VIZIT

How Visual AI Drives Creative and Content Excellence

Visually engaging content has never been more vital to a company's success.

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**
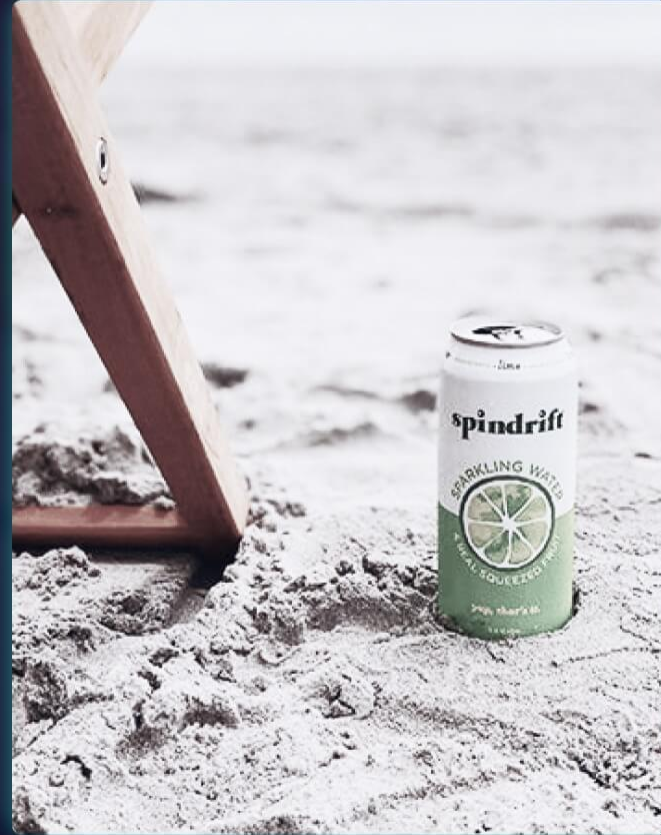
Stat 1: Imagify: 12 Best Practices for Your Product Images, Stat 2: Onespace: A brands guide to creating product images that convert, Stat 3: IRC Magazine, Stat 4: Salsify

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.

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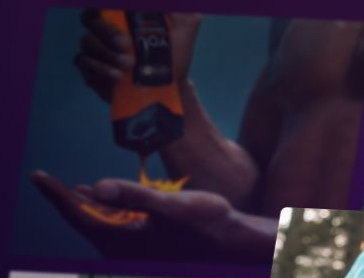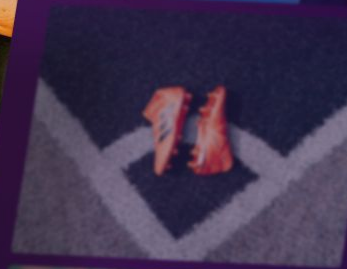
Surveys and focus groups are *too expensive* and *time consuming* to scale.

No ability to predictively measure visual content effectiveness.

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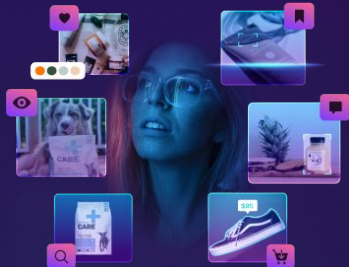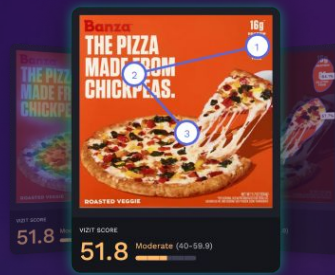
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An AI-driven approach to visual preference

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.

Beauty is in the eye of the beholder

Vizit made it possible to **simulate the beholder.**
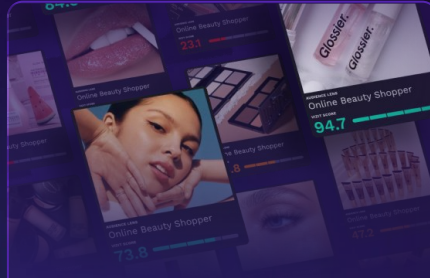
$399

AUDIENCE LENS
High Income Men

VIZIT

Elevating the creative process
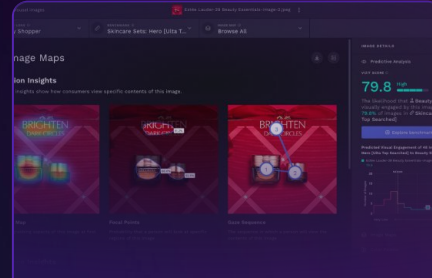# with Visual AI

Measurement

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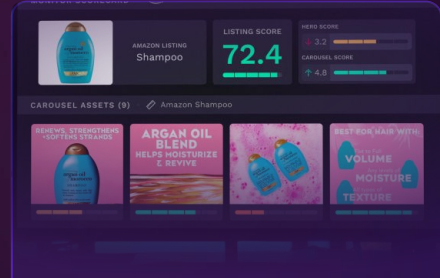
Inspiration

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

Optimization

Test and validate new ideas in real-time and iterate to develop the most impactful content and creative.
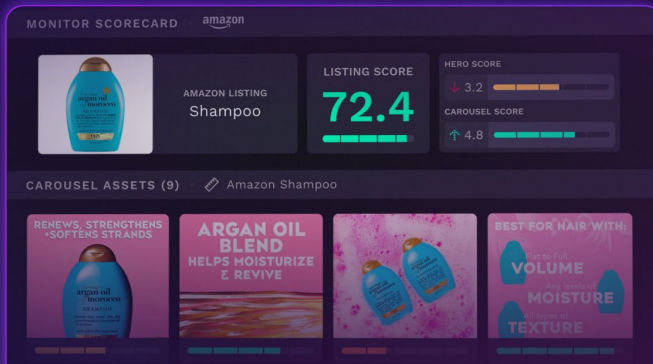
Monitoring

Understand seasonal shifts in consumer sentiment, category movement, and competitive strategy.
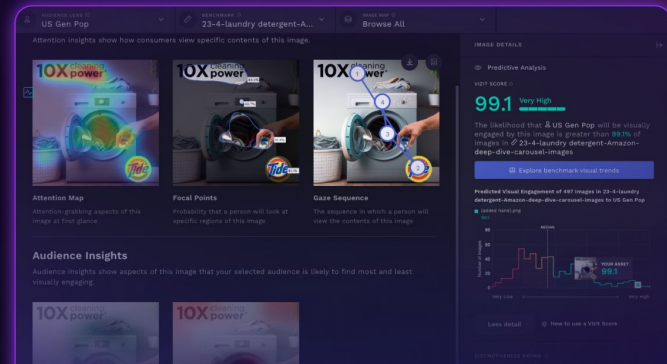
The Visual Performance Platform


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.

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.

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Creating Advantaged content with Vizit saves you time & effort, and improves sales, conversion, & consumer engagement
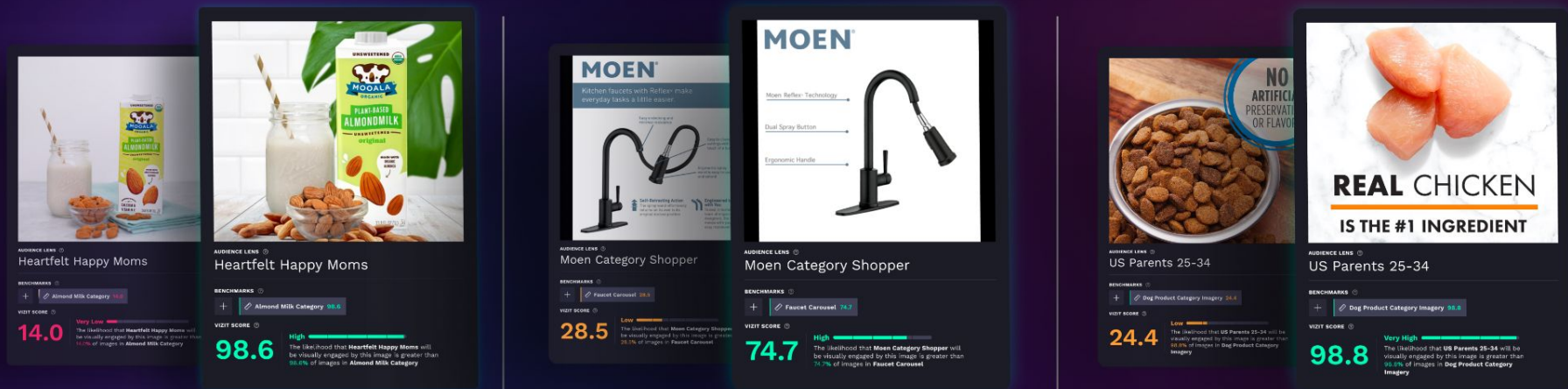
MOOALA ORGANIC
- +54% Sales
- +71% Page Views

MOEN
- +25% Conversion
- +10% Sales

MARS
- +30% Conversion
- +30% Efficiency

Vizit + Creative

⚡ **Is fast and efficient**

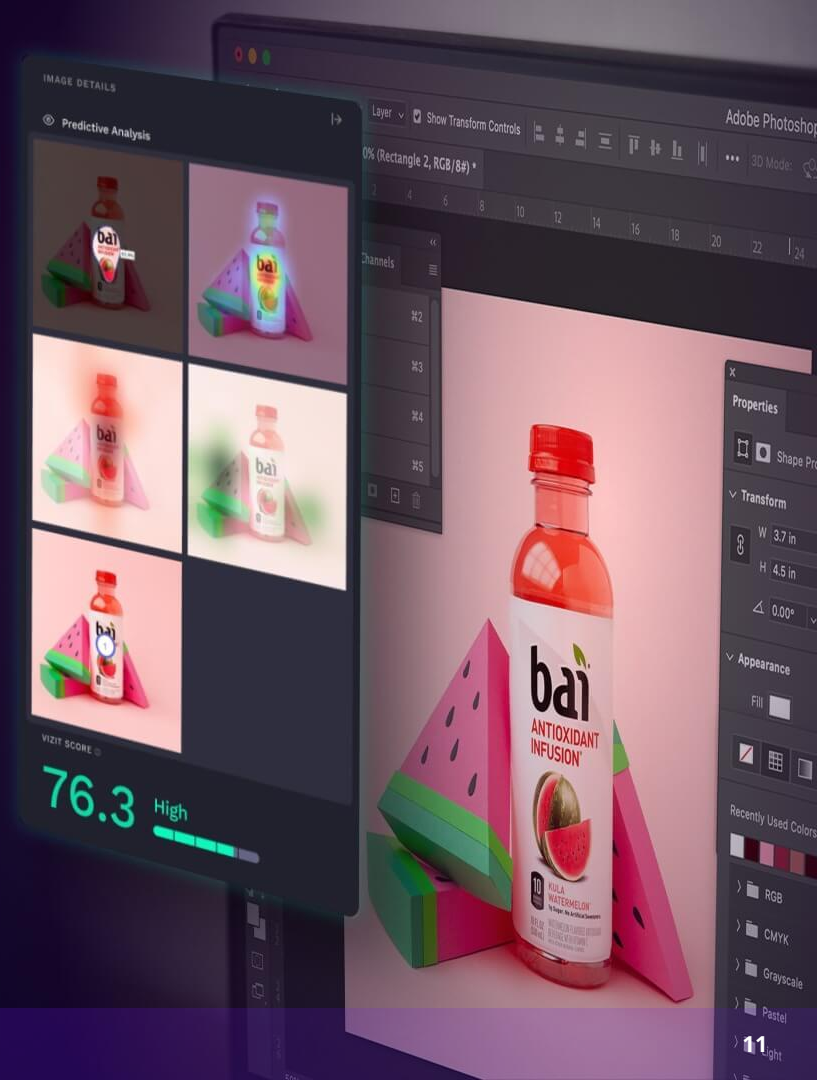👪 **Isn't pushed around by uninformed opinions**

🗣 **Is subjectively AND objectively defensible**

⚙ **Produces effective work that wins business**

🙌 **Highlights the starring role and impact of your creative work**

VIZIT

Work smarter and sell more with
AI-driven content & creative excellence

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