

Image Best Practices Across Ecommerce Retailers

Understanding the visual trends that maximize image effectiveness in various consumer categories across Amazon, Target, and Walmart.

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Why Visual Content Matters in Omnichannel Retail

Whether scrolling through social media, shopping online, or searching for the perfect streaming content, people are surrounded by images and videos. Consumers' immersion in images creates a new dynamic where people don't read anymore, instead they recognize— instantaneously and unconsciously responding to images before their minds can even process words to make decisions.

This exposure to imagery has an impact when consumers shop for products 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.



“Bad product content is the #1 reason why consumers don’t make a purchase online”

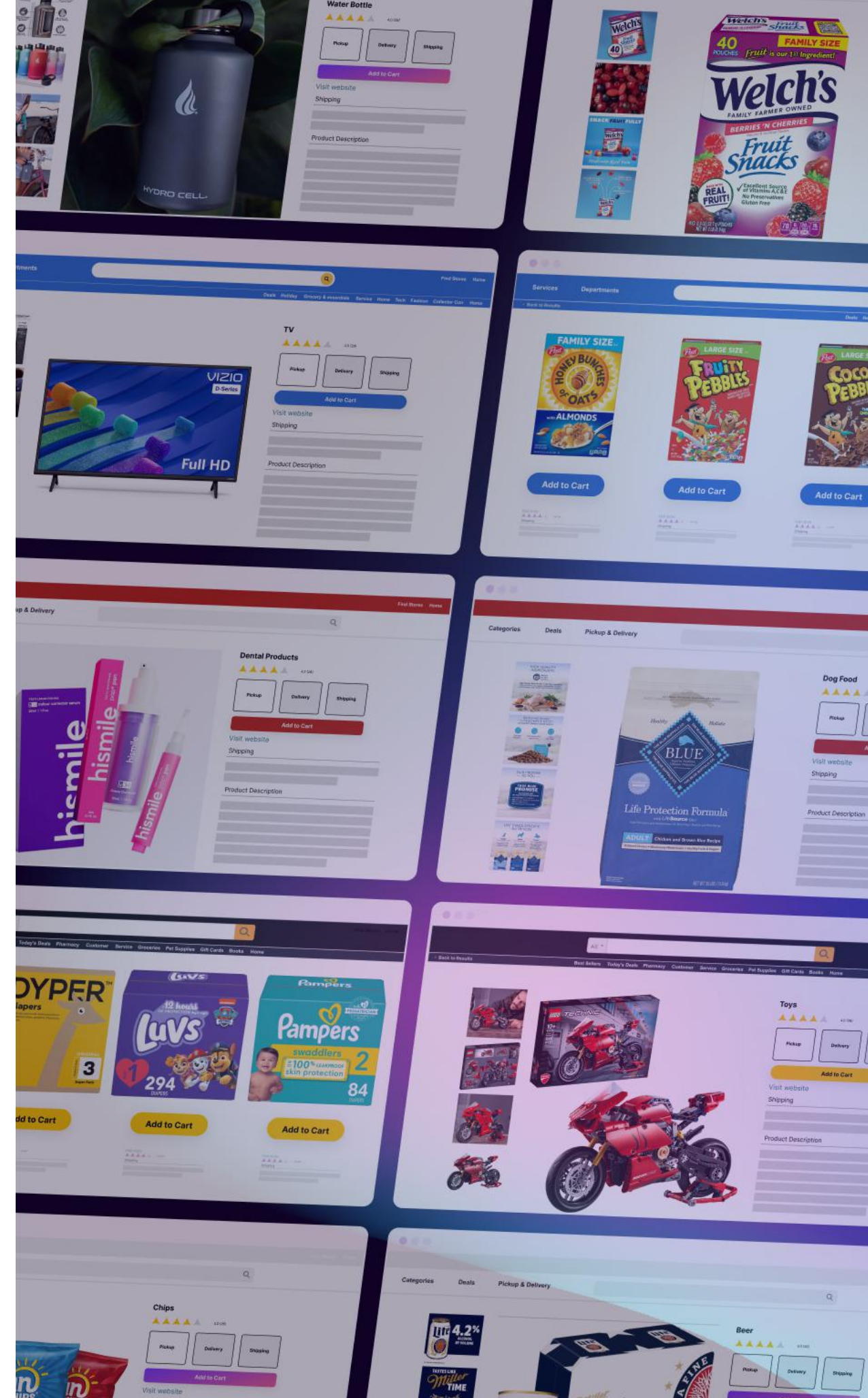
Leveraging images that create personalized one-to-many visual experiences for consumers is central to purchasing decisions. Thirty percent of U.S. shoppers say they will not make a purchase if images are missing or of low quality, and bad product content is the #1 reason why consumers don’t make a purchase online according to research from [Salsify](#). When you consider that nearly half of all product searches start in an ecommerce marketplace, and 87% of these searches start online in general, having images that are tuned to the visual biases and preferences of specific consumer audiences can have a major impact on sales.



The Major Retail Players in Ecommerce

Despite the emphasis on product visuals from the consumer perspective, brands and retailers have historically been slow to adopt new means of creating, measuring, and optimizing imagery. But with shoppers hunting for the best deals and willing to bend brand loyalty, it's critical for companies to cater to the audiences across the big three in retail: Amazon, Walmart, and Target.

Walmart and Amazon are locked in a particularly tight battle for consumers. Walmart has made significant progress by leveraging its physical presence, focusing on groceries, embracing technology and innovation, growing its retail media network, and enhancing the overall shopping experience for customers. While Amazon still holds a dominant position in the ecommerce market, Walmart's growth and competitive strategies have positioned it as a strong contender in the battle for the ecommerce crown.

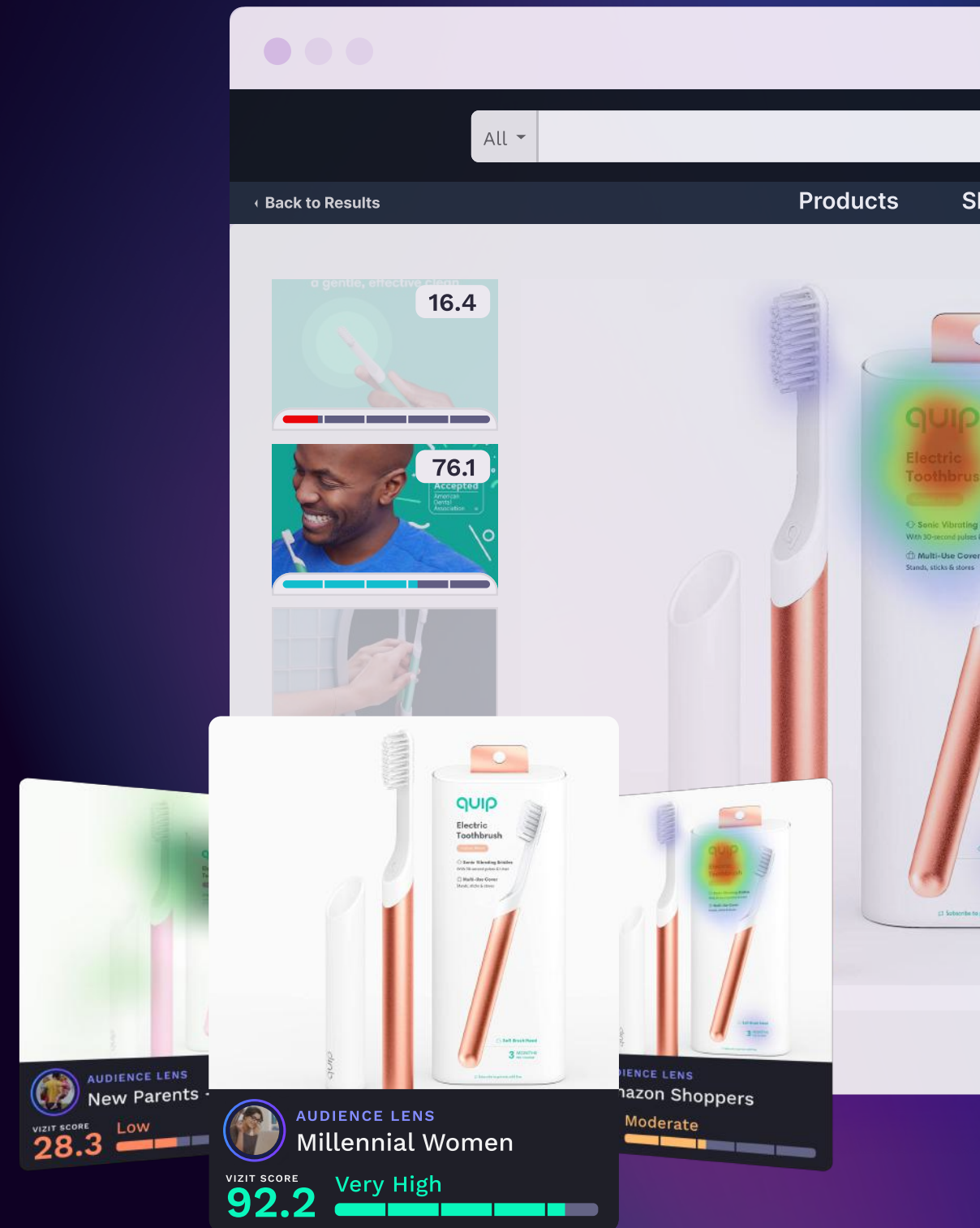


Measuring and Understanding the Impact of Visual Content

To gain a better understanding of the image and design trends that capture attention and drive conversion with online shoppers across major retailers, Vizit used its AI-powered Visual Performance Platform to analyze thousands of hero and carousel images from Amazon, Target, and Walmart.

The analysis focused on visual content in Men's Razor, Herbal Tea, and Convertible Car Seat categories across Amazon, Target, and Walmart. Vizit's technology was used to surface examples of highly effective imagery in these categories, as well as reveal the different image and design preferences that shoppers have across major retailers.

The findings shed light onto the visual tactics and techniques that allow brands to win the race for attention and conversion in these categories with advantaged visual content.



CPG

Mens Razors

Visual Best Practices: All Retailers

Hero Visual Trends: Bold colored packaging

Eye-catching packaging colors and designs resonate with online shoppers. With so many razor product options, bold colors like bright oranges, blues, and neon yellows help products stand out on both the physical and digital shelf.

Carousel Trend 1: Highlighting value with full razor sets

Razor carousel images that showcase the full value of a set or accompanying products are highly effective with online shoppers. These images include interchangeable cartridges, travel cases, and additional facial care products.

Carousel Trend 2: Images of razors being rinsed

Carousel visuals featuring images of razors heads being rinsed in water are effective with online shoppers across retailer audiences.



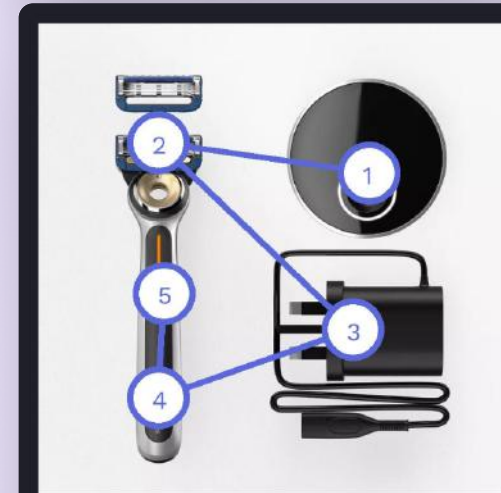
VIZIT SCORE

98.9 Very High (80-100)



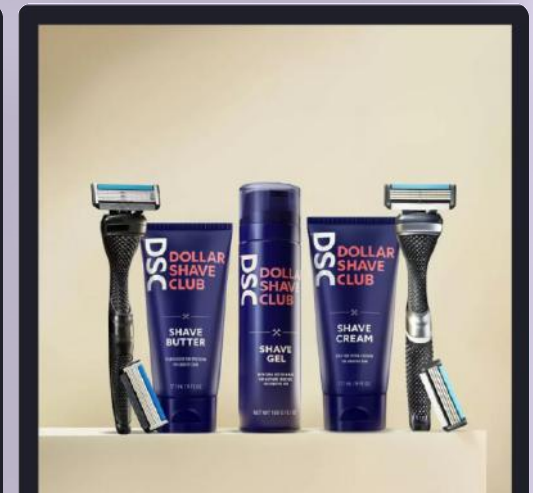
VIZIT SCORE

98.0 Very High (80-100)



VIZIT SCORE

86.4 Very High (80-100)



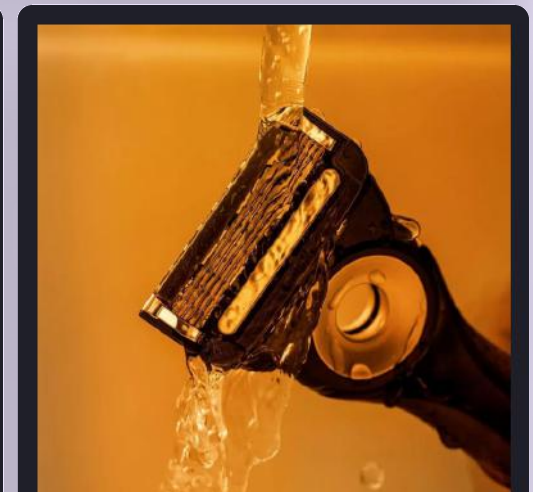
VIZIT SCORE

89.6 Very High (80-100)



VIZIT SCORE

91.8 Very High (80-100)



VIZIT SCORE

91.4 Very High (80-100)

CPG
Mens Razors

Retailer-Specific Visual Insights

Amazon

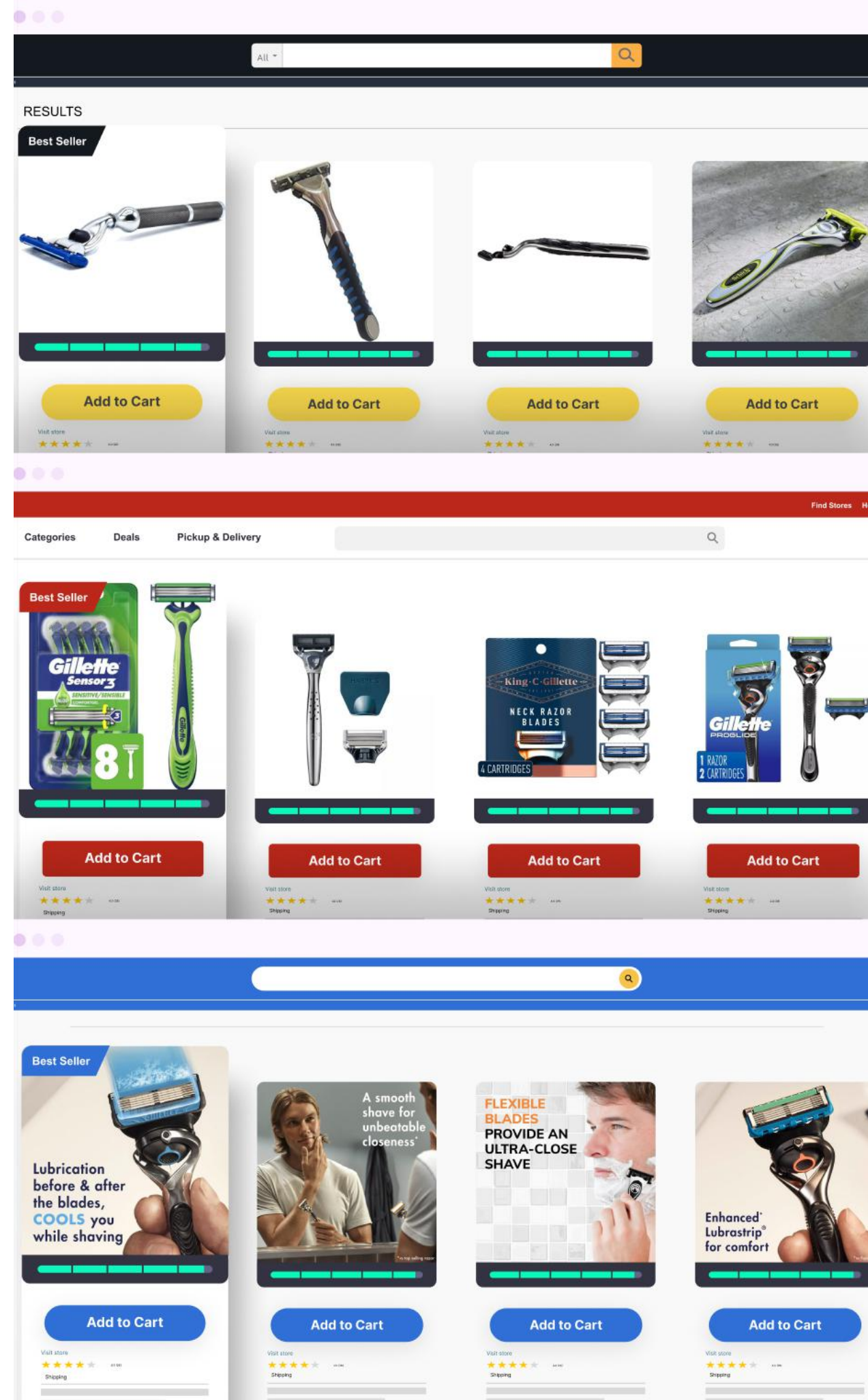
Among Amazon shoppers, straightforward carousel imagery depicting the razor on a white background are the most engaging.

Target

Target shoppers prefer razor hero images that display packaging with accessories included on the right side of the image. This audience also were more likely to find images with minimal copy appealing.

Walmart

Images that include product feature callouts and explanations result in higher scoring carousel images for Walmart shoppers. The lowest scoring carousel imagery for Walmart shoppers consisted of solo shots of the razor head with no descriptor.



Grocery Herbal Teas

Visual Best Practices: All Retailers

Hero Visual Trends: Photo-realistic ingredient visuals

Hero images of tea products that include photo-realistic fruit and ingredient visuals displayed prominently on the packaging resonate across all retailer audiences.

Carousel Trend 1: Product placement and greenery

Visuals of tea products displayed in mugs on wooden coffee tables score highly across retailer audiences, especially when greenery or house plants were included in the background.

Carousel Trend 2: Ingredient-focused imagery

Carousel imagery featuring detailed visuals of flowers, herbs, ginger, and other tea ingredients are highly engaging across all retailer audiences.



Grocery Herbal Teas

Retailer-Specific Visual Insights

Amazon

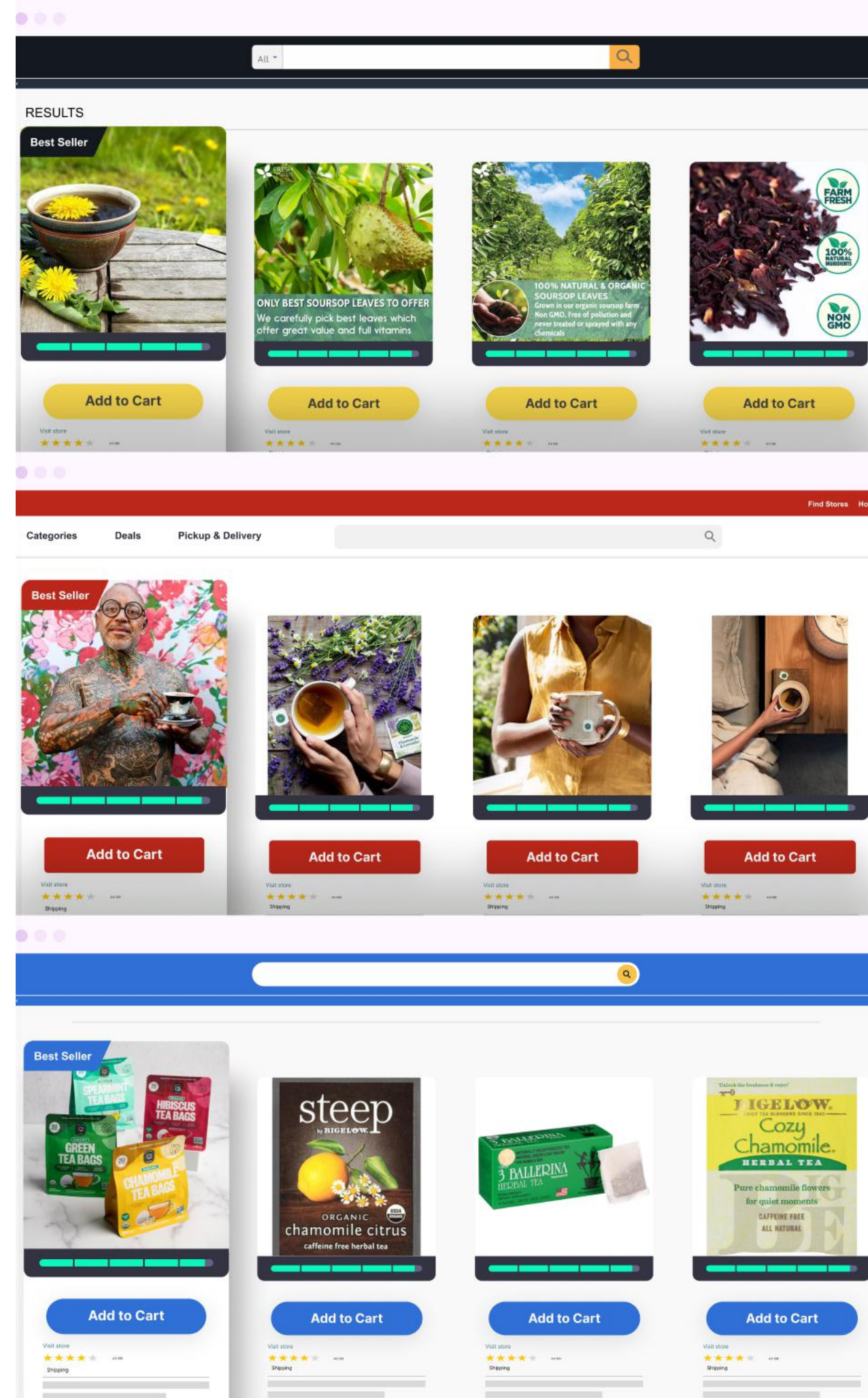
Carousel images of tea leaves, flowers, and ingredients resonate noticeably more with Amazon shoppers than Target and Walmart shopper audiences.

Target

Top-scoring carousel images among Target shoppers were more likely to include human models holding tea products. Many of these images include closely cropped visuals of human models holding tea mugs and cups.

Walmart

In addition to seeing the product packaging in the hero images, Walmart shoppers find carousel images of the boxes of tea or tea bags in wrappers highly appealing. This includes isolated packaging on plain backgrounds as well as stylized shots.



Baby Products

Convertible Car Seats

Visual Best Practices: All Retailers

Hero Visual Trends: Product angle

Images of car seats oriented at a quarter turn to the left or right score higher than straight-on visuals of car seats.

Carousel Trend 1: Human models using products

Images of car seats that include children tend to score higher across all retailer audiences. Both wide frame shots and closely cropped images of children strapped into the seats are engaging for online shopper audiences.

Carousel Trend 2: Product feature highlights

Across retailers, imagery that highlights car seat features and components such as harnesses, buckles, and adjustable positioning scores highly. These images typically include a close up of a specific feature along with text.



VIZIT SCORE

99.0 Very High (80-100)


VIZIT SCORE

5.1 Very Low (0-19.9)


VIZIT SCORE

99.0 Very High (80-100)


VIZIT SCORE

95.7 Very High (80-100)


VIZIT SCORE

97.2 Very High (80-100)


VIZIT SCORE

95.4 Very High (80-100)

Baby Products

Convertible Car Seats

Retailer-Specific Visual Insights

Amazon

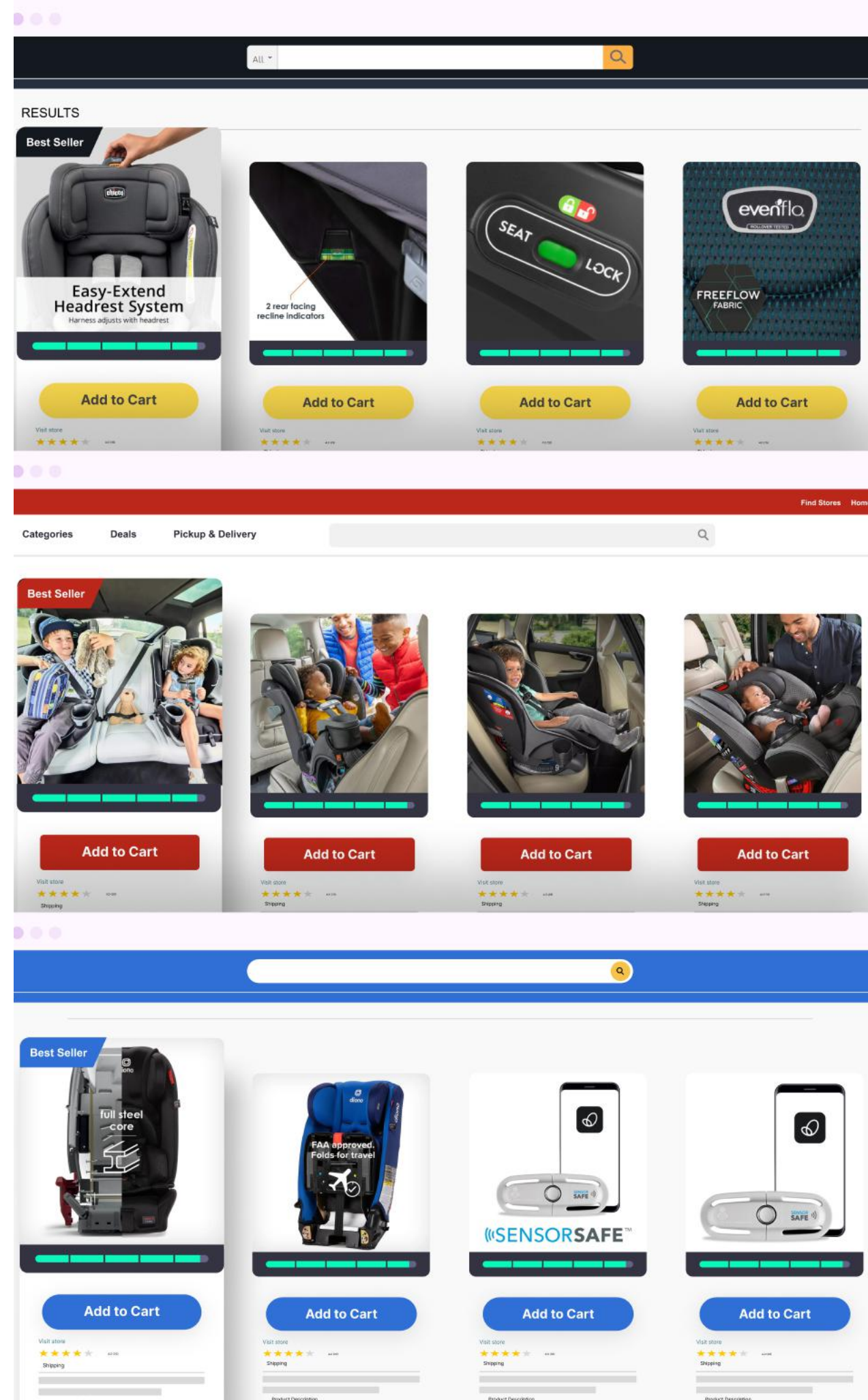
Imagery that captures distinct car seat product features tend to score higher for Amazon shoppers. These visuals highlight safety and convenience components and typically include a sentence of text as well.

Target

Target shoppers are drawn to carousel imagery that includes human models. Visuals that depict happy families and children using the car seat products score higher with Target online shoppers.

Walmart

Carousel visuals highlighting product features by using white text description overlaid on the product image score higher with Walmart online shoppers. This audience is also noticeably more engaged by imagery of mobile app compatibility and functionality.



About Vizit

Bringing the Power of Visual AI to Brands and Retailers

Vizit knows the challenges brands and retailers are facing. Our digital-first world has enabled unparalleled connectivity, and the speed of innovation is increasing exponentially, creating a competitive landscape unlike anything we've ever seen. Brands and retailers must not only act fast, but also must make decisions based on valuable insights that reflect real-world scenarios.

Ecommerce teams are hungry for AI-powered insights that can predict which visual elements and designs are most likely to result in revenue-generating outcomes. This is what predictive image analytics delivers: the ability to test, optimize, and monitor visual assets in real-time using AI-powered analytics.

With Vizit, ecommerce teams can measure, identify, create, test, and monitor the impact of visual content for any retailer during all phases of the ecommerce shopping journey—reducing costs, increasing engagement, improving conversion rates, and driving more sales at the speed and precision of ecommerce.



About Vizit

Vizit is the leader in AI-powered visual content performance software for brand manufacturers, retailers, and creators all over the world. Vizit helps designers, marketers and e-commerce leaders around the globe increase attention levels, audience appeal, and conversion effectiveness with their target audiences online.

[Learn more at www.vizit.com](http://www.vizit.com)

About The Digital Shelf Institute

The Digital Shelf Institute (DSI) is a community dedicated to developing and sharing the best actionable insights and strategies for brand manufacturers to win on the digital shelf.

[Become a member today](#)

The screenshot displays the VIZIT software interface for analyzing a 'carbonated-water' image. The interface includes several key sections:

- Navigation and Context:** At the top, it shows 'AUDIENCE LENS: Millennial Shopper', 'BENCHMARK: Carbonated Drinks', and 'IMAGE MAPS: None'.
- Image Maps Section:**
 - Attention Insights:** Describes how consumers view specific contents of the image. It features three heatmaps: 'Attention Map' (attention-grabbing aspects), 'Focal Points (Beta)' (probability of looking at specific regions), and 'Gaze Sequence (Beta)' (sequence of viewing contents).
 - Audience Insights:** Shows aspects of the image likely to be found most and least visually engaging.
- Image Details and Predictive Analysis:**
 - VIZIT SCORE:** 76.3 (High), indicating a 76.4% likelihood of visual engagement for the 'Millennial Shopper' audience.
 - DISTINCTIVENESS RATING (BETA):** A chart showing the 'Predicted Visual Engagement of 100 Images in Carbonated Water to Millennial Shopper', with the analyzed image performing at 76.3%.
- Comparison Grid:** A table comparing the analyzed image to others in the 'Carbonated Drinks' category:

Rank	Average Score	Category	Score	Engagement Level
#1	Avg. 91.65	Millennial Shopper	92.4	Very High
#2	Avg. 81.65	Millennial Shopper	76.3	Very High
		Millennial Women	90.0	Very High
		Millennial Women	73.3	High
		Soda	92.4	Very High
		Soda	76.3	Very High