VIZIT

Who we are

Vizit is a Visual Intelligence company. Our AI-based Visual Brand Performance platform provides brands and manufacturers with real-time insights on how visually effective their product concepts, packaging, advertising, social media, and product detail page imagery are with consumer audiences before they are launched in market.

Transactions are driven by visuals

93% of consumers say visual content is the key deciding factor when making a purchasing decision.
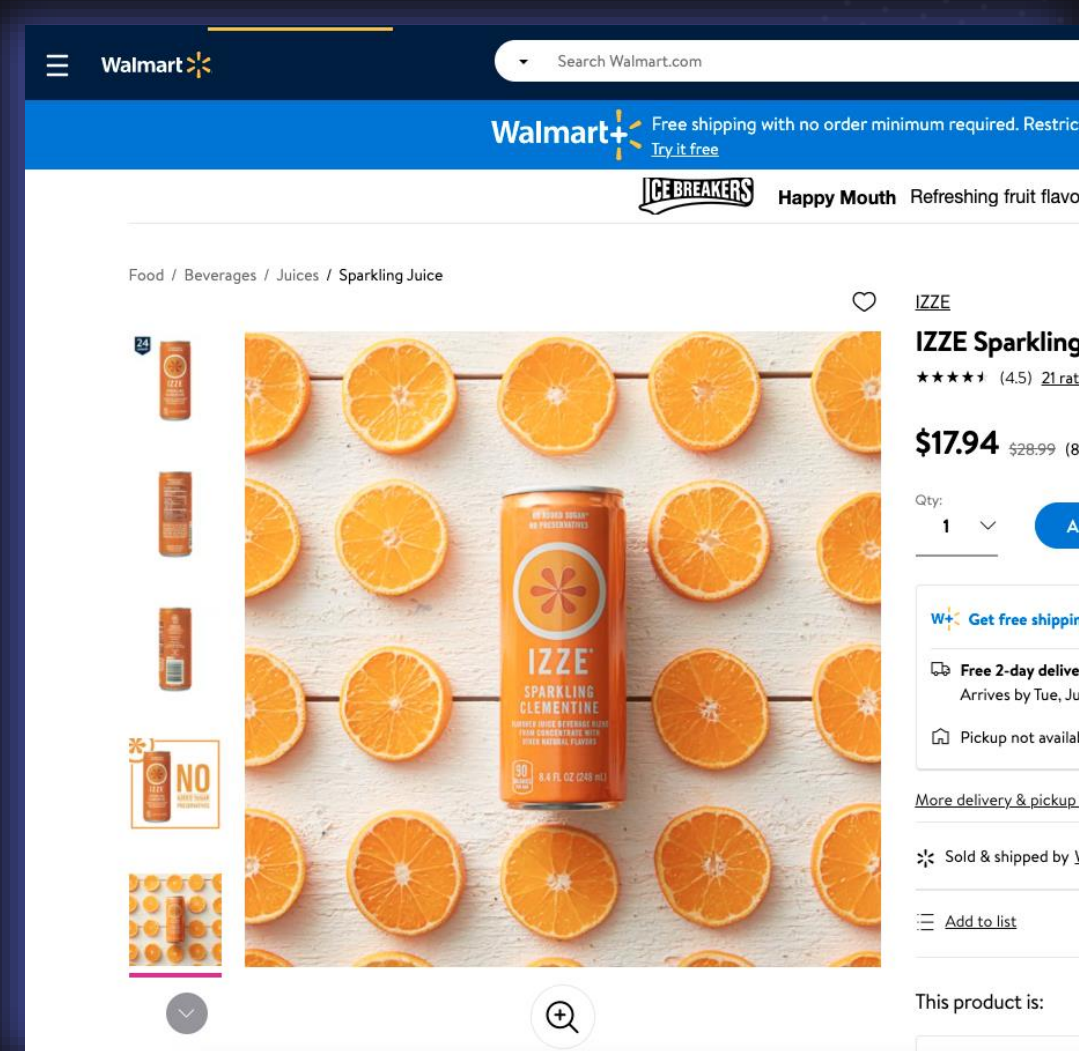
95% of purchasing decisions happen when the subconscious brain is processing visual information.
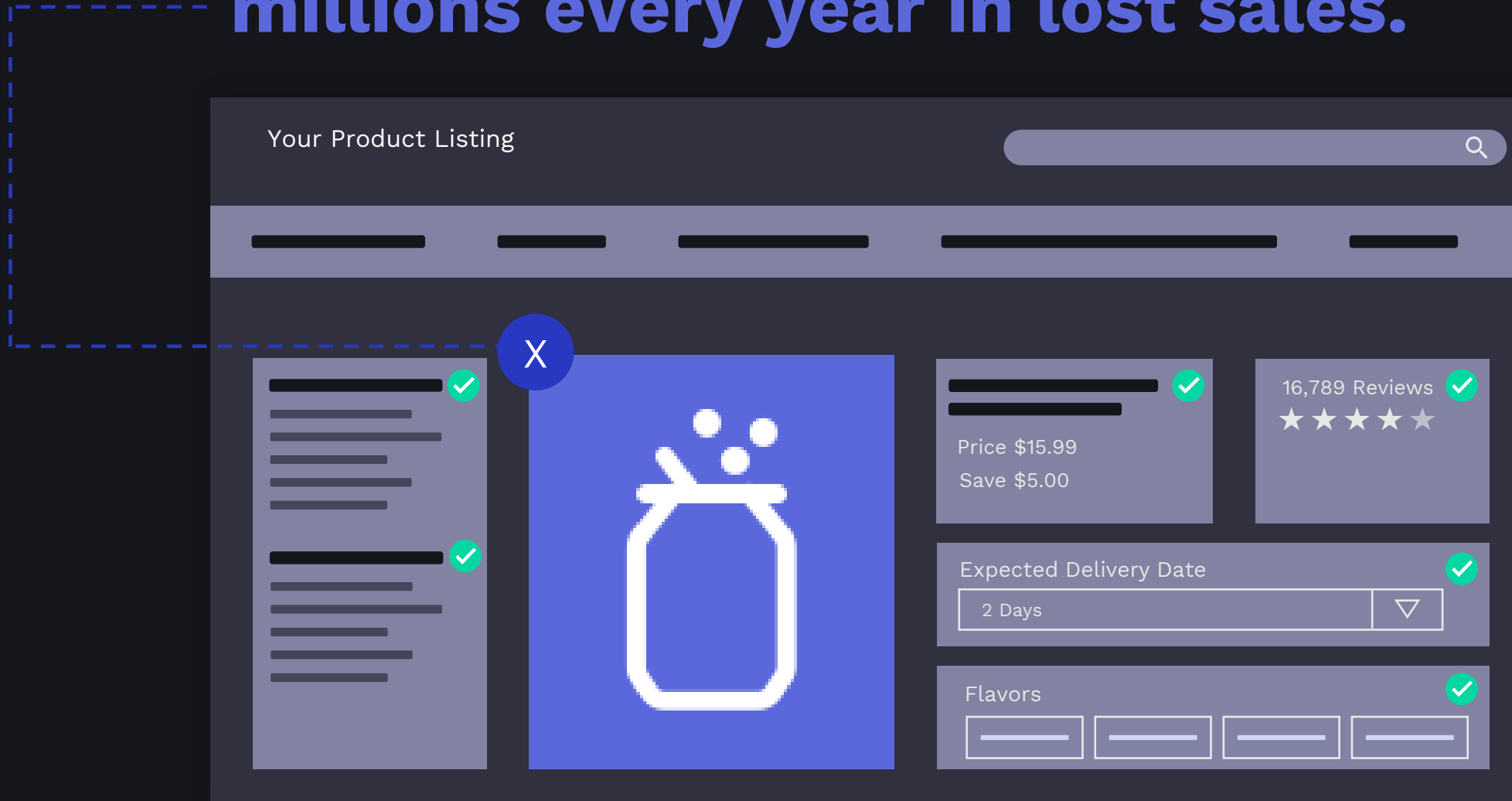
95% of consumers who click on an image carousel look at every image.

#1 ASINs for the top 500 search terms on Amazon have an average of 5.64 images each.

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Unoptimized images can cost brands
millions every year in lost sales.

Your Product Listing

Price $15.99
Save $5.00

16,789 Reviews

Expected Delivery Date
2 Days

Flavors

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.

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Visual Questions brands need answers to

1 **What** are the visual elements most likely to resonate with my core consumers?
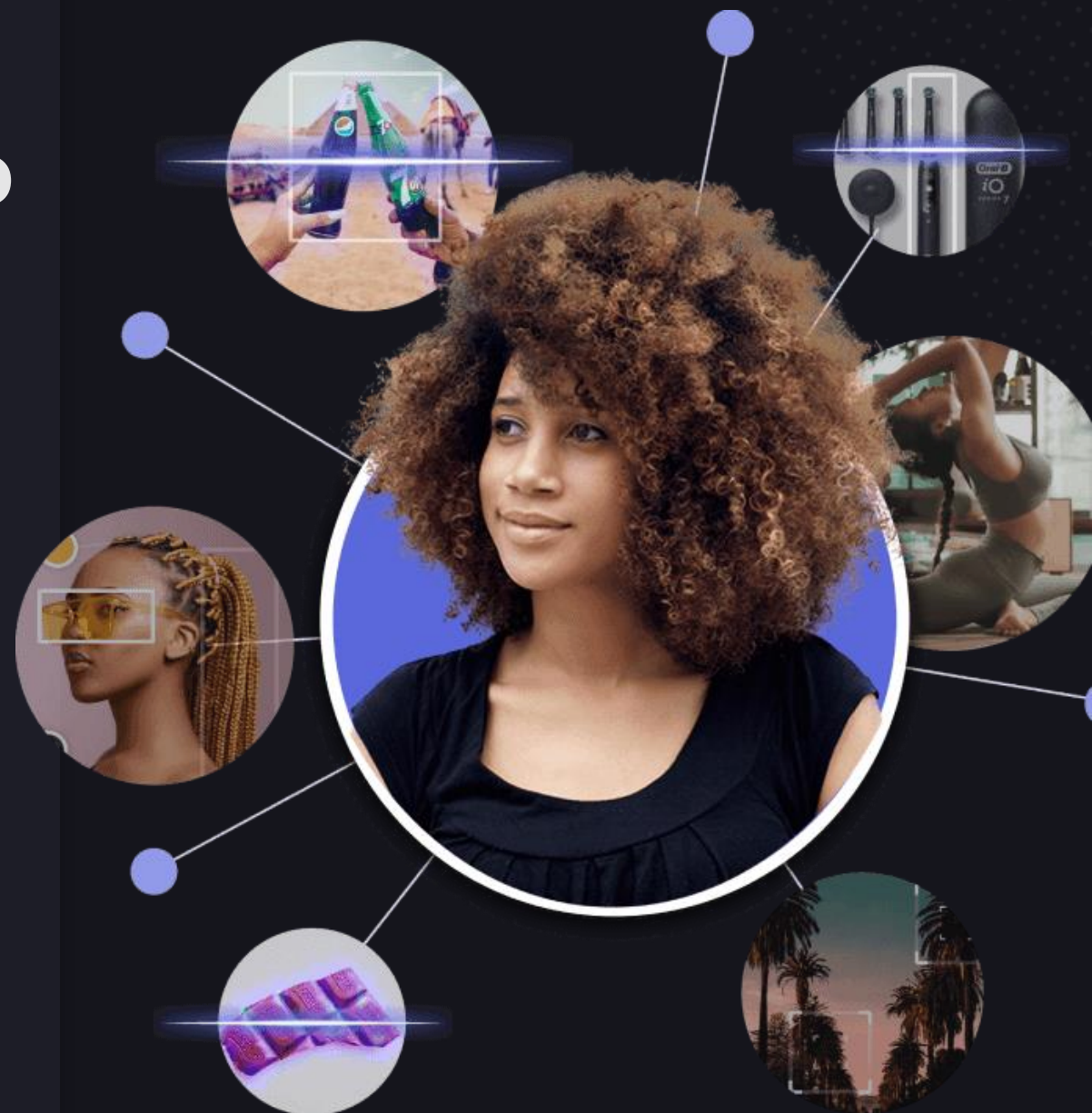
2 **Which** visual assets are preferred among my target audience?

3 **How** can I optimize my imagery to gain more stopping power and lift conversions?

4 **Which** of my images will outperform the visuals used by my competitors?

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How do your consumers really see you?

WHAT IS YOUR VISUAL BRAND?

All the design and image-based elements of your products, content, experiences, and marketing campaigns.

To understand what visual elements drive success over competitors, you need to acquire a new lens on your consumers – and a unique set of data.

DATA UNVIELS THE VIEW OF THE CONSUMER

1) Visual content your consumers choose to be exposed to

2) The response rates to different variations of visual content.

High Income Healthy Lifestyle Millennial Women

The World's First Visual Brand Performance Platform
## Gives You the Power to See What Sells

Vizit is an easy-to-use enterprise software platform that helps teams measure, understand, and optimize in real-time the business impact visual content and designs have with consumer audiences.
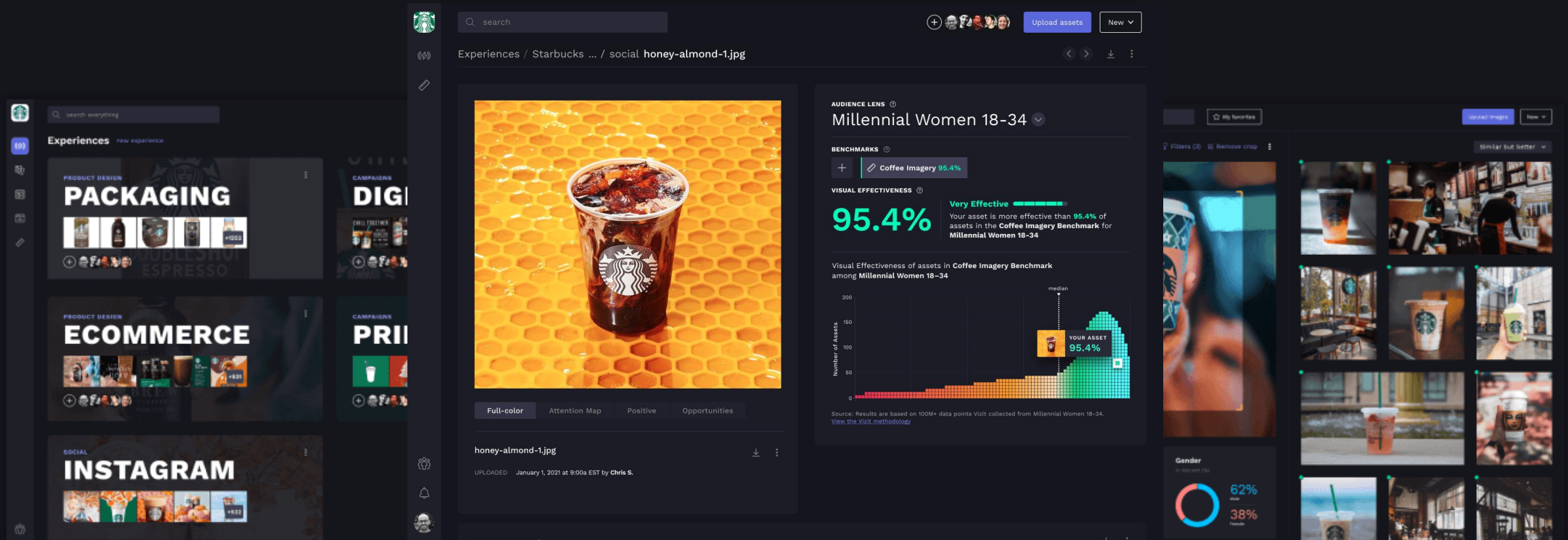
Vizit Drives the Digital Shelf 2.0

AI enables real-time visual test and learn at every stage of digital shelf optimization.

Visual
Brand Assessment
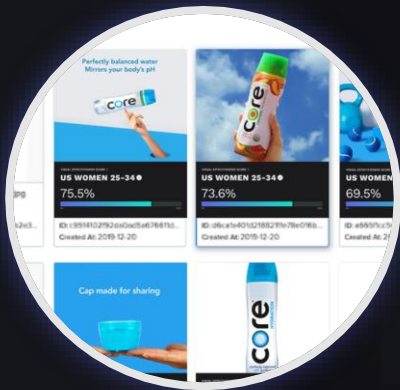
- Owned image analysis
- DAM
- PIM
- Content platforms

Visual
Trend Analysis

- Category analysis
- Competitive analysis
- Visual trend analysis

Visual
Creation

- Data in design platforms
- Create with visual data

Visual
Asset Testing

- Compliment existing research
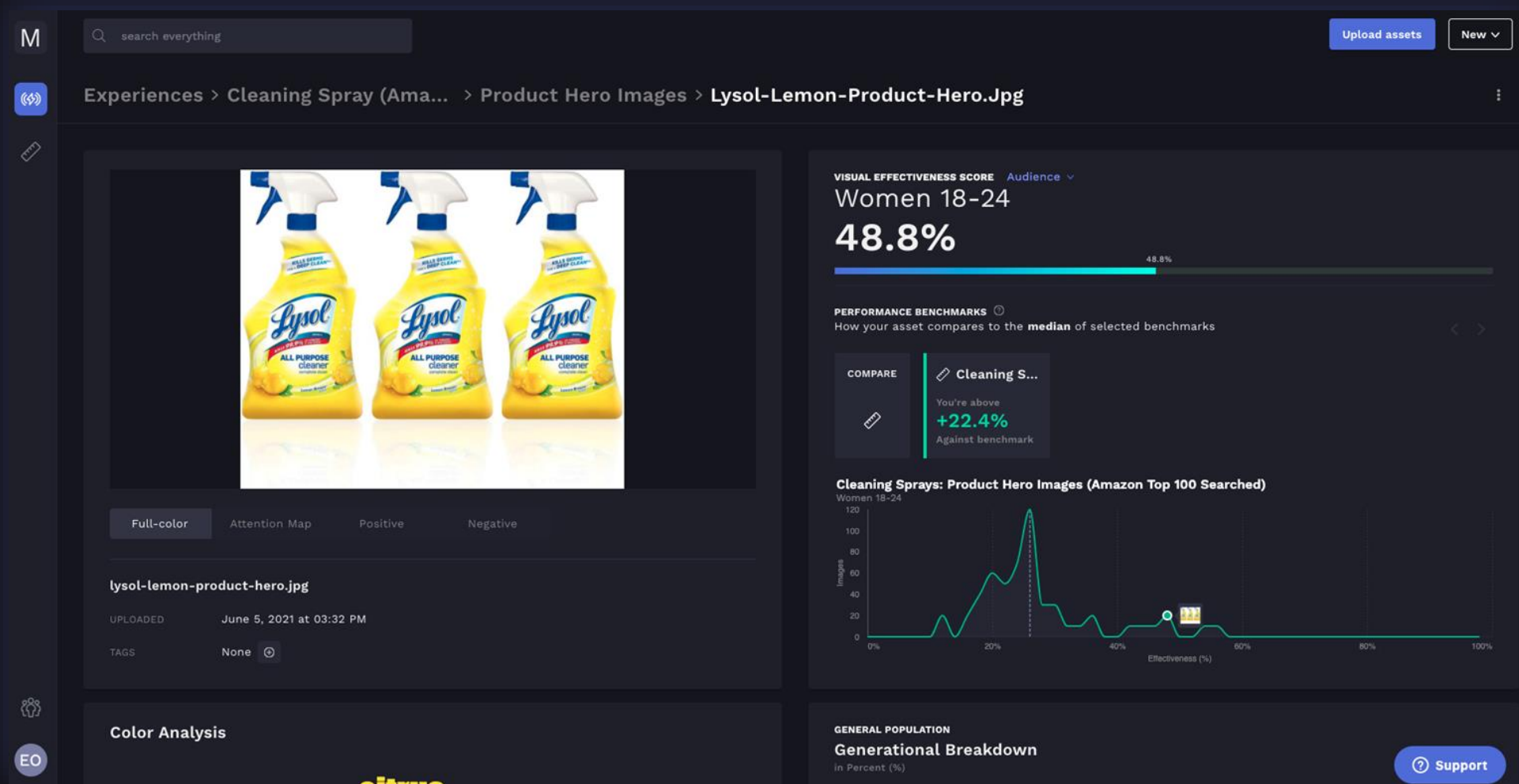- Offer a new lens on consumer behavior

Visual
Performance Monitoring

- Continuously monitor visuals in market
- Act on competitor intelligence and optimization opportunities

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Visual Brand Performance
# Reveals visual trends and insights

Snack Imagery Across Retailers

To surface visual trends and brand leaders, Vizit analyzed product hero and carousel imagery for the top searched snack product listings across Amazon, Target, and Walmart's digital shelves.

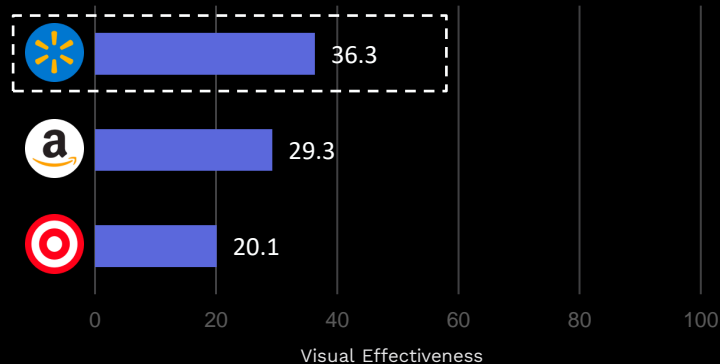## All Image Content
Top Retailer by Visual Effectiveness Scores

- Walmart: 37.1
- Amazon: 32.2
- Target: 25.6

Visual Effectiveness
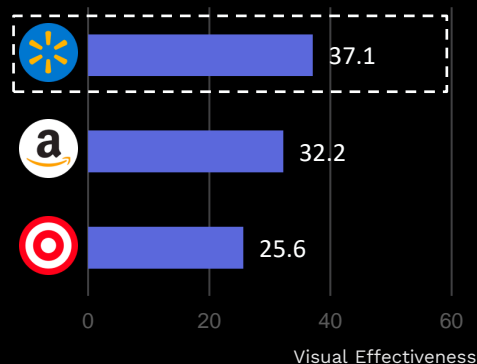
Additional Callout Images Per Listing
- **Walmart 6.17**
- **Target 5.34**
- **Amazon 4.39**

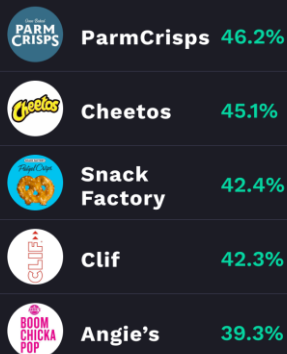## Product Hero Image Content
Top Retailer by Visual Effectiveness Scores

- Walmart: 36.3
- Amazon: 29.3
- Target: 20.1

Visual Effectiveness

Carousel Image Content
Top Retailer by Visual Effectiveness Scores

- Walmart: 37.3
- Amazon: 33
- Target: 26.9

Visual Effectiveness

TOP VISUAL BRANDS

All Imagery
Target Shoppers

Brand	Score
ParmCrisps	46.2%
Cheetos	45.1%
Snack Factory	42.4%
Clif	42.3%
Angie's	39.3%

TOP VISUAL BRANDS

All Imagery
Walmart Shoppers

Brand	Score
Utz	50.6%
Club Crackers	50.1%
Austin	43.7%
Chips Ahoy	43.7%
Stauffer's	43.6%

TOP VISUAL BRANDS

All Imagery
Amazon Shoppers

Brand	Score
Lillabee	53.6%
Ocean Spray	49.6%
Whole Foods	48.5%
Applegate	42.5%
Ritz	38.5%
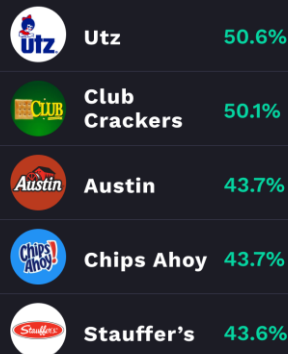
Visual Trend Insights

- Walmart has the highest overall visual effectiveness rating, driven by high product hero image scores and supporting carousel image content for their shopper audience.

- Walmart also has the highest average number of images per listing at 6.17 (compared to Target's 5.34 and Amazon's 4.39)

Walmart Snack Imagery Visual Trends

To surface visual trends and brand leaders, Vizit analyzed product hero and carousel imagery for the top searched snack product listings across Amazon, Target, and Walmart's digital shelves.

TOP VISUAL BRANDS

Product Hero Imagery
Walmart Shoppers

Brand	%
Pringles	65.4%
Club Crackers	59.8%
Stauffer's	57.8%
Pringles	56.8%
Oreo	56.8%

TOP VISUAL BRANDS

Supporting Carousel Imagery
Walmart Shoppers

Brand	%
Pringles	75.4%
Pringles	73.7%
Kellogg's	73.1%
Nabisco	70.7%
Town House	70.7%

Product Hero Trends

- **Package rotation** – quarter turn to the side.
- Visuals of snacks **within cardboard boxes** including individually packaged snacks in the foreground.
- The design of the pringles can is noticeably more visually effective for Walmart shoppers than other snack product packaging design.

Supporting Carousel Trends

- Images of **snacks being used as part of a recipe** or more involved dish.
- **Images of snacks on the go are effective for Walmart shoppers.**
- Images displaying snacks on shelves and in cabinets are effective for Walmart shoppers.

Amazon Snack Imagery Visual Trends

To surface visual trends and brand leaders, Vizit analyzed product hero and carousel imagery for the top searched snack product listings across Amazon, Target, and Walmart's digital shelves.

TOP VISUAL BRANDS

Product Hero Imagery
Amazon Shoppers

Brand	
Blunon	59.6%
Whole Foods	58.9%
Whole Foods	49.8%
Happy Belly	44.7%
Pirate's Booty	41.7%

TOP VISUAL BRANDS

Supporting Carousel Imagery
Amazon Shoppers

Brand	
Jack Link's	64.9%
Hillshire	63.2%
Ritz	63.0%
Sabra	63.0%
Ocean Spray	62.8%

Product Hero Trends

- Product packaging that features **ample white space** is noticeably more effective for the Amazon Shopper audience.
- A **"fanned" display** resonates with this shopper audience as well.
- **Isolated produce imagery** is highly effective for this consumer audience.

Supporting Carousel Trends

- Snack food imagery is **shot from an overhead angle**.
- **Bright backgrounds** that generate significant contrast with the product.
- **Outdoor/forest imagery** is particularly effective for Amazon shoppers

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Target Snack Imagery Visual Trends

To surface visual trends and brand leaders, Vizit analyzed product hero and carousel imagery for the top searched snack product listings across Amazon, Target, and Walmart's digital shelves.

Product Hero Imagery
Target Shoppers

Brand	%
Pringles	50.6%
Clif	50.5%
Angie's	50.4%
Snack Factory	48.3%
Market Pantry	48.0%

TOP VISUAL BRANDS

Supporting Carousel Imagery
Target Shoppers

Brand	%
Clif	88.5%
Orville Redenbacher's	80.8%
Snack Factory	79.5%
Snack Factory	76.9%
Snack Factory	76.9%

Product Hero Trends

- Product **packaging that contains blue** is more effective.
- Frito Lay Variety pack product hero images **with slanted & staggered product pack images** are also highly effective
- Pringles product hero images receive high scores for this audience, **driven by the packaging design itself.**

Supporting Carousel Trends

- **Closeup visuals of snack food to display texture** drives higher scores for the Target shopper audience.
- **Human hands reaching or grabbing** the snack product is also a visual element that drives visual effectiveness.
- **Overhead and flat lay** images are popular among this audience as well.

Coffee Machine Imagery Across Retailers

To surface visual trends and brand leaders, Vizit analyzed product hero and carousel imagery for the top searched coffee machine product listings across Amazon, Target, and Walmart's digital shelves.

All Image Content
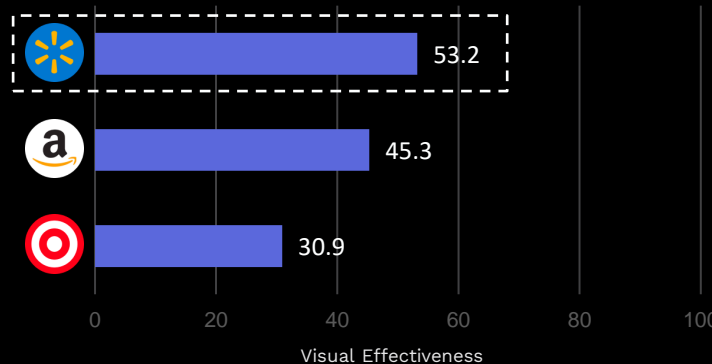### Top Retailer by Visual Effectiveness Scores

Retailer	Visual Effectiveness
Walmart	49.7
Amazon	41.1
Target	34.5
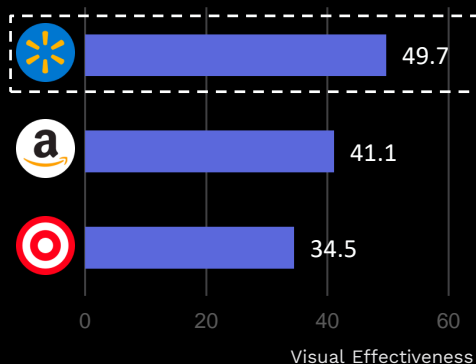
Additional Callout Images Per Listing
- **Amazon 7**
- **Target 6.13**
- **Walmart 3.5**

Product Hero Image Content
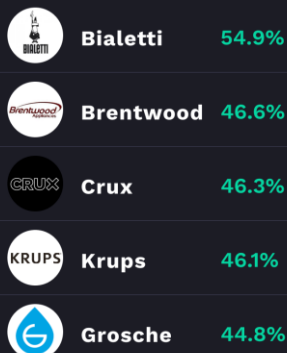### Top Retailer by Visual Effectiveness Scores

Retailer	Visual Effectiveness
Walmart	53.2
Amazon	45.3
Target	30.9

Carousel Image Content
Top Retailer by Visual Effectiveness Scores

Retailer	Visual Effectiveness
Walmart	48.4
Amazon	40.4
Target	35.2

TOP VISUAL BRANDS
All Imagery
Target Shoppers

Brand	%
Bialetti	54.9%
Brentwood	46.6%
Crux	46.3%
Krups	46.1%
Grosche	44.8%

TOP VISUAL BRANDS
All Imagery
Walmart Shoppers

Brand	%
Vinotemp	74.0%
Krups	70.1%
Caso	64.2%
Drinkpod	64.2%
Keurig	61.9%
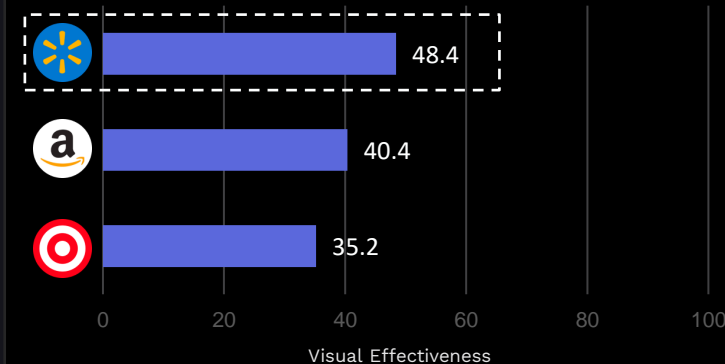
TOP VISUAL BRANDS
All Imagery
Amazon Shoppers
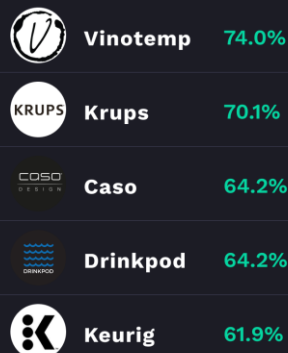
Brand	%
Illy	55.4%
Philips	54.6%
Bunn	49.1%
Nespresso	48.3%
Braun	47.8%
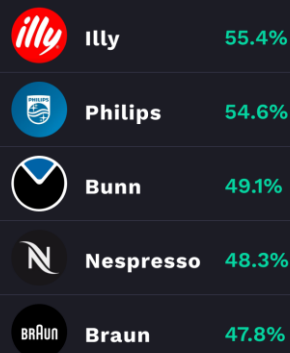
Visual Trend Insights

- Again, Walmart has the highest overall visual effectiveness rating, driven by high product hero image scores and supporting carousel image content for their shopper audience.

- In the coffee machine category, Amazon has the highest amount of average images per listing at 7 images per listing, followed by Target at 6.13 and Walmart at 3.5

Walmart Snack Imagery Visual Trends

To surface visual trends and brand leaders, Vizit analyzed product hero and carousel imagery for the top searched coffee machine product listings across Amazon, Target, and Walmart's digital shelves.

TOP VISUAL BRANDS

Product Hero Imagery
Walmart Shoppers

Vinotemp	**Vinotemp**	78.0%
GE	**GE**	72.7%
Keurig	**Keurig**	71.7%
better chef	**Better Chef**	71.6%
DRINKPOD	**Drinkpod**	71.1%

TOP VISUAL BRANDS

Supporting Carousel Imagery
Walmart Shoppers

GE	**GE**	79.9%
GE	**GE**	79.8%
DRINKPOD	**Drinkpod**	75.1%
KALORIK	**Kalorik**	74.2%
GE	**GE**	73.5%

Product Hero Trends

- Images featuring **steaming cups of coffee alongside the coffee machine** image score noticeably higher
- Coffee **pods contained within drawers** rather than displayed on a rack score higher.
- Compared to more manual machines, **images of more modern coffee machines tend to score higher** with this audience.

Supporting Carousel Trends

- High quality lifestyle **images featuring countertops** - particularly GE brand ones - score higher
- Images that include **closeups of digital features** score higher
- **Outdoor scenery and camping imagery** score noticeably lower with the Walmart shopper audience.

Amazon Coffee Machine Imagery Visual Trends

To surface visual trends and brand leaders, Vizit analyzed product hero and carousel imagery for the top searched coffee machine product listings across Amazon, Target, and Walmart's digital shelves.

TOP VISUAL BRANDS

Product Hero Imagery
Amazon Shoppers

KRUPS	Krups	64.6%
Gevi	Gevi	63.5%
Mr. Coffee	Mr. Coffee	62.2%
Melitta	Melitta	61.6%
De'Longhi	De'Longhi	61.5%

TOP VISUAL BRANDS

Supporting Carousel Imagery
Amazon Shoppers

Philips	Philips	83.7%
Philips	Philips	83.7%
Cuisinart	Cuisinart	77.3%
Holstein	Holstein	74.2%
Zojirushi	Zojirushi	73.7%

Product Hero Trends

- Coffee **pot handle rotated to the right** compared to the left or other alternate angles score higher for Amazon Shoppers
- Product hero images that include **steaming coffee cups score lower**
- Imagery that **contains multiple beverages/cups** surrounding the machine score significantly lower for Amazon Shoppers.

Supporting Carousel Trends

- Imagery that uses **depth of field to blur the background** while highlighting product features.
- **Closeups of hands using coffee machines**.
- Imagery that **displays multiple coffee cups/beverages without the machine** present.

Target Coffee Machine Imagery Visual Trends

To surface visual trends and brand leaders, Vizit analyzed product hero and carousel imagery for the top searched coffee machine product listings across Amazon, Target, and Walmart's digital shelves.

TOP VISUAL BRANDS

Product Hero Imagery
Target Shoppers

Grosche	**Grosche**	67.3%
Bialetti	**Bialetti**	54.5%
Cuisinart	**Cuisinart**	54.4%
brim	**Brim**	53.8%
Mr. Coffee	**Mr. Coffee**	53.6%

TOP VISUAL BRANDS

Supporting Carousel Imagery
Target Shoppers

Hamilton Beach	**Hamilton Beach**	85.7%
HADEN	**Haden**	82.0%
BLACK+DECKER	**Black + Decker**	81.6%
Capresso	**Capresso**	80.3%
Capresso	**Capresso**	77.6%

Product Hero Trends

- **Stovetop Espresso Makers** are the highest scoring product hero images
- Coffee machines **that are slightly rotated** score higher than do images that are straight on.
- Product hero images that include the coffee machine itself, along with multiple beverages tend to score lower with Target shoppers.

Supporting Carousel Trends

- Supporting carousel imagery that is **cropped to focus on the upper components of the coffee machine** scores higher.
- Visuals of **women drinking coffee in a kitchen** setting also score highly.
- Images of people **changing single use pods** are visually effective for Target shoppers.

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Open Discussion

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Thank You!

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