual trends

Predicted Visual Engagement of 146 Images in Chips Carousel Imagery (Amazon Best Sellers) to [2023] US Chips Snacker

lays-original-hero.png 46.6



YOUR ASSET 46.6

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**

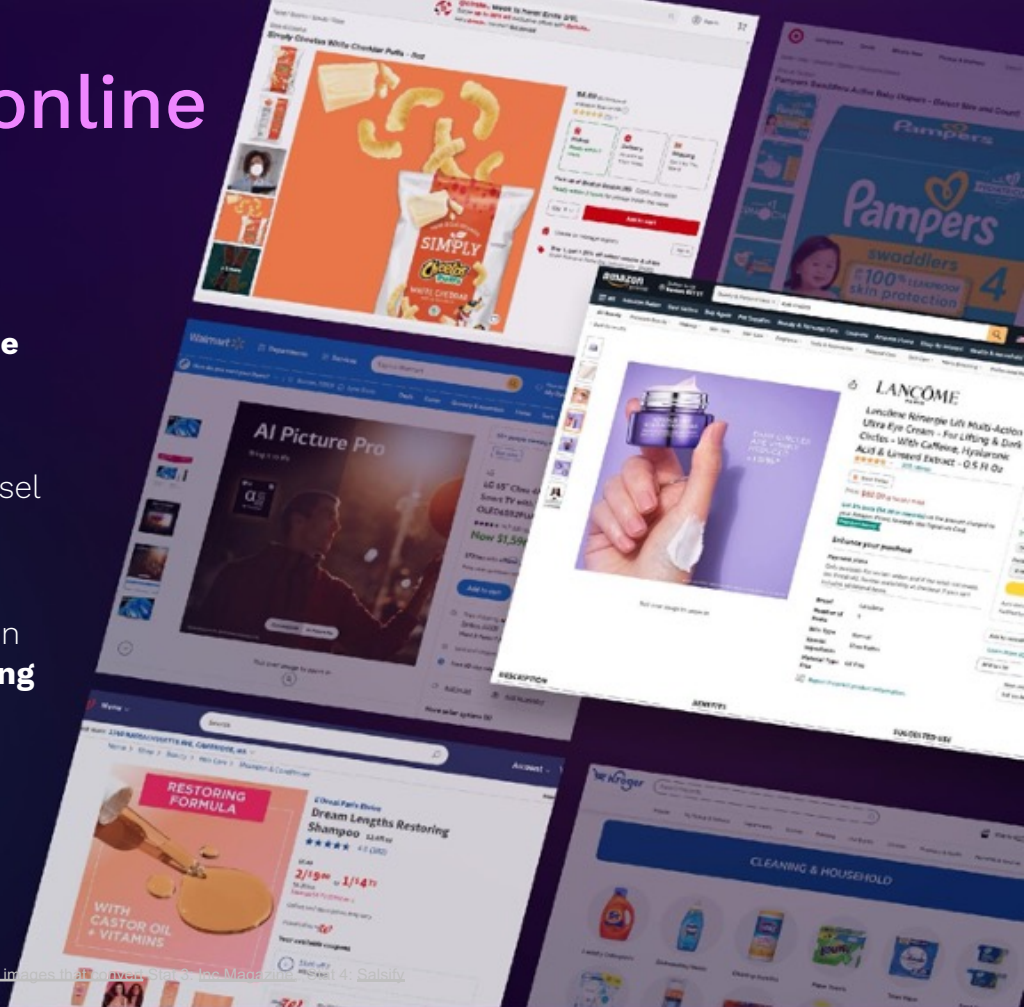
95%

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](#)

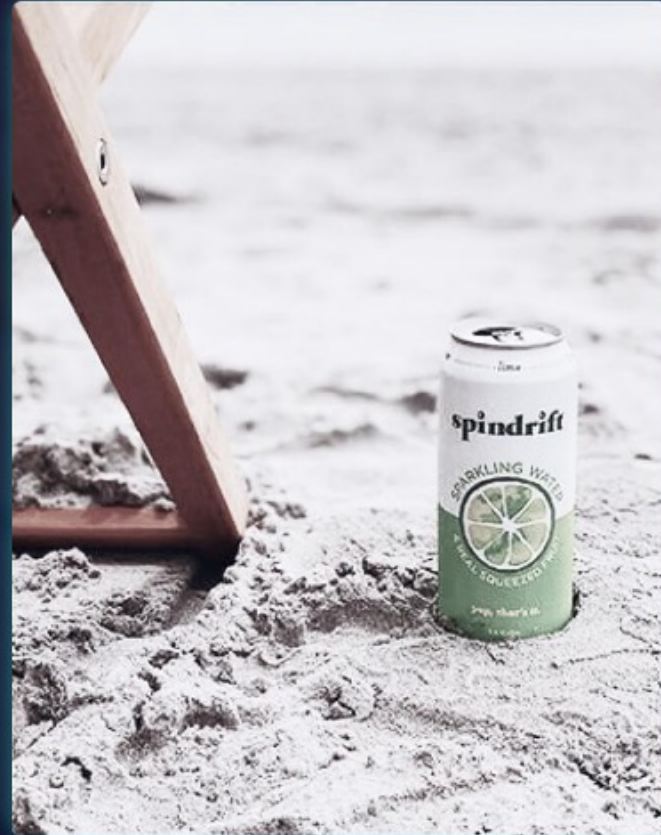


Consumers **won't purchase** your product if **images are unappealing**.

60%

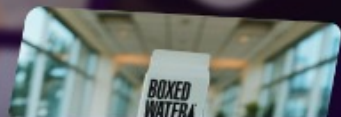
of retail sales are
influenced by digital

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.**



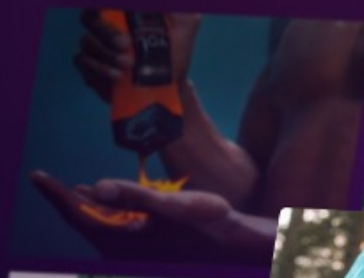
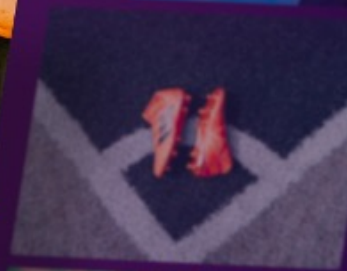
Surveys and focus groups are *too expensive* and *time consuming* to scale.



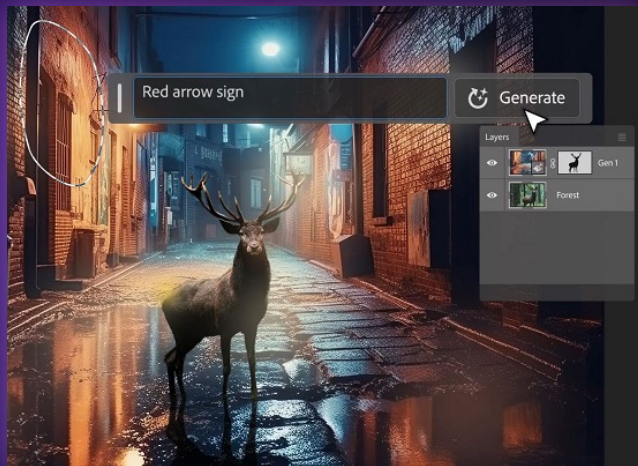
No ability to predictively measure visual content effectiveness.



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



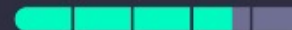
AUDIENCE LENS
Coffee Drinkers



AUDIENCE LENS
Amazon Shoppers



AUDIENCE LENS
Amazon Shoppers



AUDIENCE LENS
Amazon Shoppers

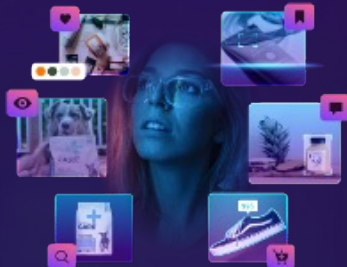


An AI-based approach to measuring visual preferences



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

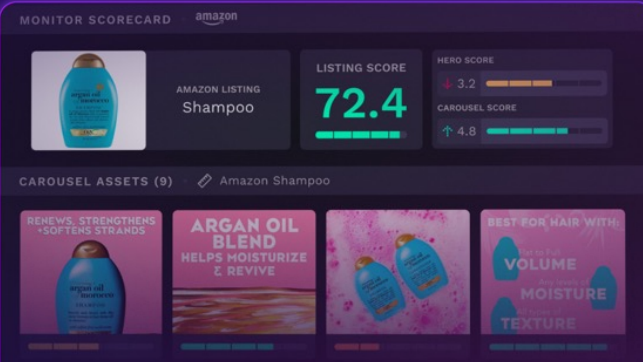
Vizit scores and compares new content for predicted effectiveness with your audience.



4 Optimization

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

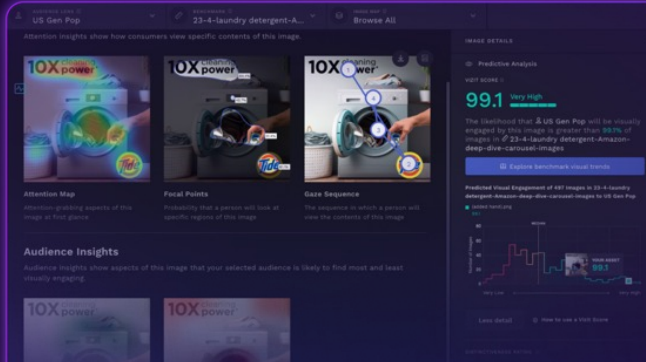
The VIZIT Platform



The screenshot displays the 'MONITOR SCORECARD' for 'Amazon Shampoo'. It features a 'LISTING SCORE' of 72.4 and a 'HERO SCORE' of 3.2. Below the scorecard, 'CAROUSEL ASSETS (9)' are shown, including product images and text overlays like 'RENEW, STRENGTHENS + SOFTENS STRANDS' and 'ARGAN OIL BLEND HELPS MOISTURIZE & REVIVE'.

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.

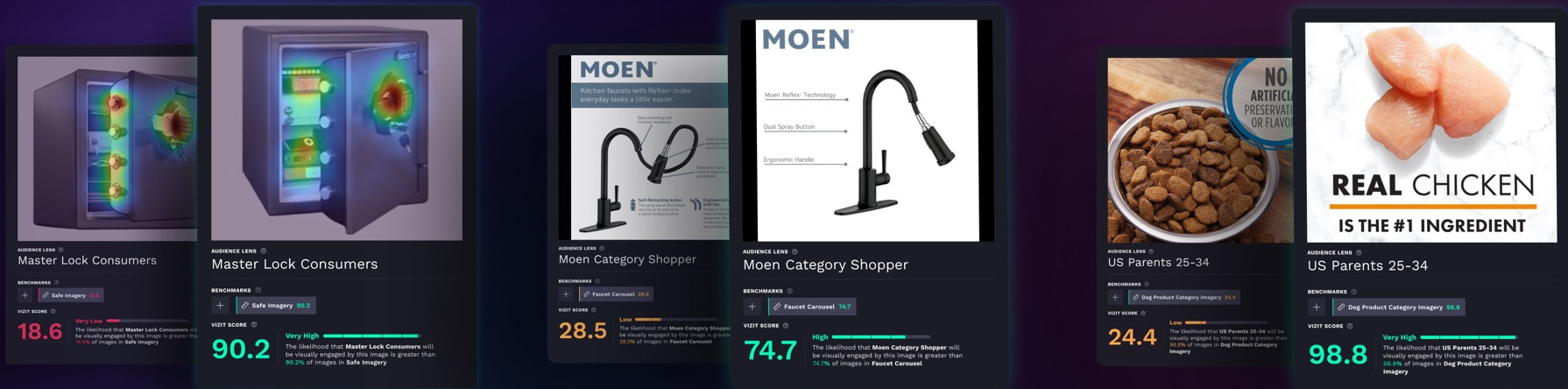


The screenshot shows the 'VIZIT STUDIO' interface for a 'US Gen Pop' audience. It includes an 'Attention Map' and 'Focal Points' for a '10X power' laundry detergent image. A 'Predictive Analysis' section shows a '99.1' score, indicating high visual engagement. A line graph shows 'Visual Engagement' over 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

