



# The Visual Path to Purchase

Creating impactful visual experiences across  
the multi-channel shopping journey

# Today's Speakers



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CHIEF GROWTH OFFICER



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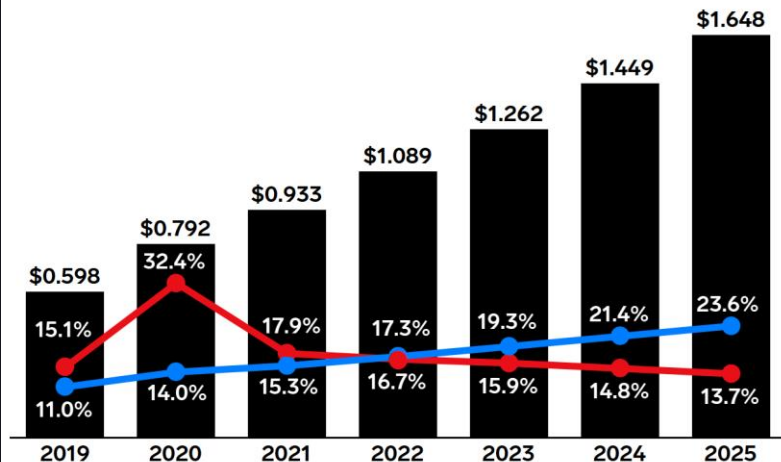
VICE PRESIDENT, MARKETING

VIZIT

# The way we buy has changed



**Retail Ecommerce Sales in the US, 2019-2025**  
trillions, % change, and % of total retail sales



■ Retail ecommerce sales  
● % change    ● % of total retail sales

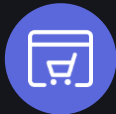
*Note: 2019-2025 CAGR=18.4%; includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling, and other vice goods sales*

*Source: eMarketer, May 2021*

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eMarketer | InsiderIntelligence.com

Visual content is the single most important asset to sell online



**93%** of consumers say visual content is the key deciding factor when making a purchasing decision.



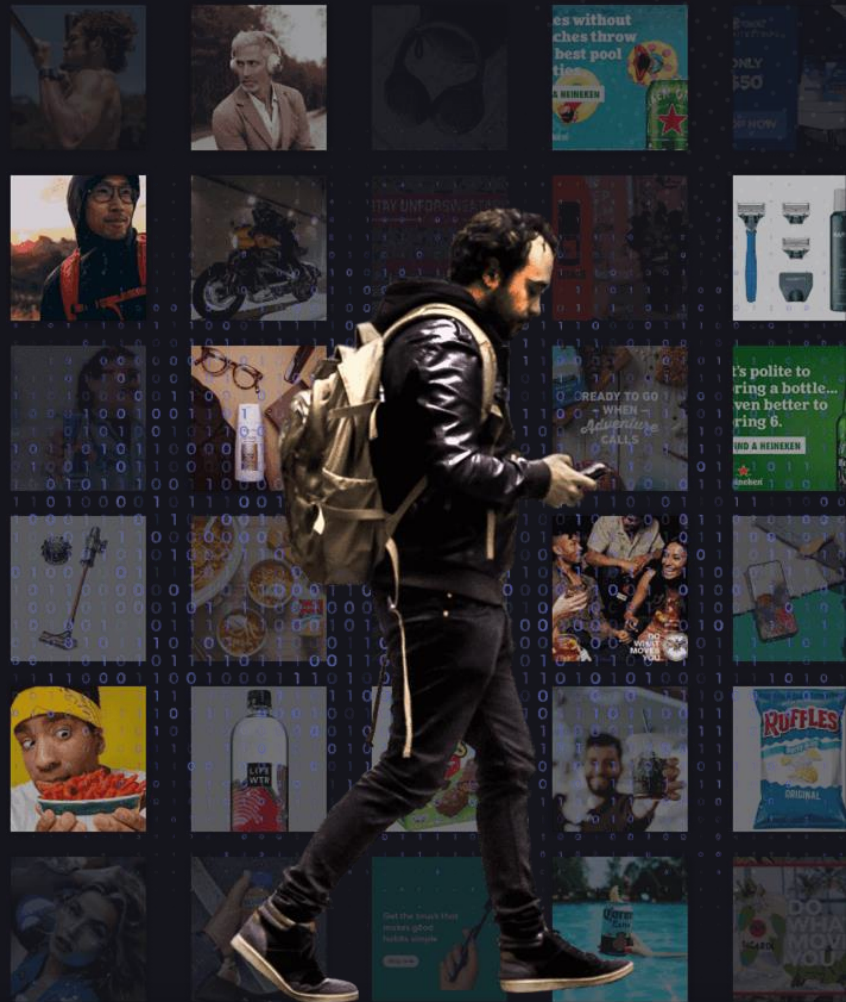
**76%** of consumers say they've purchased a product or service after watching a video.



**95%** of purchasing decisions happen when the subconscious brain is processing visual information.



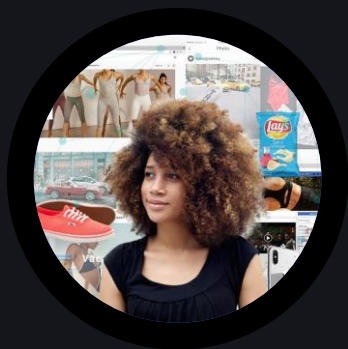
**95%** of consumers who click on an image carousel look at every image.



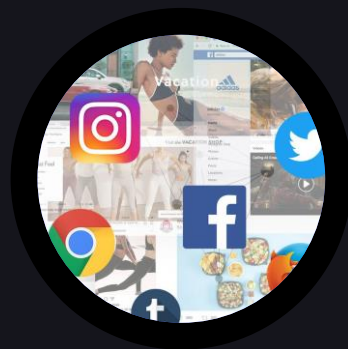


# The retail shift from bricks to clicks is causing dramatic changes in visual needs for businesses

**Visuals today** = 20% of Marketing Budgets | **Visuals Tomorrow** = 20% yearly growth in needs and spending



More content for  
more audiences



More channels for  
visual content



More customized  
segments and markets

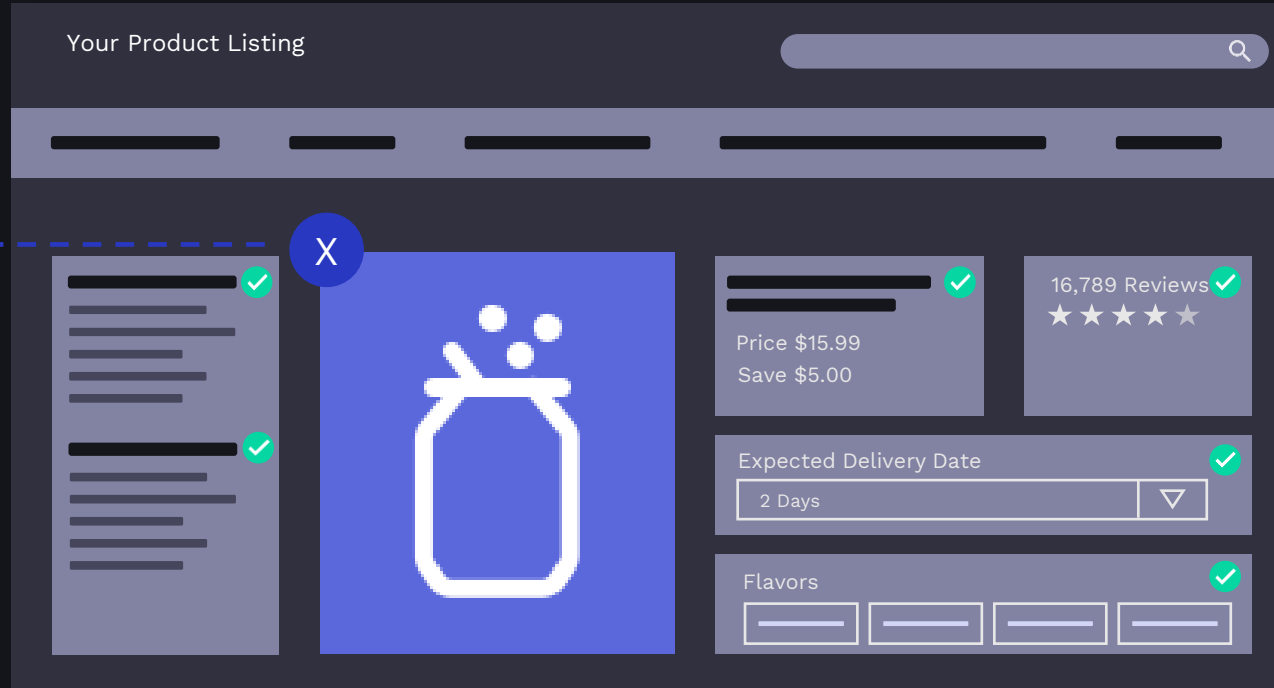


Highly variable  
preferences and trends

# What visual content works the best with online shoppers?



# The cost of unoptimized visual content can mean millions in lost sales every year.



Based on research conducted by Profitero in 2021 on the percentage of sales that consumer brands lose due to having unoptimized visual content on their Amazon PDPs.

# The path to purchase is paved with visual content



Packaging



In-store



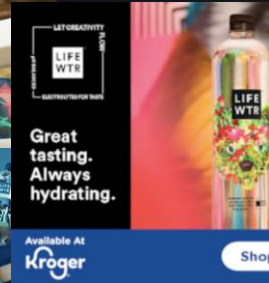
Product Photos



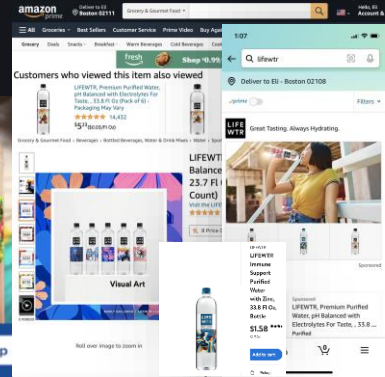
Social



Digital Ads



Digital Shelf





**Until now there has never  
been an easy way to  
measure and monitor the  
power of your visual  
content.**



**SURVEYS**



**FOCUS GROUPS**



**PANELS &  
STUDIES**



**Time  
consuming**



**Expensive to  
run & iterate**



**Can't  
scale**



**Don't reflect  
modern buying  
behavior**



**Targeting  
limitations**



**Leave too  
much up to  
chance**

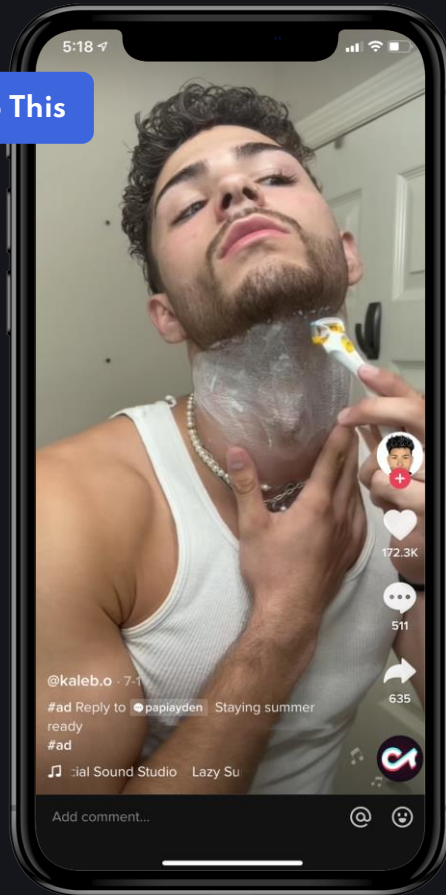
# Producing Strong Conversion Content

- Is the influencer an expert in their vertical of “expertise”?
- Is the product being used in a real-life scenario?
- Are the product benefits highlighted upfront?
- Is there a strong CTA?
- Is there a shoppable link?

✗ Not This

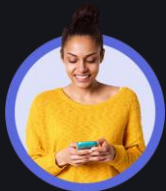


✓ Do This



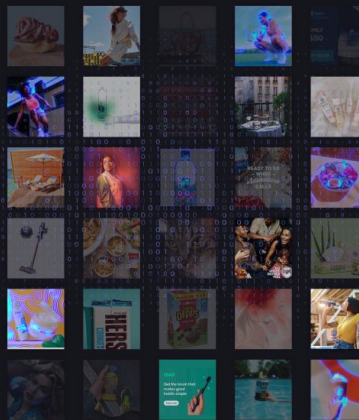
# An AI-Based understanding of Visual Preference

## 1 Audience Profile & Digital Scroll



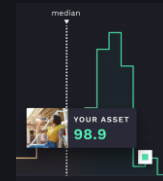
First, Vizit collects thousands of images from the public web that your intended audience is likely to have been exposed to based on where they tend to shop and consume content online.

## 2 Visual Dataset & Analysis



Then, Vizit analyzes every image through our software for 15,000+ visual cues and finds patterns in engaging visual elements.

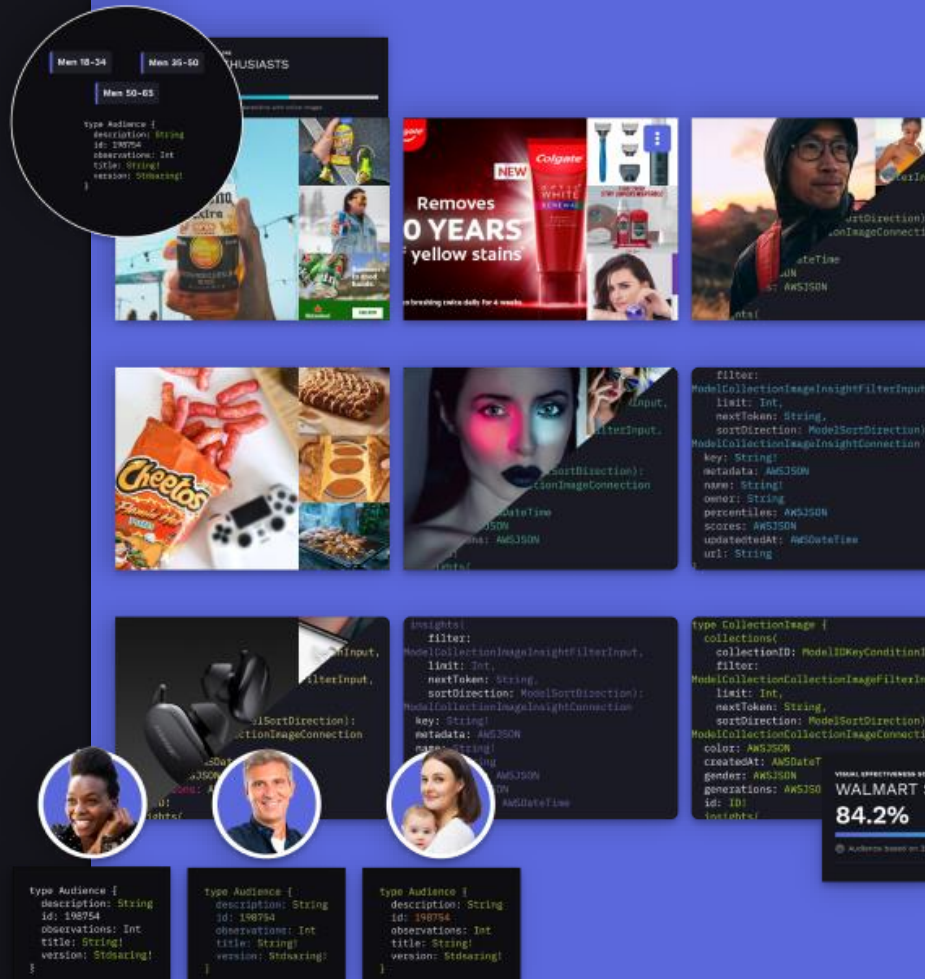
## 3 Visual Scoring & Benchmarking



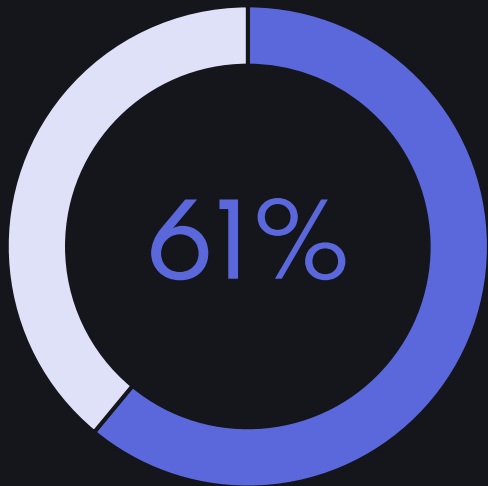
Vizit uses this data to model the visual preferences of your audience and generate Vizit Scores which predict how visually engaging a given image is for a specified audience.

# What Vizit has learned after analyzing over 1 Trillion aspects of visual content

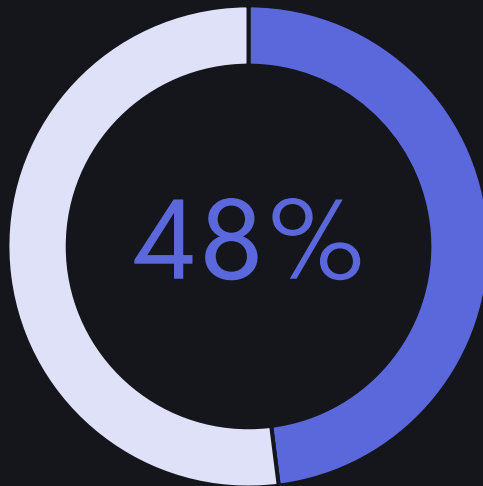
- 1 Computers see things that humans can't
- 2 People buy based on what they see
- 3 Different people are visually engaged by different things
- 4 Optimizing the resonance of your visual content drives outsized gains in performance



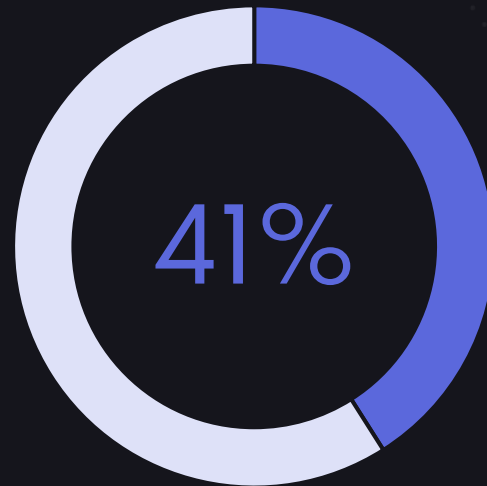
# ► Why Influencers?



Of consumers trust recommendations from influencers vs. 38% coming directly from a brand



Of consumers say creators affect their purchase decisions



Of consumers say the primary reason they follow influencers is to discover new products



# Working with the Right Influencers

Every influencer is unique. They have different reach, audiences, industry expertise, channels and mediums they use to communicate. The right influencers for a campaign are dependent on who consumers are **inspired** by and **trust** the most in that category.

- What influencers are most trusted in that vertical
- Who has indexed for that type of content
- Who inspires their communities on the topic
- Who has proven to have high conversions in the vertical



# What Metrics are the Most Important?

Metrics will vary by brand based on what is trying to be accomplished. If the brand is new to the market, reach may be the most important metric to increase brand awareness. If the brand is established and it is peak season, then sales may be the top metric.

Below are important metrics to consider before and after content is live.

## Before Launch

Average  
Clicks Reach  
SEO Rankings  
Impressions/Video  
Views Shares  
Engagements

## After Launch

Sales  
Conversion Rates  
Click-Thru Rates  
Purchase Intent Lift  
Consideration Lift  
Brand Awareness Lift

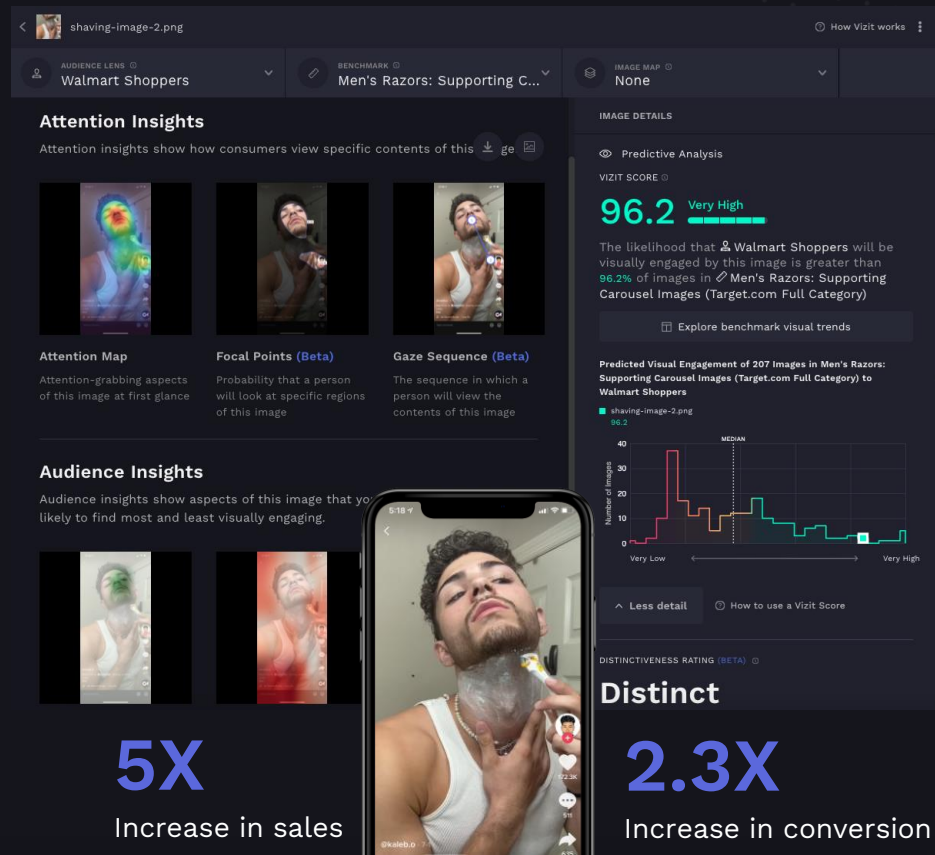
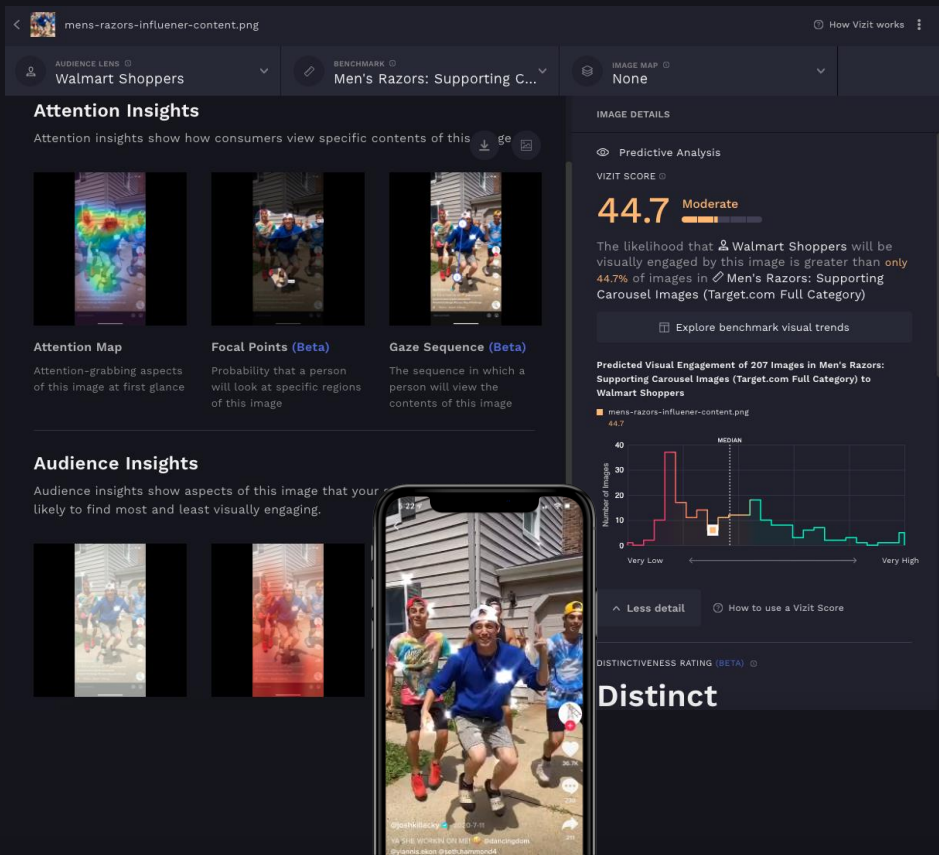
 170%

 85%

 3



# Producing Strong Conversion Content

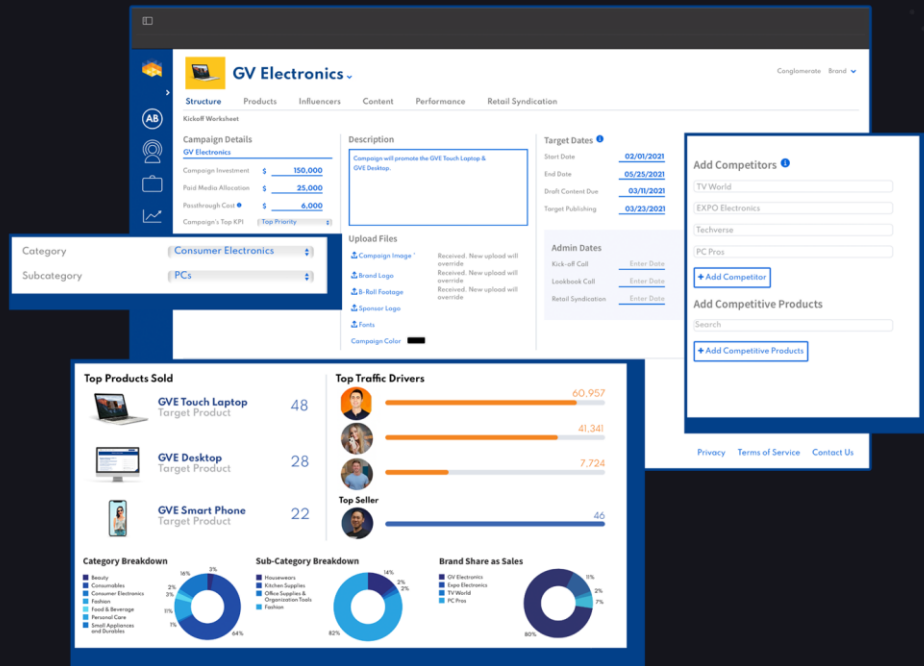


# Lead with ROI

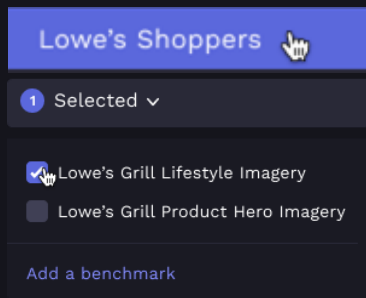
Utilize an influencer platform like **gen.video** to simplify the process of influencer collaboration, content creation, content syndication and to measure the impact of influencer marketing efforts.

Use social commerce links like **gen.video's** to track ecommerce sales via social per piece of content in live-time to optimize performance.

Ensure that you measure against pre-aligned KPIs, such as sales, conversion rate and lift and not vanity metrics, like reactions/likes.



# Optimizing Digital Shelf Imagery at Scale



## TARGET

Select your target audience and image category to measure against.



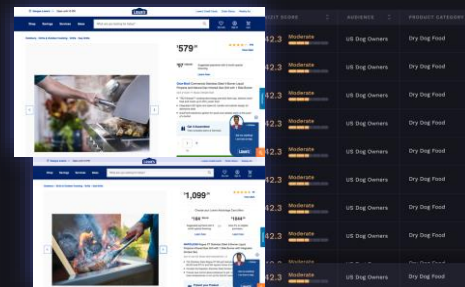
## ANALYZE

Analyze images in your PIM/DAM to understand what motivates traffic and conversions.



## OPTIMIZE

Optimize your PDP imagery with visual content that scores highest with your target audiences.



## MONITOR

Track performance over time and measure the impact content changes and competitive movement.



# THANK YOU

Creating impactful visual experiences across the multi-channel shopping journey