

EBOOK

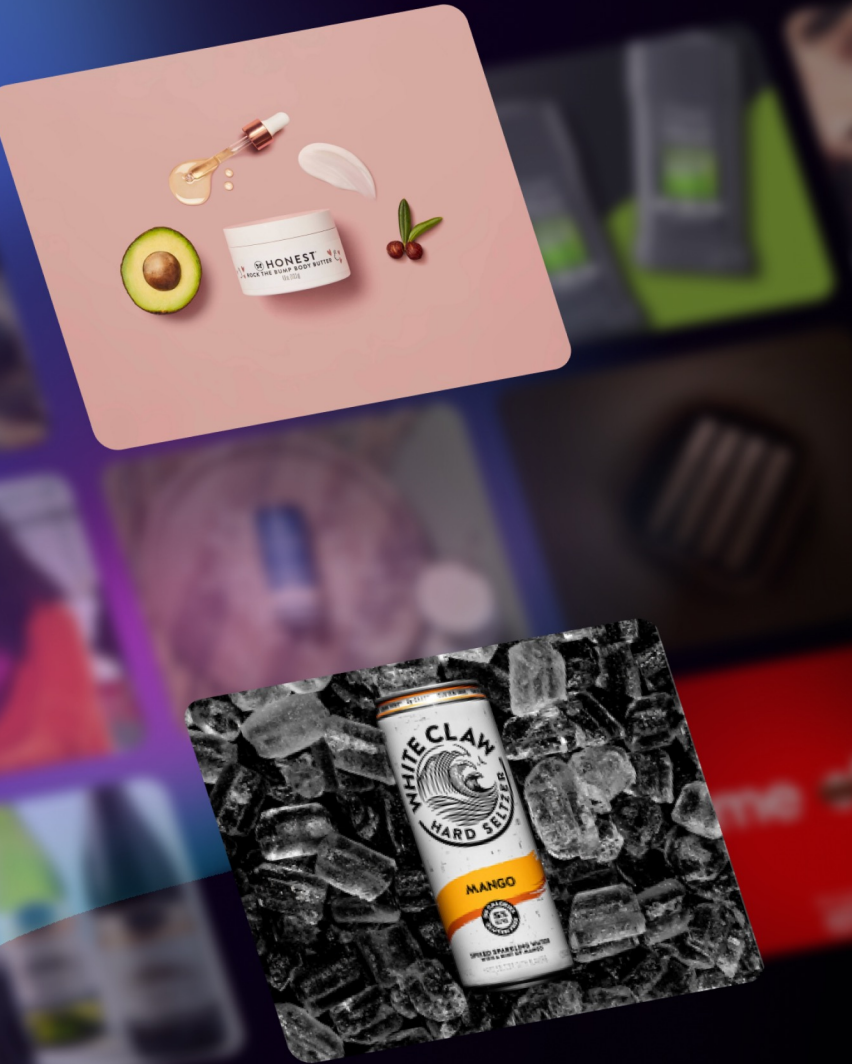
Ecommerce Practitioner's Guide

To Understanding and Amplifying the Impact of Visual
Content Along the Online Shopping Journey

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Why Visual Content Matters in Omnichannel Retail

Most consumers estimate that they spend five hours a day viewing videos and images on social media platforms alone, according to a recent survey conducted by VIZIT and the Path to Purchase Institute. Other statistics indicate the average person is exposed to six to 10,000 ads each day, according to [Lunio](#).

Consumers' immersion in images is creating a dynamic where people don't read anymore, they recognize—instantaneously and unconsciously responding to images before their mind can even process words to make decisions.

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

76%

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

Source: Gen.video

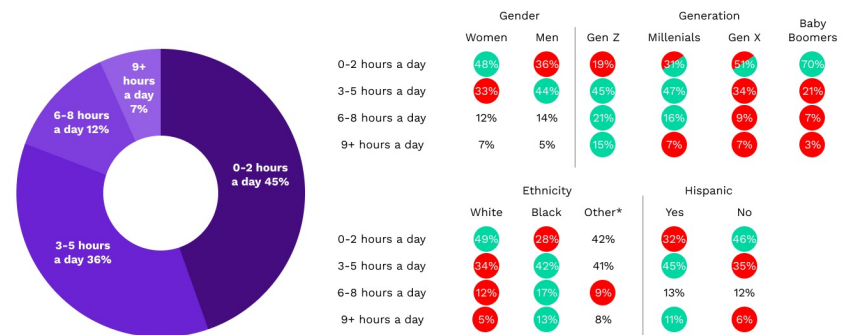
95%

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

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

Consumers' expectations have never been higher, in part because ecommerce activity has dramatically increased. With many more brands selling on- and offline, consumers are exposed to hundreds of visual merchandising tactics across their omnichannel shopping journey. Algorithms and machine learning have made consumers accustomed to personalized experiences—when they stream content, scroll their social media feed, and visit online marketplaces such as Amazon. This combination creates a bias around the types of visuals consumers want to interact with while they are making their weekly shopping trips, researching a big-ticket purchase, or looking for that perfect gift.

How many hours do you spend viewing images or watching videos on social media?



● Significantly **higher** than other segments at 95% confidence

● Significantly **lower** than other segments at 95% confidence

*Other ethnicities = Asian, American Indian / Alaskan Native, Hawaiian Native / Pacific Islander, or Other

Leveraging images that create personalized one-to-many visual experiences for consumers are central to purchasing decisions. **30% of U.S. shoppers say they will not make a purchase if images are missing or of low quality, 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.

In this ebook, designed for ecommerce practitioners within consumer goods brands and retailers, we explore the results of Vizit and Path to Purchase Institute's consumer survey **providing insight on how hero, carousel, retail media images, along with video and 360-degree images, impact consideration and purchase decisions for shoppers on Amazon along with other brick-and-mortar retailers.** We'll also provide insights into how brands and retailers are approaching their image creation and measurement priorities.



Traffic Drivers

Hero and Advertising

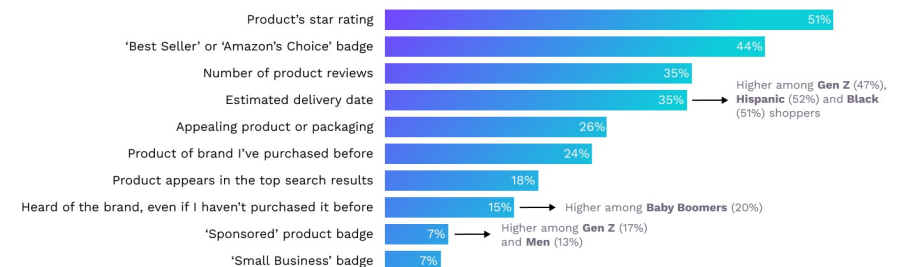
Image Preferences

Across Amazon

As the U.S.'s leading online retail website, Amazon is a fixture for making and researching purchases. Thus, standing out on an Amazon search result page (SERP) is critical for a brand's bottom line. Consumers say that discounts, peer validations, and images are key decision factors as they look for a product on an Amazon SERP, outpacing even the search position of a product.

Imagine for a moment that price didn't matter to you when searching for a product on Amazon.

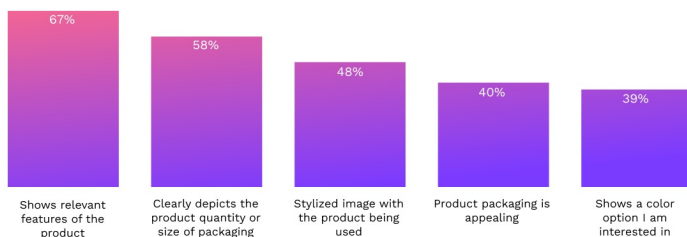
What then would most catch your attention and make you want to click on a particular product?



When you consider that reviews, badging, and delivery dates are not completely within the control of a brand, images are one of the few options that brands could quickly optimize and have an immediate impact on digital shelf performance.

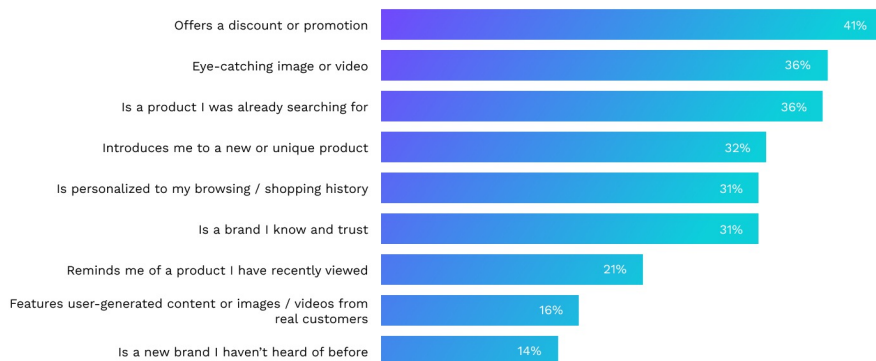
On Amazon, consumers rely on images to replace some of the touch and feel aspects of in-store shopping. They value images that help them understand the features of the product and clearly depict the quantity they will be buying.

You said that seeing an appealing image in Amazon's search results catches your attention. What makes an image appealing or interesting to you?



In addition to the importance of hero images in helping brands drive organic traffic, they also play a major role in achieving paid traffic goals: They are the number two driver of attention on Amazon advertisements.

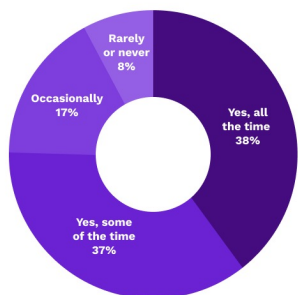
What is it about an ad on Amazon that most catches your attention and makes you want to click on it to learn more about the product?



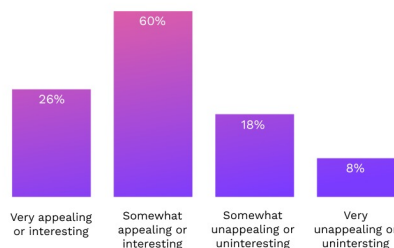
While ads on Amazon are certainly being noticed by consumers, their appeal leaves a lot to be desired. Beyond relevancy and promoting discounts, consumers feel better imagery and more videos would help make the advertisements more enticing.

Three-quarters of Amazon shoppers say they regularly notice ads while shopping on the website or app, but only a quarter find them 'very appealing or interesting'

Do you ever notice advertisements while shopping on Amazon?

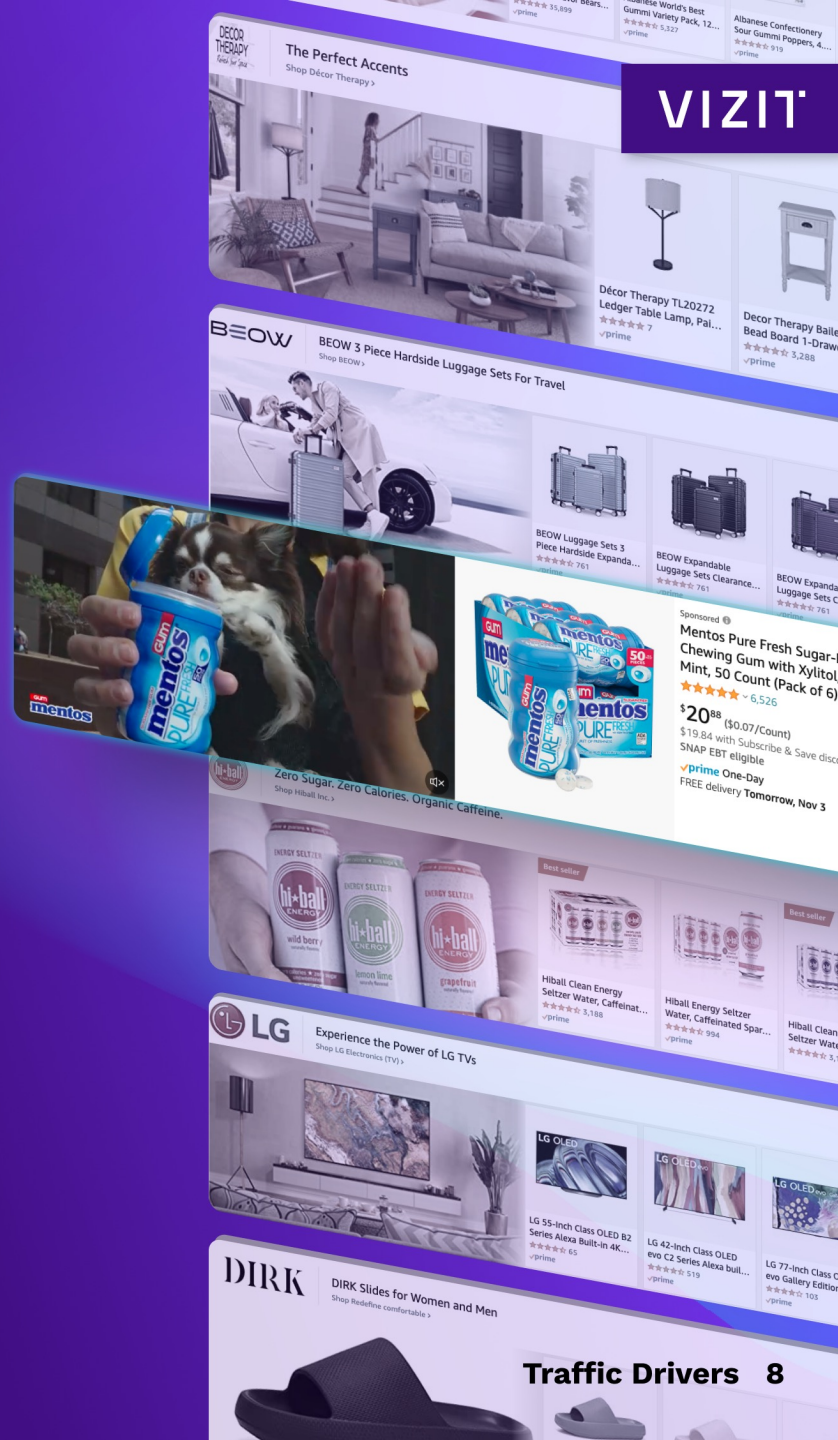
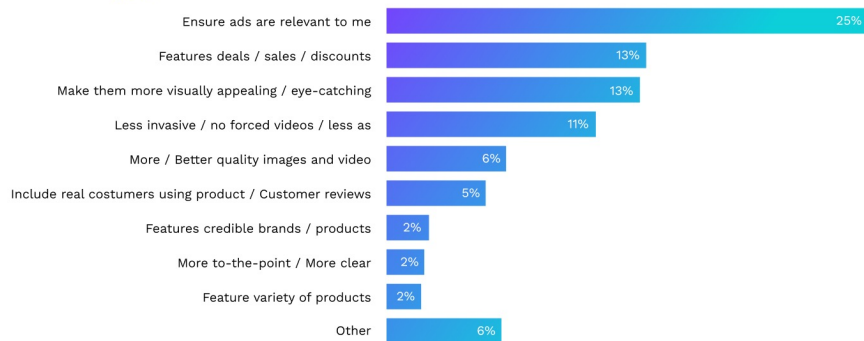


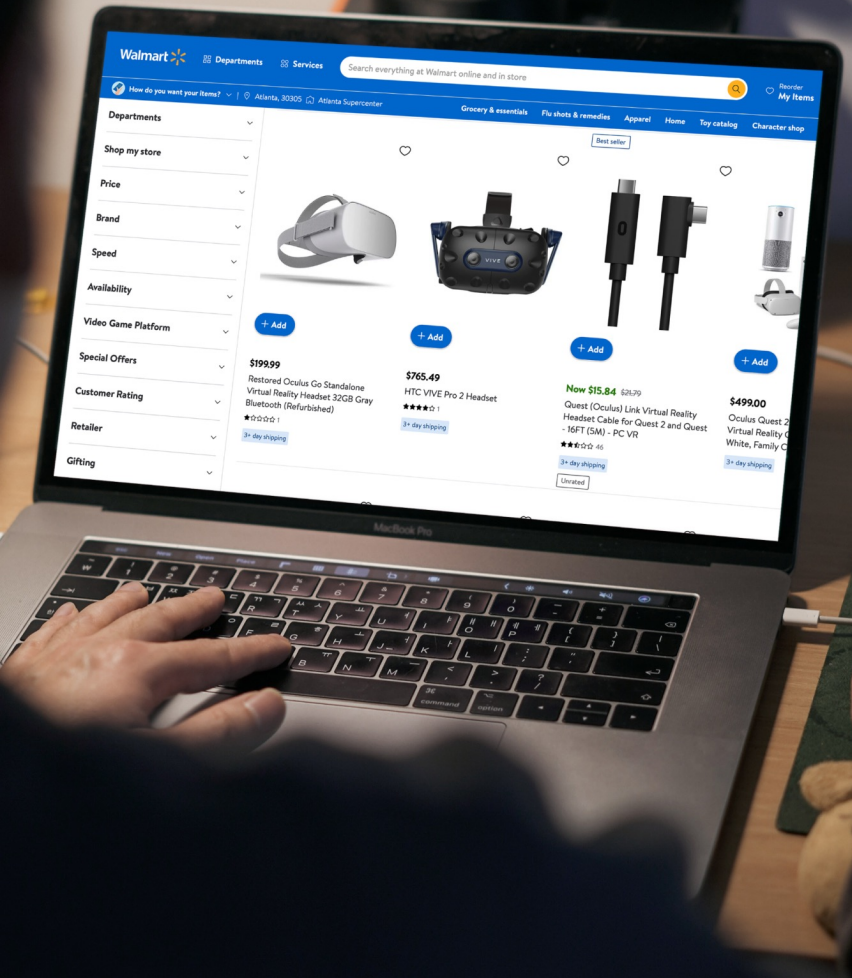
How appealing or interesting do you find product ads on Amazon?



In order to improve appeal of their ads, Amazon shoppers want ads to be more relevant to their shopping / browsing history or to what they are currently searching for

How can Amazon make its advertising more interesting or appealing to you?





Why Images Matter Hero and Advertising Image Preferences Across Brick-and-Mortar Retailer Websites

With \$1 in every \$5 spent on retail purchases taking place online, images provide brick-and-mortar retailers a way to entice consumers beyond margin-decreasing price and promotional tactics.

1 in 4 shoppers state that images are an important factor in selecting products from the search results page of a brick-and-mortar retailer's website. **Image importance outranks consumer justification items such as ratings, best seller badging, and sponsored product badging.**

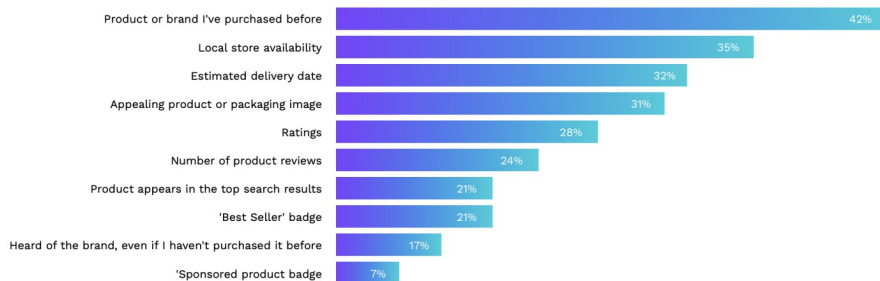
What most catches your attention and makes you want to click on a particular product when viewing a retailer's search result?



When price and couponing are taken out of the equation, nearly 1 in 3 shoppers say that images are an important factor in capturing their attention.

Differing from Amazon, customer loyalty was a top consideration factor for shoppers utilizing brick-and-mortar retailer websites. This points to an importance for brands to quickly create feelings of relevance in the lives of shoppers by leveraging packaging and hero imagery that creates an emotional connection.

Imagine for a moment that price didn't matter to you when searching for a product on a retailer's website. **What would most catch your attention and make you want to click on a particular product?**



★★★★☆ 4.4

1,864 global ratings

5 star

4 star

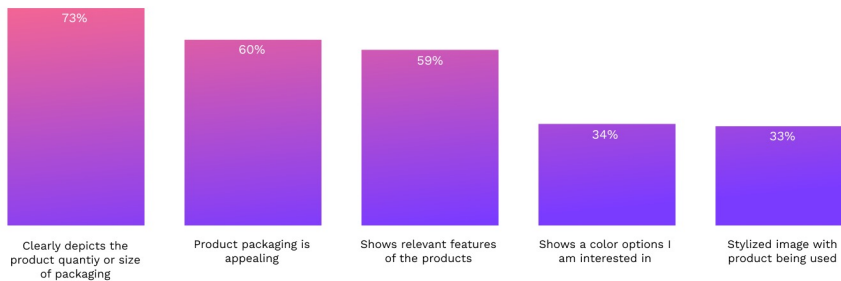
3 star

2 star

1 star

Differing slightly from shoppers' image preferences on Amazon, images that **clearly depict quantities and offer appealing packaging are important attention-grabbing factors** for shoppers when visiting brick-and-mortar websites. This could be due to shoppers looking to mirror the experience they feel when browsing physical shelves.

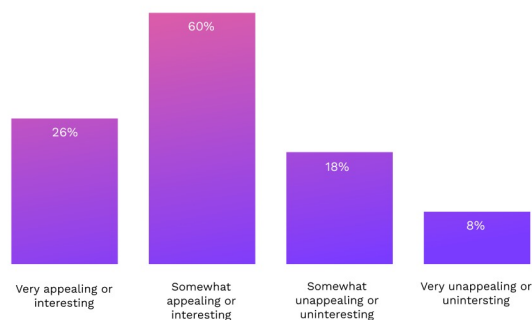
Seeing an appealing product image in retailer's search results catches your attention. **What makes an image appealing or interesting to you?**



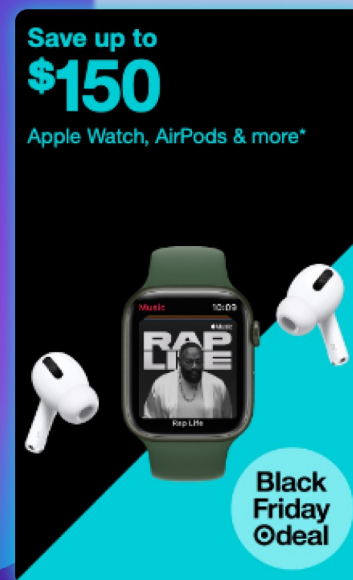
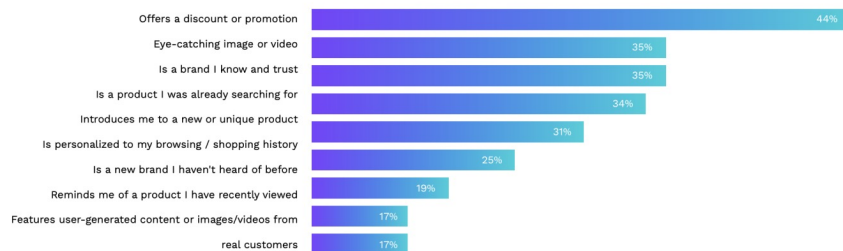
Shoppers are noticing ads on brick-and-mortar retailer websites; however, they are not impressed with the appeal of these ads. Beyond price, ads with eye-catching imagery or videos, along with ads that feature user-generated images or videos, are capturing the attention of shoppers in this channel.

Three-quarters of shoppers say they regularly notice ads while shopping on the website or app, but only a quarter find them 'very appealing or interesting'

How appealing or interesting do you find product ads?



What is it about an ad on a retailer's website that most catches your attention and makes you want to click on it to learn more about the product?

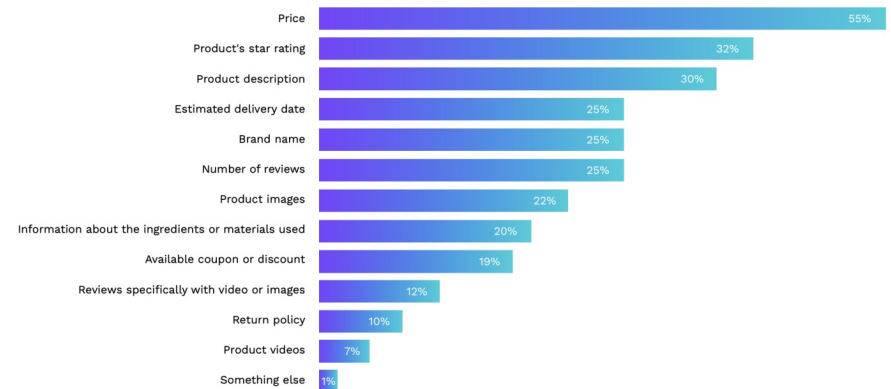


Conversion Drivers

Impact of Carousel Imagery and Videos on Amazon

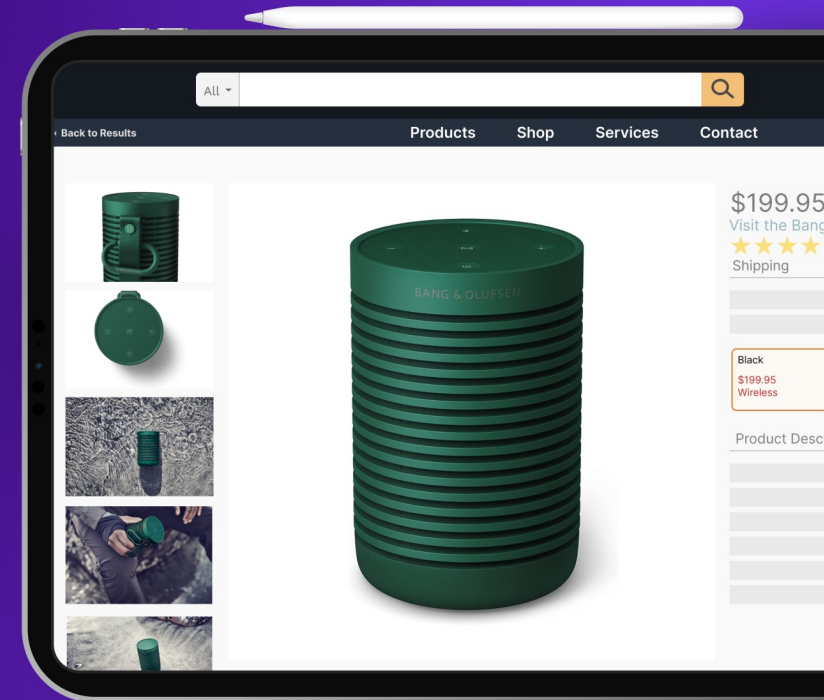
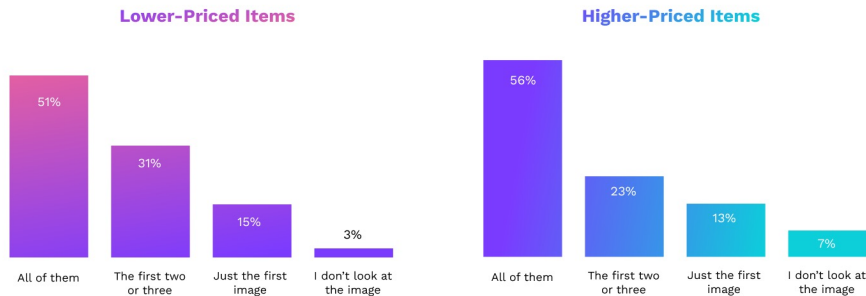
Similar to findings around hero image ability to drive traffic and capture attention, carousel images rank near the top of purchase decision importance when a consumer clicks in and views an Amazon product detail page (PDP). Combining product images, videos, and reviews that feature images and videos, **visual content ranks second (41%) only to price (55%) in purchase decision importance.**

What are the main things you are looking for on an Amazon product's detail page when considering whether to purchase it?



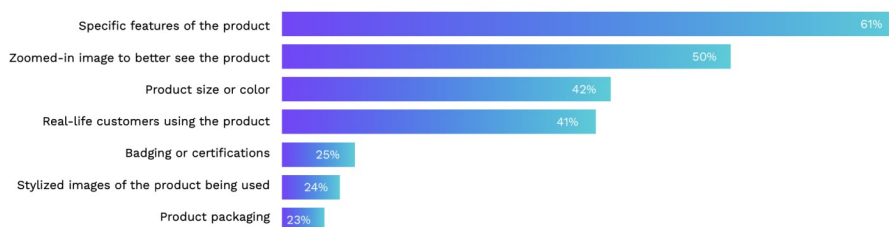
A majority of consumers will view all carousel images on a product page when deciding whether to purchase an item on Amazon. Additionally, nearly one-third of consumers looking to purchase a low-priced item and one-quarter of consumers looking to purchase a high-priced item will look at the first two or three images in the carousel.

When viewing carousel images, how many images do you usually view when shopping for...?

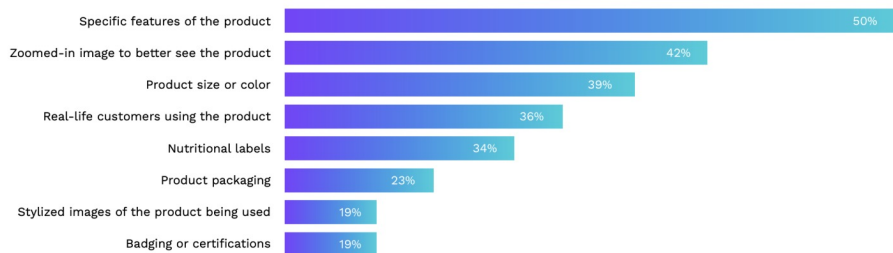


When viewing images for both high- and low-priced items, **shoppers most often look to see product features, zoomed-in images, or the colors and sizes available.**

What are you typically looking to see when viewing the image carousel for a higher-priced product on Amazon?



What are you typically looking to see when viewing the image carousel for a lower-priced product on Amazon?



ODOR GUARANTEED
Box odors with
of Febreze.



WATERPROOF*
IP67 RATED

*NOT DISHWASHER SAFE



Made with
Zero Sugar



Colors from
Natural Sources



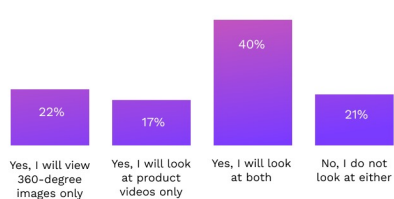
Fortified with
Vitamins and
Antioxidants

Enhanced visual content tactics like product videos and 360-degree imagery are valued by Amazon shoppers. **79% of consumers searching for low-priced items look at all or one of the enhanced visual content assets, while 85% of shoppers will view these assets for high-priced items.**

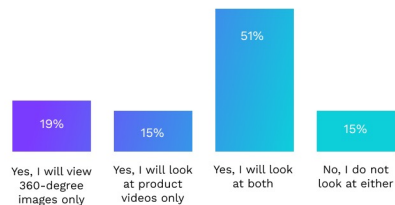
Shoppers often look at 360-degree images and/or product videos if they are available, particularly for higher-price items such as electronics or home decor products

Do you typically view 360-degree images or product videos when available on a product's detail page?

Lower-Priced Items



Higher-Priced Items

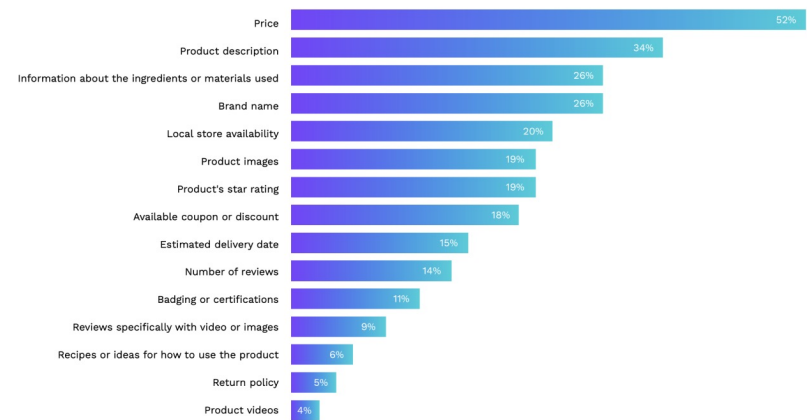


Conversion Drivers

Impact of Carousel Imagery and Videos on Brick-and-Mortar Retailer Websites

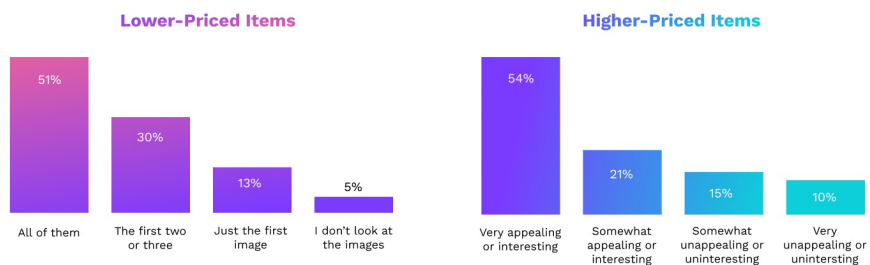
When shoppers click into the product detail pages of brick-and-mortar websites, the combination of product images and reviews with videos and images are important decision factors for 1 in 4 shoppers.

What are the main things you are looking for on an Amazon product's detail page when considering whether to purchase it?



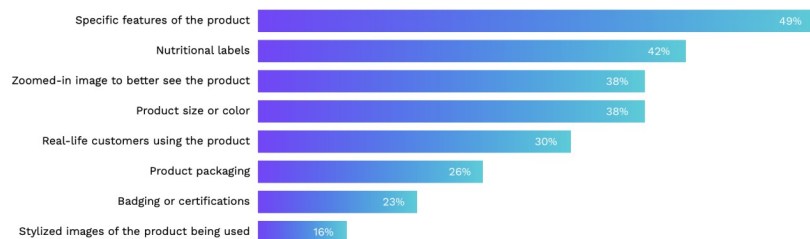
Similar to Amazon, a healthy majority of **shoppers are viewing all or multiple images within the carousel for both low- and high-priced items.**

When viewing carousel images, how many images do you usually view when shopping for...?



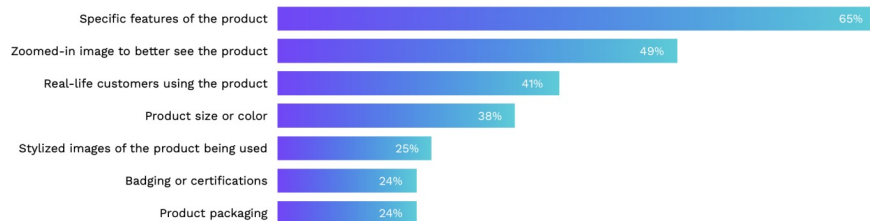
When viewing images for a low-priced, high-frequency product, **shoppers want to see product features, nutritional labels, and zoomed-in images.**

What are you typically looking to see when viewing the image carousel for a lower-priced product on a retailer's website?



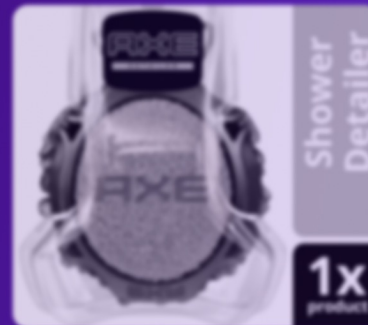
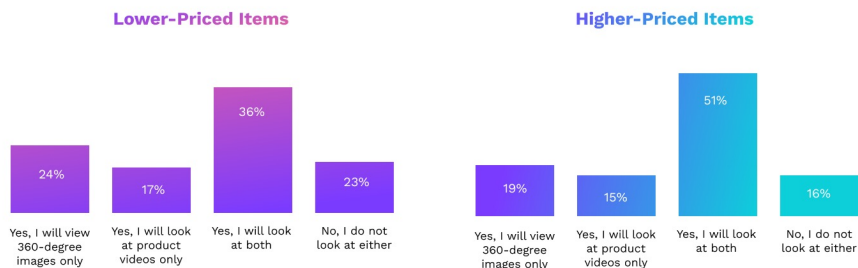
When viewing images for higher-priced, high-consideration products, **shoppers want to see specific features and zoomed-in images, as well as images of the products being used by actual people.**

What are you typically looking to see when viewing the image carousel for a higher-priced product on a retailer's website?



Similar to Amazon, many shoppers are looking at the enhanced visual content assets, **such as product videos and 360-degree images, within carousels, especially for higher-priced items.**

Do you typically view 360-degree images or product videos when available on a product's detail page?



**COVER HARD TO
BANDAGE AREAS**



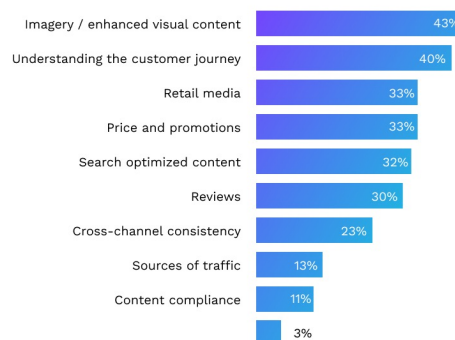
Conversion Drivers 19

Visual Content

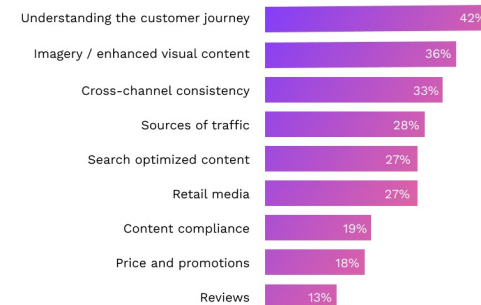
The Identified Challenge and Opportunity for Brands and Retailers

A Vizio and Path to Purchase Institute survey of ecommerce professionals from consumer goods and retail brands revealed that these individuals **see visual content as the biggest opportunity to optimize digital shelf performance today. However, they also consider images the most difficult to measure.**

Biggest opportunity for optimizations

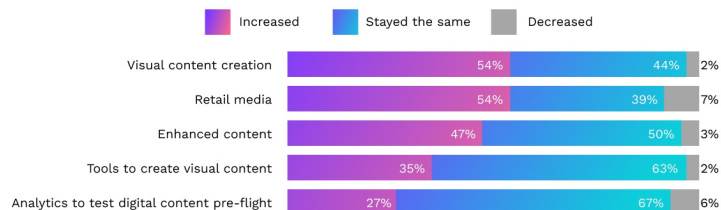


Most difficult to measure



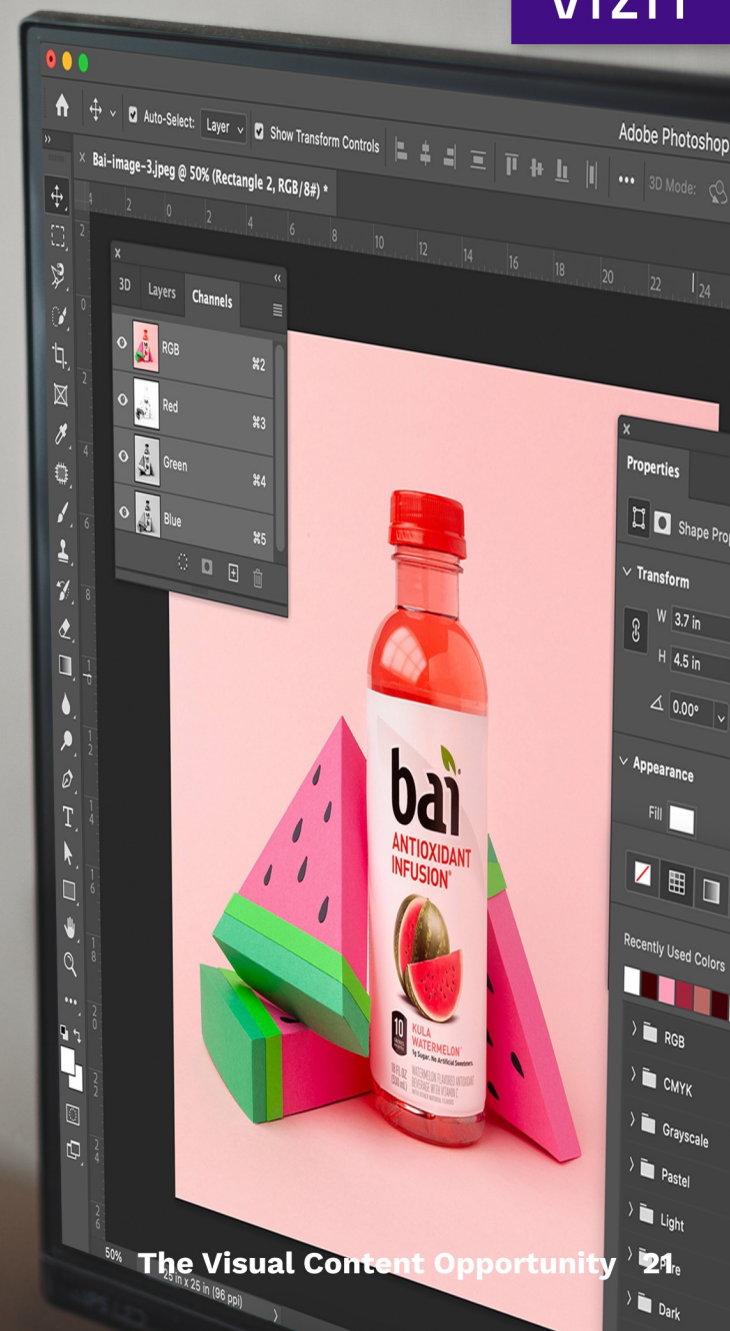
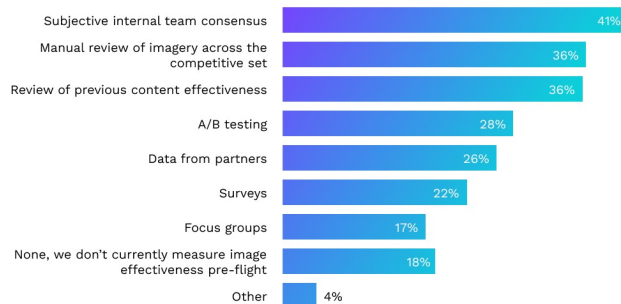
These individuals are certainly rising to the opportunity, investing more in visual content production and retail media than in previous years. **However, their budgets for visual content measurement tools have not kept pace.** Essentially, they are producing more content in the blind hope that it will produce results.

How has your organization's investment in these areas changed in the coming year



In place of more advanced visual measurement tools, **brands are still leveraging subjective and manual reviews when choosing the visual content to flight on the digital shelf.** This leaves measurement to biased internal conversations or traditional research methods that cannot keep up with rapidly changing behaviors.

Strategies or tactics used to measure visual image effectiveness pre-flight



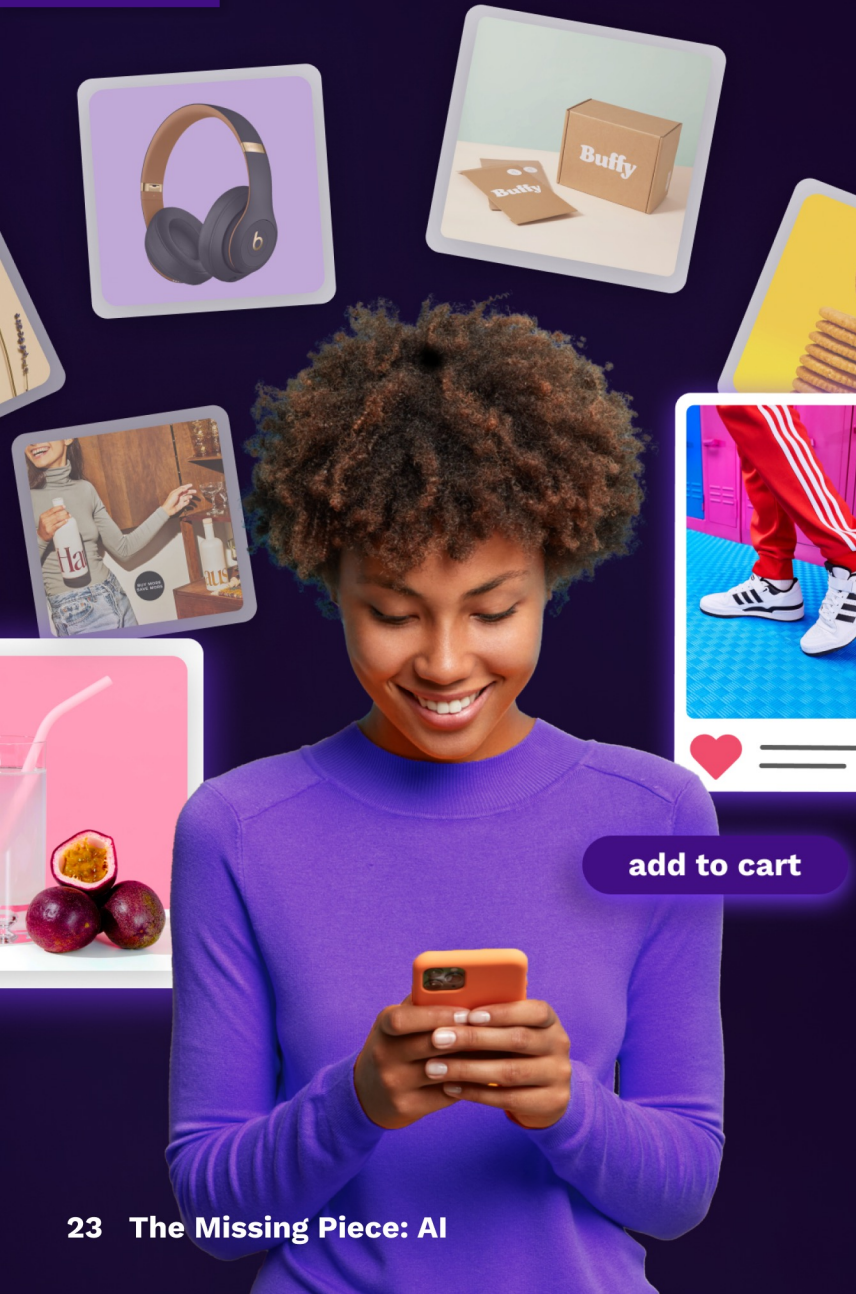
The Missing Piece: AI-Powered Predictive Image Analytics

Predictive analytics are far from new. Brands employ predictive analytics in several areas, including media planning and buying, personalization tactics, campaign implementation, account-based marketing, and more. **But a missing piece of the predictive analytics puzzle has long been the lack of insights to measure the effectiveness of visual content on the digital shelf for specific audiences.**

This is what predictive image analytics brings to the table: **It gives ecommerce and commerce marketing teams AI-powered analytics that reveal which hero, carousel, and retail media images resonate and motivate consumers to view and buy online, all in real time.**

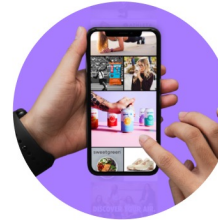
By simulating a target audience, Vizit's AI-powered algorithms deliver image analytics and insights on various aspects of images—quickly identifying which images and attributes are most likely to capture attention and resonate with specific consumer groups on specific channels.

VIZIT



A New Approach: AI-Driven Understanding of Visual Preference

Vizit uses AI to measure how visual content resonates with consumer audiences by correlating patterns in visual elements with engagement levels on thousands of digital images.



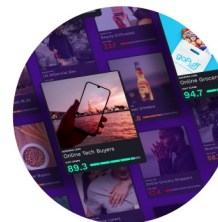
Audience Profile & Digital Scroll

Vizit discovers and collects thousands of digital images that consumer audiences are exposed to online.



Visual Dataset & Analysis

Vizit's patented AI algorithms identify engaging elements of visual content that are unique to an audience.



Visual Scoring & Benchmarking

Vizit models the visual preferences of an audience and scores new content for effectiveness.

Adding Predictive Image Analytics Into Your Workflows

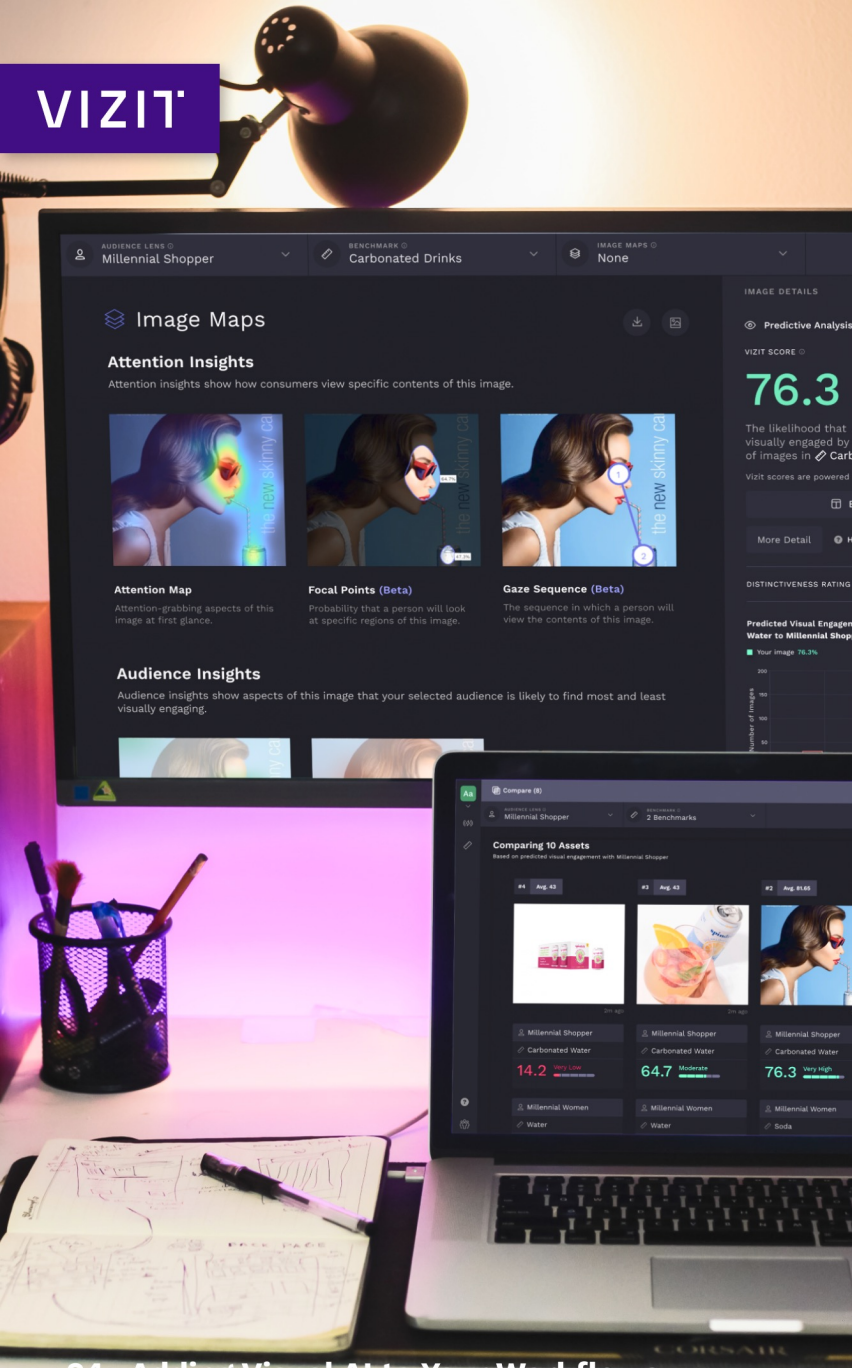
Digital Shelf Monitoring

Proactively Measure and Monitor Images to Win on Search and Market Share

As the last untapped digital shelf performance lever with SaaS-based analytics for brands and retailers, predictive image analytics can give you a powerful advantage for your key search terms and categories.

Leverage Vizia in your digital shelf monitoring workflows to identify:

- Whether image effectiveness could be impacting slippages in search rank, traffic, conversions, sales, and market share
- If competitor PDP optimizations or new product launches are giving them a visual advantage over your listings
- New image trends and visual tactics being utilized by your competitors



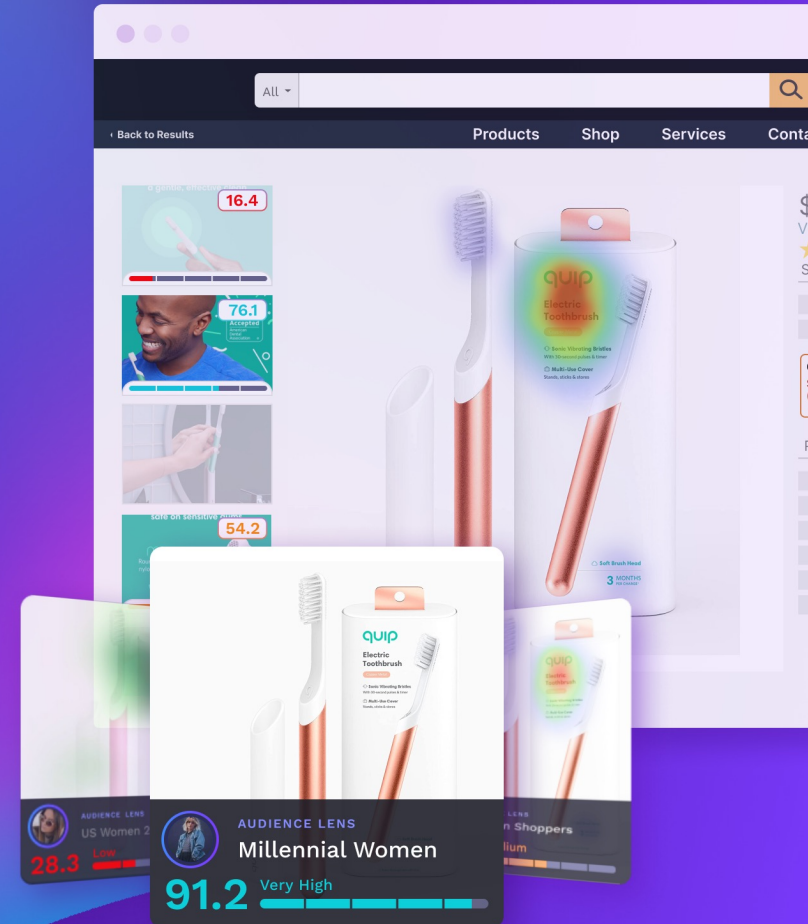
Content Syndication and PDP Optimization

Know Your Visual Content Will Capture and Motivate Sales Before It Is Flighted

Mainly due to the lack of real-time testing and measurement, ecommerce teams are relying on gut when choosing visual content to syndicate or flight on product detail pages they worked so hard to optimize.

Leverage Vizit in your content syndication and PDP optimization workflows to identify:

- The best hero image in your Product Information Management (PIM) or Digital Asset Management (DAM) system
- The number, types, and order for the images and videos that best motivate specific shoppers to buy your product
- The visual trends in your category and how your images compare



Retail Media and Display Advertising

Take a Full Funnel Approach With the Images Used in Advertising and Product Detail Pages

With more retailers and brands relying on data-rich retail media platforms, it has never been more important to take a full funnel approach to the imagery used with those campaigns—from ad to PDP.

Leverage Vizit in your advertising workflows to quickly identify:

- The best advertising image design, call to action placement, and copy location to motivate clicks
- The hero and carousel images that entice traffic, conversions, and sales
- The best images to use on specific channels

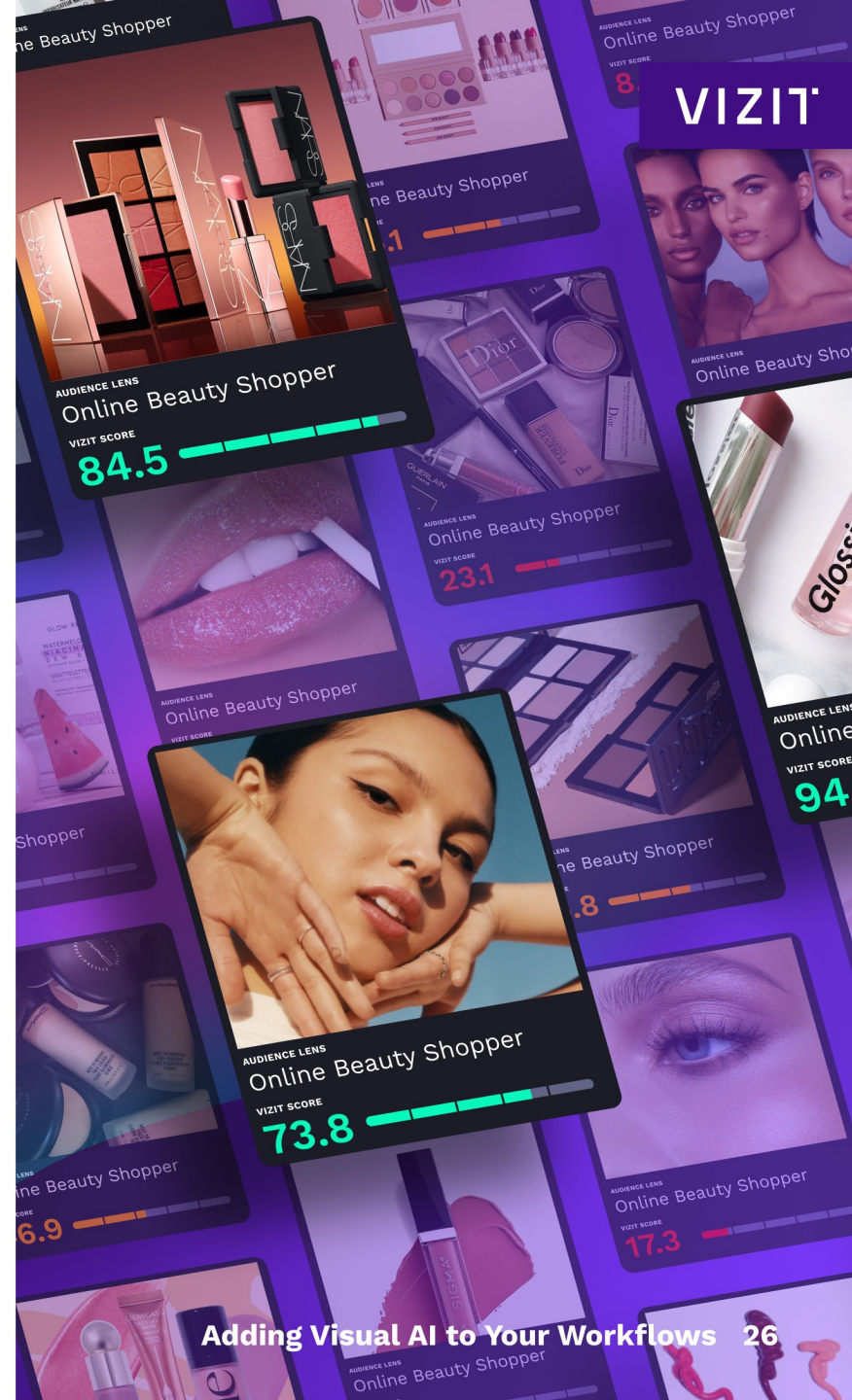


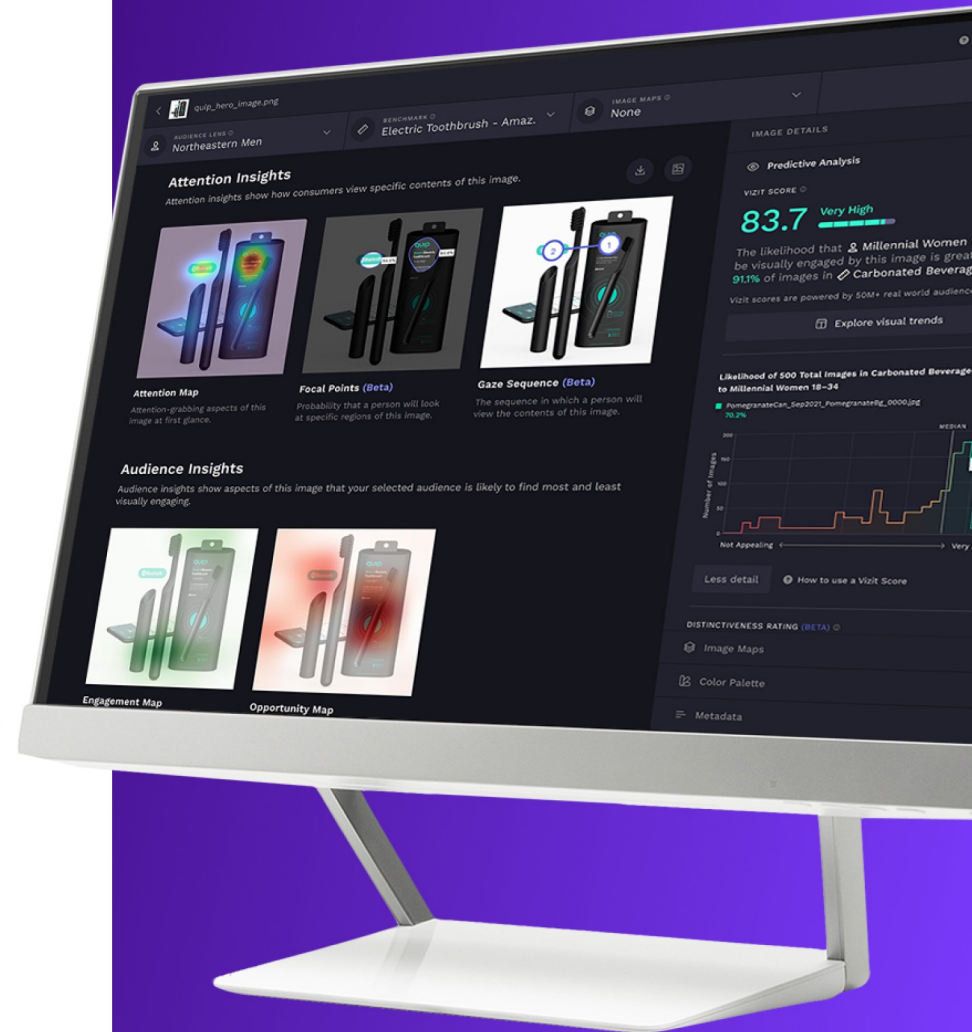
Image Creation

Save Time and Make Your Images More Impactful

It has been difficult for ecommerce teams and designers to quickly and effectively create images for the digital shelf without a shared view of what “good” looks like or real-time consumer feedback on designs.

Leverage Vizit in your image creation workflows and:

- Understand not only what images are being used by your competitors, but also how effective they are in capturing attention and sales
- Test image effectiveness and view specific optimizations (colors, angles, models, text positioning) as images are being designed or edited
- Create an ongoing benchmark of images used during specific shopping seasons or with certain retailers for design inspiration



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 revenue 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 global leader in predictive image analytics. Vizit helps the world's largest brands and retailers win the race for consumer attention through a patented AI-powered Visual Brand Performance Platform that enables teams, anywhere in the world, to measure, manage, and optimize their image effectiveness at every step of the consumer journey.

Learn more at www.vizit.com

