



VIZIT

The Visual Intelligence Company

VIZIT'

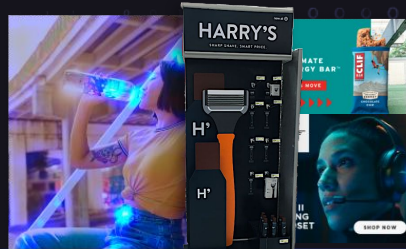
WHO WE ARE

Vizit is a visual AI company that uses deep learning to generate audiences and **measure visual brands for sales effectiveness.**

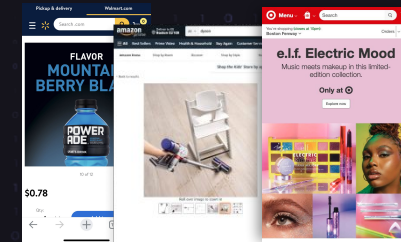
Product Innovation



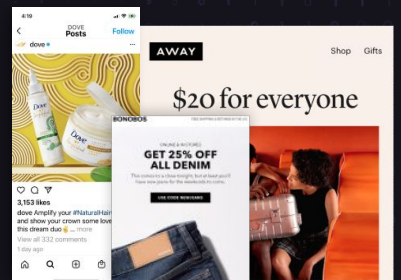
Marketing & Advertising



Digital Shelf



Loyalty & Engagement



A woman with dark hair is lying in bed, looking at her smartphone. She is wearing a white crop top with the text 'PRETTYLITTLETHING' and 'PRETTYLITTLE' visible. The phone has a black case with 'ASK ME' written on it. The background shows a bed with white and blue pillows and a striped blanket. The entire image has a blue tint.

PEOPLE SHOP WITH THEIR EYES

(AND THAT ISN'T GOING TO CHANGE)

Visuals are your **most powerful** sales driver



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

<https://www.bigcommerce.com/blog/word-of-mouth-marketing/#create-an-epic-experience-first>



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

<https://www.inc.com/logan-chierotti/harvard-professor-says-95-of-purchasing-decisions-are-subconscious.html>



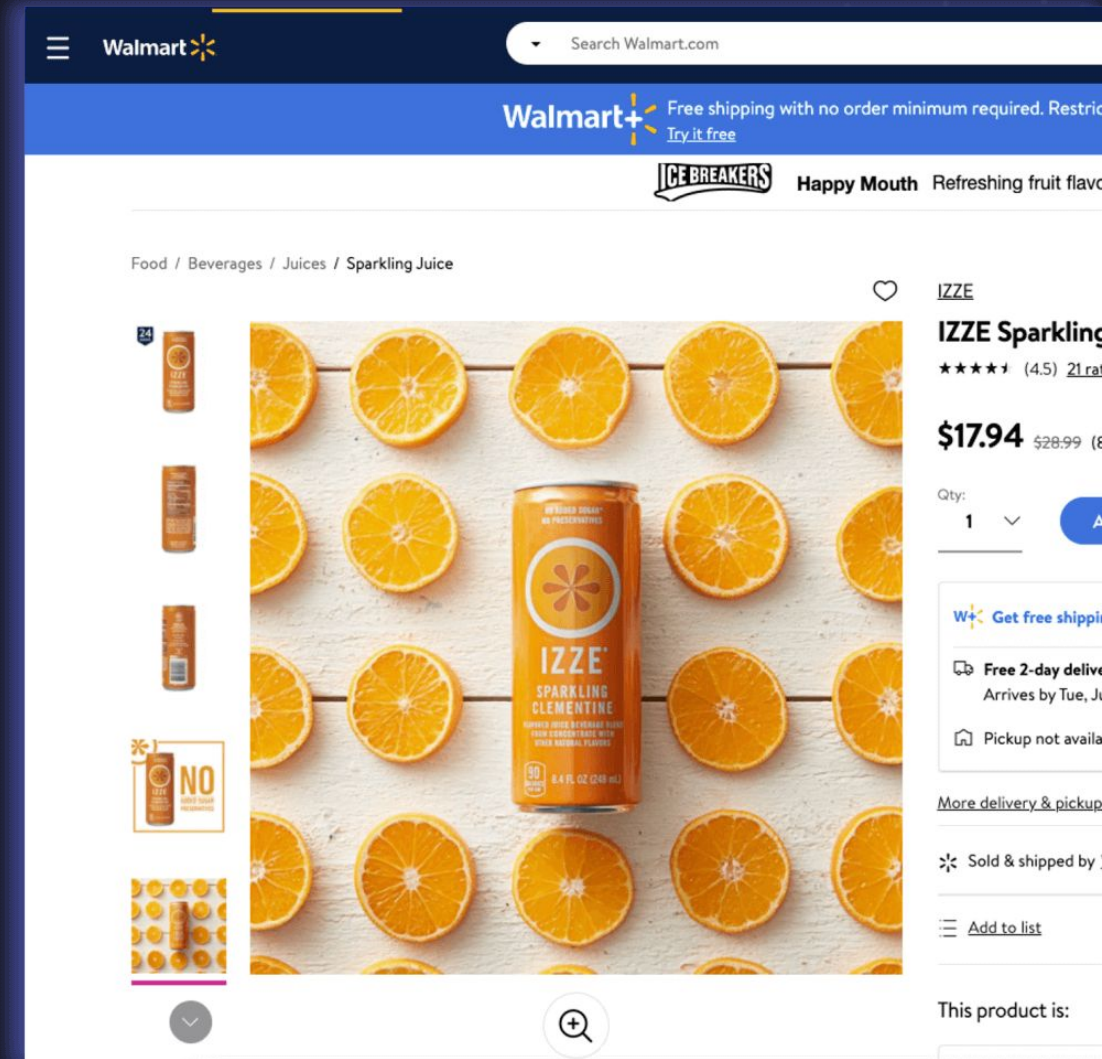
95% of consumers who click on an image carousel look at every image.

<https://www.onespace.com/blog/2019/11/a-brands-guide-to-creating-product-image-carousels-that-convert/>



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

Based on Profitero research



[illegible]

Imagine the ability to see
your assets through **your**
consumer's eyes



The hub for **your visual brand**

The world's first Visual Brand Performance Platform gives you the power to see what sells.



VISUAL OPTIMIZATION



VISUAL BENCHMARKING



VISUAL SEARCH

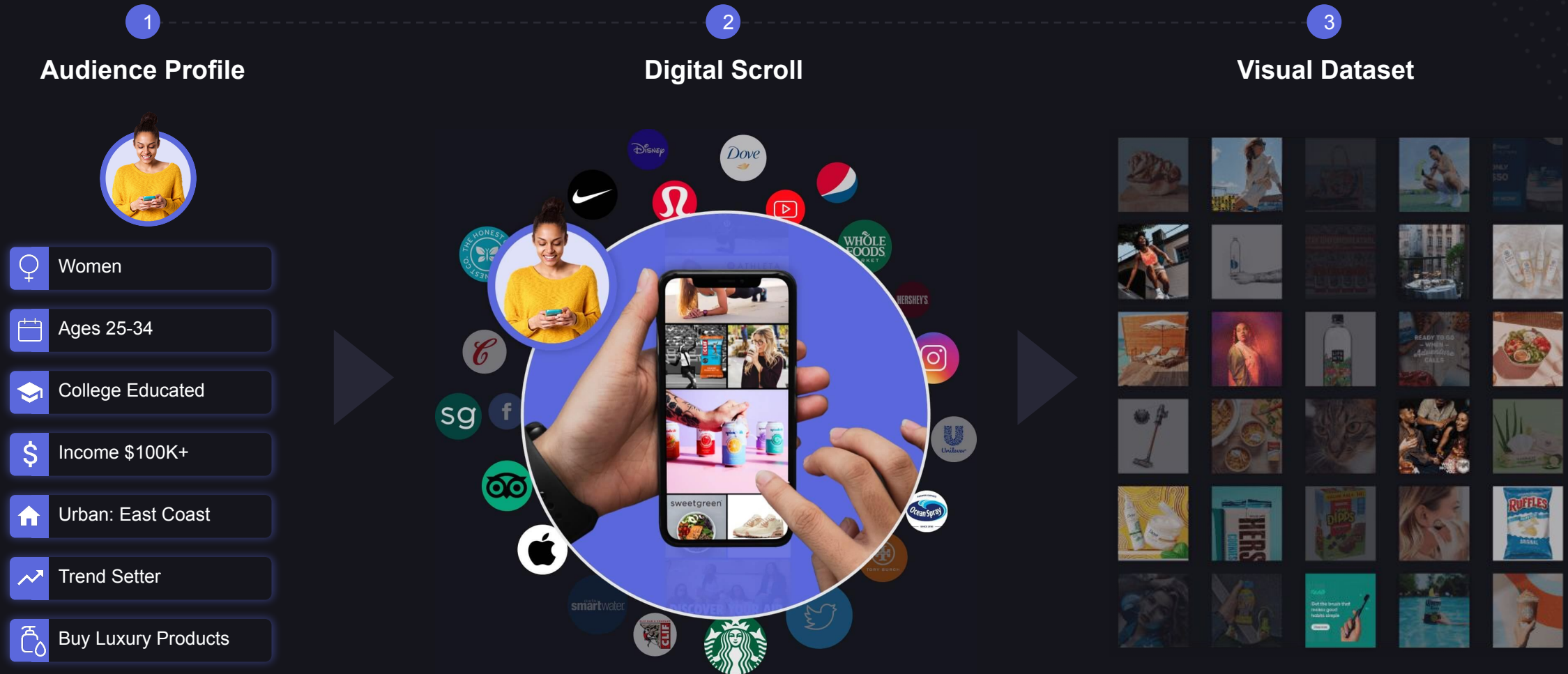
The screenshot displays the VIZIT Visual Brand Performance Platform interface. The interface is divided into three main sections: Visual Optimization, Visual Benchmarking, and Visual Search.

Visual Optimization: The left sidebar shows categories like Packaging, Digital, Ecommerce, Print, and Social. The main area displays a Starbucks honey-almond drink with a glowing Starbucks logo.

Visual Benchmarking: The right section shows a 'Millennial Women 18-34' audience lens with a 95.4% visual effectiveness score. It includes a bar chart showing the visual effectiveness of assets in the Coffee Imagery Benchmark.

Visual Search: The far right section shows a grid of similar images, including Starbucks cups and store interiors.

Your audience – in an algorithm



1

2

3



Your asset is more effective than other assets in the **Luxury Water Benchmark** for Custom A

Benchmark against key competitors



BENCHMARKS



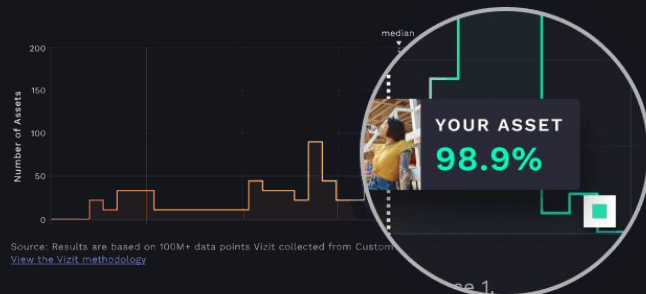
Luxury Water 98.9%

VISUAL EFFECTIVENESS

98.9%

Very Effective

Your asset is more effective than 98.9% of assets in the Luxury Water benchmark for Custom Audience 1



Very Effective

97.6%



Very Effective

96.3%



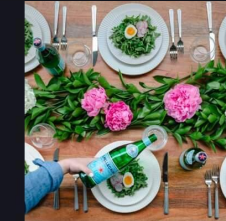
Very Effective

94.5%



Very Effective

93.2%



Very Effective

91.5%



Very Effective

89.1%



Very Effective

86.0%



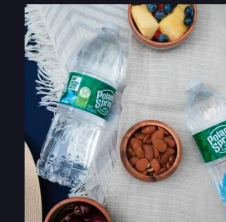
Effective

79.2%



Effective

73.6%



Moderately Effective

59.4%



Moderately Effective

58.6%



Moderately Effective

42.0%



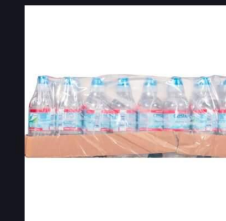
Less Effective

37.2%



Not Effective

19.7%



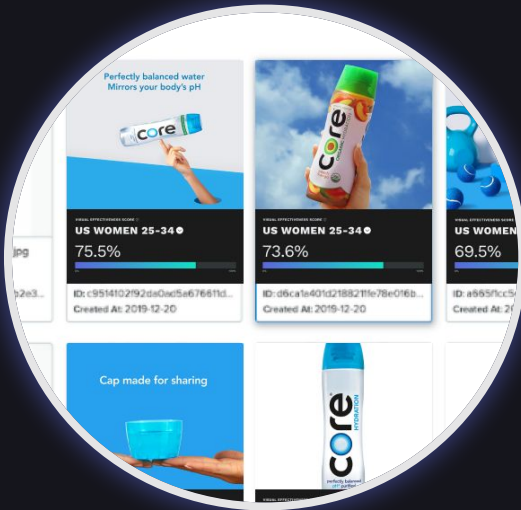
Not Effective

16.6%

Vizit Makes Each Stage of the Research Process More Effective

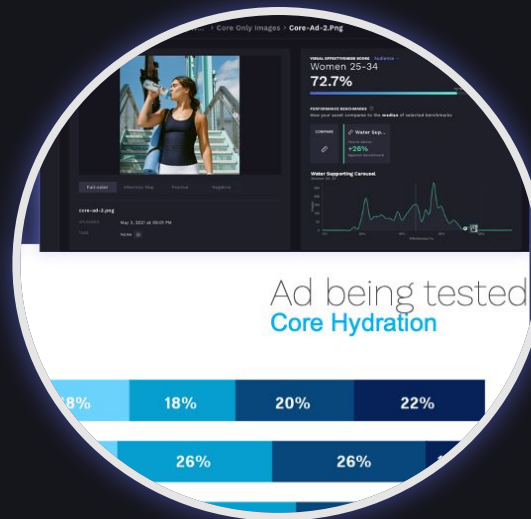
AI enables brands to get to better ideas faster, with real-time visual test and learn at every stage of the research process.

Discovery and Concept



Reduce the time and cost of the most time-consuming market research stage gate.

Testing and Reiteration



Measure the effectiveness of visual elements across various audiences simultaneously.

Post Delivery



Stay ahead of changing consumer behavior before concepts are launched in market.

Discovering the images that drive higher sales, traffic, and conversions on PDP's



30% Increase
In average sales



25% Increase
In page traffic



23% Increase
In conversion rates

BEFORE VIZIT

VISUAL EFFECTIVENESS SCORE **BOTTOM 20%**



AUDIENCE LENS ⓘ

Master Lock Consumers

BENCHMARKS ⓘ

Safe Imagery **18.6%**

VISUAL EFFECTIVENESS ⓘ

18.6%

Not Effective

Your asset is more effective than **18.6%** of assets in the **Safe Imagery benchmark** for **Master Lock Consumers**.

AFTER VIZIT

VISUAL EFFECTIVENESS SCORE **TOP 10%**



AUDIENCE LENS ⓘ

Master Lock Consumers

BENCHMARKS ⓘ

Safe Imagery **90.2%**

VISUAL EFFECTIVENESS ⓘ

91.3%

Very Effective

Your asset is more effective than **90.2%** of assets in the **Safe Imagery benchmark** for **Master Lock Consumers**.



Driving new product innovation with real-time Visual Intelligence data



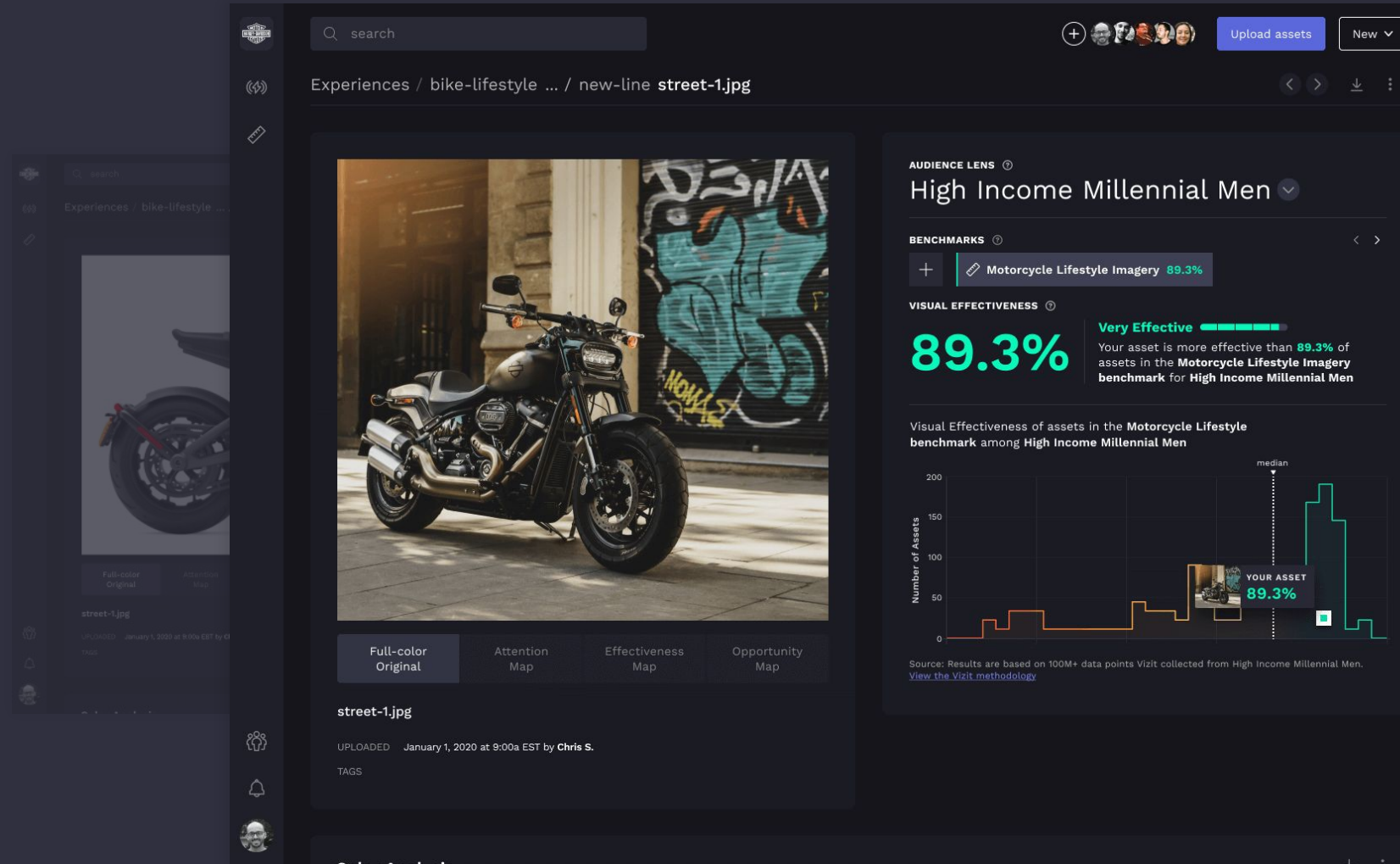
\$5M Savings
In research costs



2 Years Savings
In Development Time



100x Increase
In assets tested

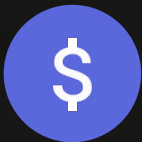


Predicting global focus group
responses and delivering
creative recommendations with
Visual Intelligence



97% Accuracy

In predicting Beijing and
Shanghai-based focus groups



96% Cost Savings

For a single initiative



20X Time Savings

In testing & customer
insight



AI-driven packaging design
outperforms competitors &
maximizes sales &
conversions



55% Increase
In YoY sales



20% Decrease
In find-time on shelves



95% Decrease
In testing time

BEFORE VIZIT

VISUAL EFFECTIVENESS SCORE **BOTTOM 18%**



AUDIENCE LENS ⓘ

UTZ Consumers

BENCHMARKS ⓘ

✂ Potato Chip Competitive Set **18.1%**

VISUAL EFFECTIVENESS ⓘ

18.1%

Less Effective

Your asset is more effective than **18.1%** of assets in the **Potato Chip Competitive Set** Benchmark for **UTZ Consumers**.

AFTER VIZIT

VISUAL EFFECTIVENESS SCORE **TOP 1%**



AUDIENCE LENS ⓘ

UTZ Consumers

BENCHMARKS ⓘ

+ ✂ Potato Chip Competitive Set **98.9%**

VISUAL EFFECTIVENESS ⓘ

98.9%

Very Effective

Your asset is more effective than **98.9%** of assets in the **Potato Chip Competitive Set** Benchmark for **UTZ Consumers**.

New Visual AI capabilities drive more
efficient and comprehensive research



100% Predictive
Of traditional research



99% Faster
Speed to insights



97.5% Savings
In research costs



90% Increase
In testing coverage



Full-color
Original

Attention
Map

Effectiveness
Map

Opportunity
Map

AUDIENCE LENS ⓘ

Millennial Moms ▾


BENCHMARKS ⓘ



✎ Packaged Cookies 94.1%

VISUAL EFFECTIVENESS ⓘ

94.1%

Very Effective 

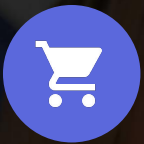
Your asset is more effective than **94.1%** of assets
in the **Packaged Cookies** benchmark for
Millennial Moms

Visual Effectiveness of assets in the **Packaged Cookies**
Benchmark among **Millennial Moms**



Source: Results are based on 100M+ data points Vizit collected from Millennial Moms.
[View the Vizit methodology](#)

Contributing to a 36% increase in sales
with real-time design evaluation for
PepsiCo LifeWtr



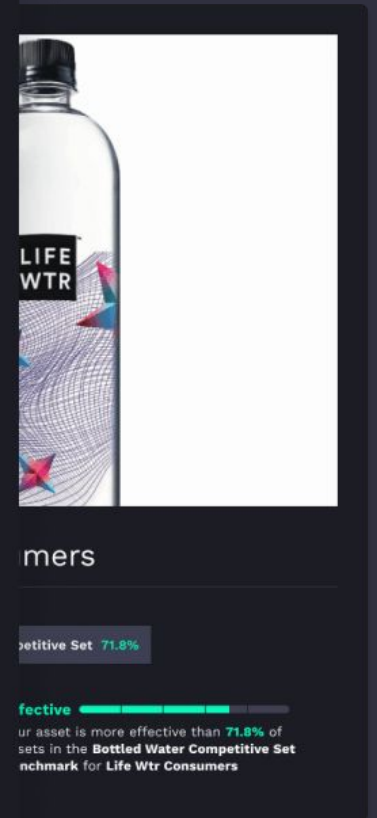
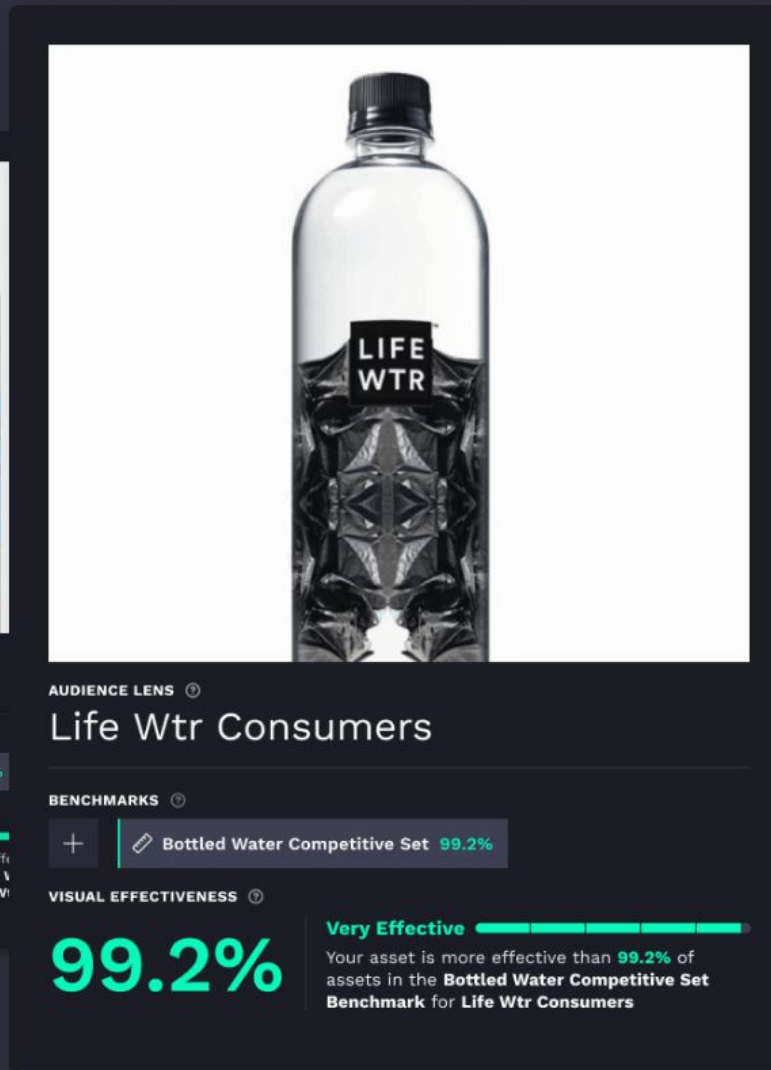
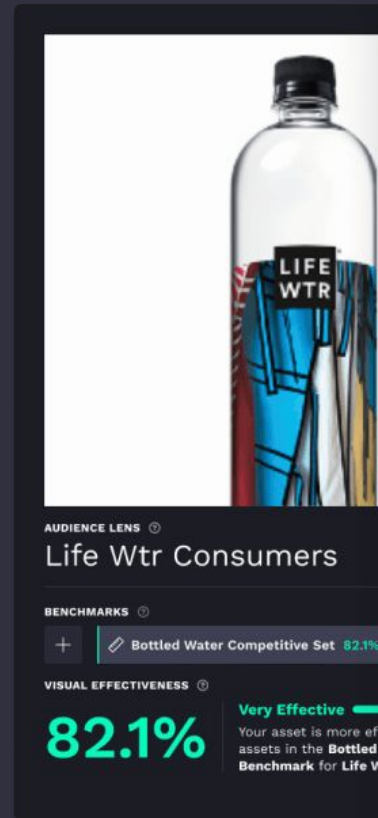
36% Increase
In YoY Sales



20x Time Savings
In acquiring consumer
insights

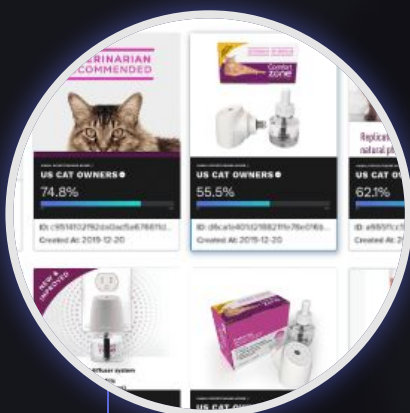


99% Cost Savings
In testing & research



More effective images drive a competitive advantage and a **31% increase in conversion rates**

Visual Brand Assessment



Key Learning

Rotated product hero images are significantly more effective for the Cat Owner Consumer Audience

Visual Trend Analysis



Key Learning

Groups of cats, rather than single cats are more visually effective. Specific breeds of cats are more visually effective for this audience.

Visual Creation



Key Learning

Putting key learnings from the assessment and trend analysis phases into action **increase visual effectiveness scores by over 100% on individual images.**

Visual Asset Testing



Key Learning

Visual intelligence data reveals the subconscious design elements that traditional methods are unable to measure.

Visual Performance Monitoring



Key Learning

Having optimized image content on product pages, Central images are now **76% more visually effective** for the Cat Owner Consumer Audience

VIZIT'

Thank You