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**renaissance**  
RETAIL AI INSIGHTS



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**YOUR PARTNER FOR  
OMNI EDUCATION +  
CHANGE MANAGEMENT**

EDUCATION →



PERSPECTIVE



EVENTS



CERTIFICATION

## WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:

TEMPORARY TALENT



PROJECTS



EXECUTION

ADVISORY



TRAINING



EMPOWERMENT



# firstmovr™

**YOUR PARTNER FOR  
OMNI EDUCATION +  
CHANGE MANAGEMENT**

**Designed for first movers**  
**by fellow first movers**



**Oskar Kaszubski**

CHIEF GROWTH OFFICER  
+ CO-FOUNDER



**Chris Perry**

CHIEF LEARNING OFFICER  
+ CO-FOUNDER



**Amanda Wolff**

BOARD MEMBER  
+ CONTRIBUTOR

# 2024 Omni Industry Events

firstmovr

# Omni Industry Events

### Upcoming SMARTER Strategy Events:

### Upcoming JBPx Retailer Events:

### Upcoming FUTURES Strategy Events:

### Monthly Omni Podcast Series:

**January**

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**February**

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

**March**

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**April**

S	M	T	W	Th	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**May**

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**June**

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

**July**

S	M	T	W	Th	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**August**

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**September**

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**October**

S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**November**

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**December**

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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# torch<sup>TM</sup>

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The certification program that tracks and celebrates continuous learning and next commerce leadership.

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Up to 8 Hours of Learning



8+ Hours of Learning



16+ Hours of Learning



24+ Hours of Learning



56+ Hours of Learning

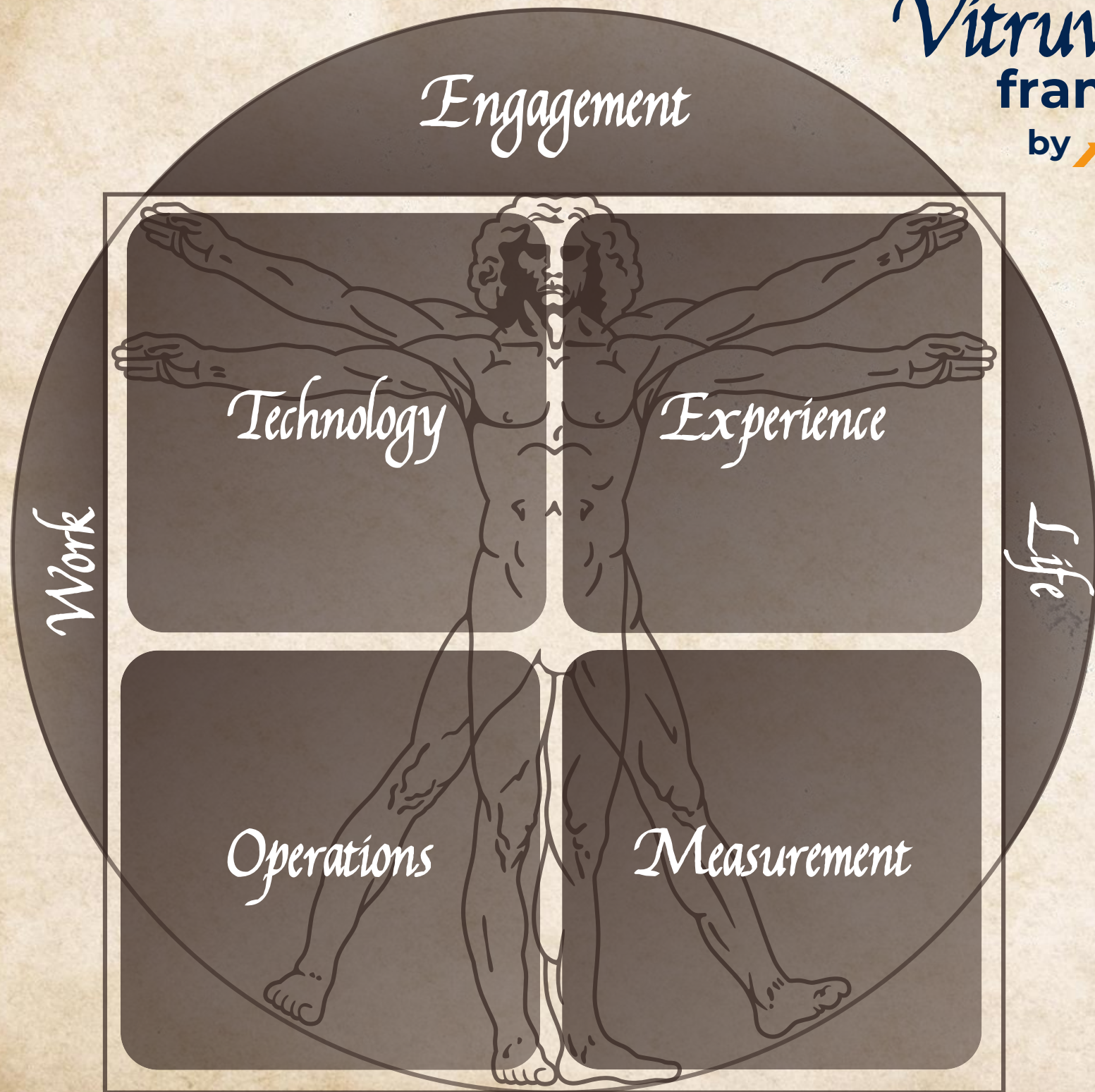
*Want to claim your torch<sup>TM</sup> badge?*

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*Vitruvian***AI**  
framework  
by  firstmovr



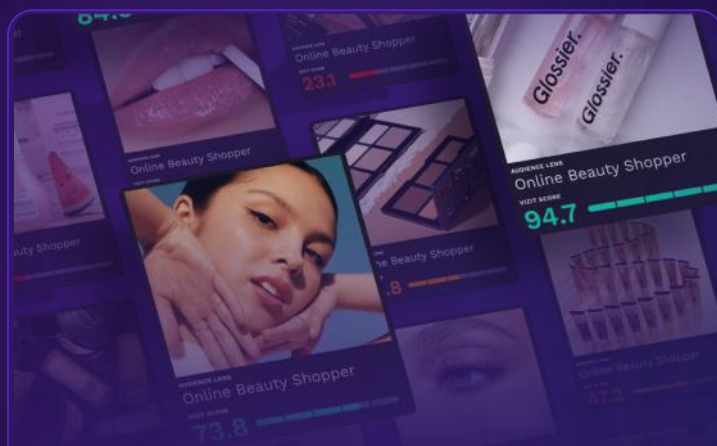
# Our Partners **VIZIT**

Elevating content creation, execution,  
and performance **with AI**



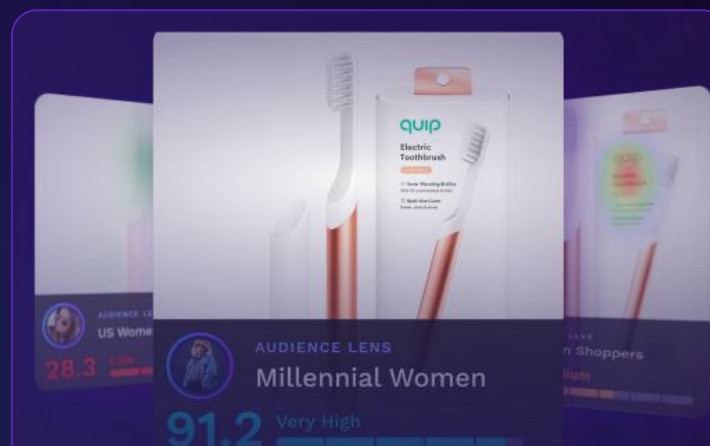
**Eli Orkin**

VP of Marketing



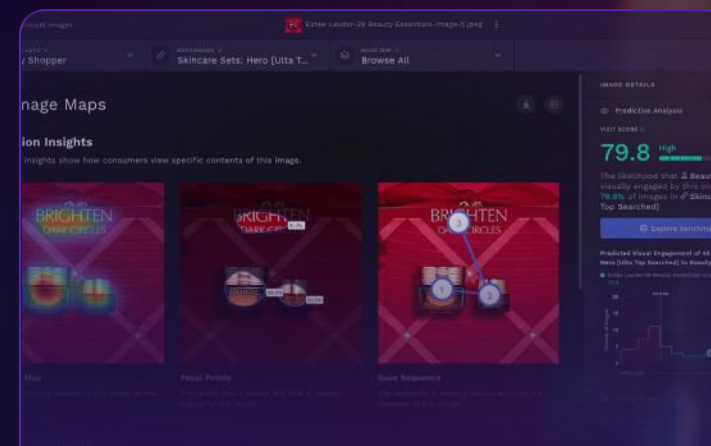
## Conceptualization & Inspiration

Analyze imagery from any category on the internet to gain insight into what inspires your audience.



## Creation & Testing

Immediately understand the effectiveness of different design and imagery for any global audience.



## Optimization & Syndication

Flight the most impactful content across channels to ensure every consumer touchpoint is engaging.



## Analytics & Monitoring

Understand seasonal shifts in consumer sentiment, category movement, and competitive strategy.

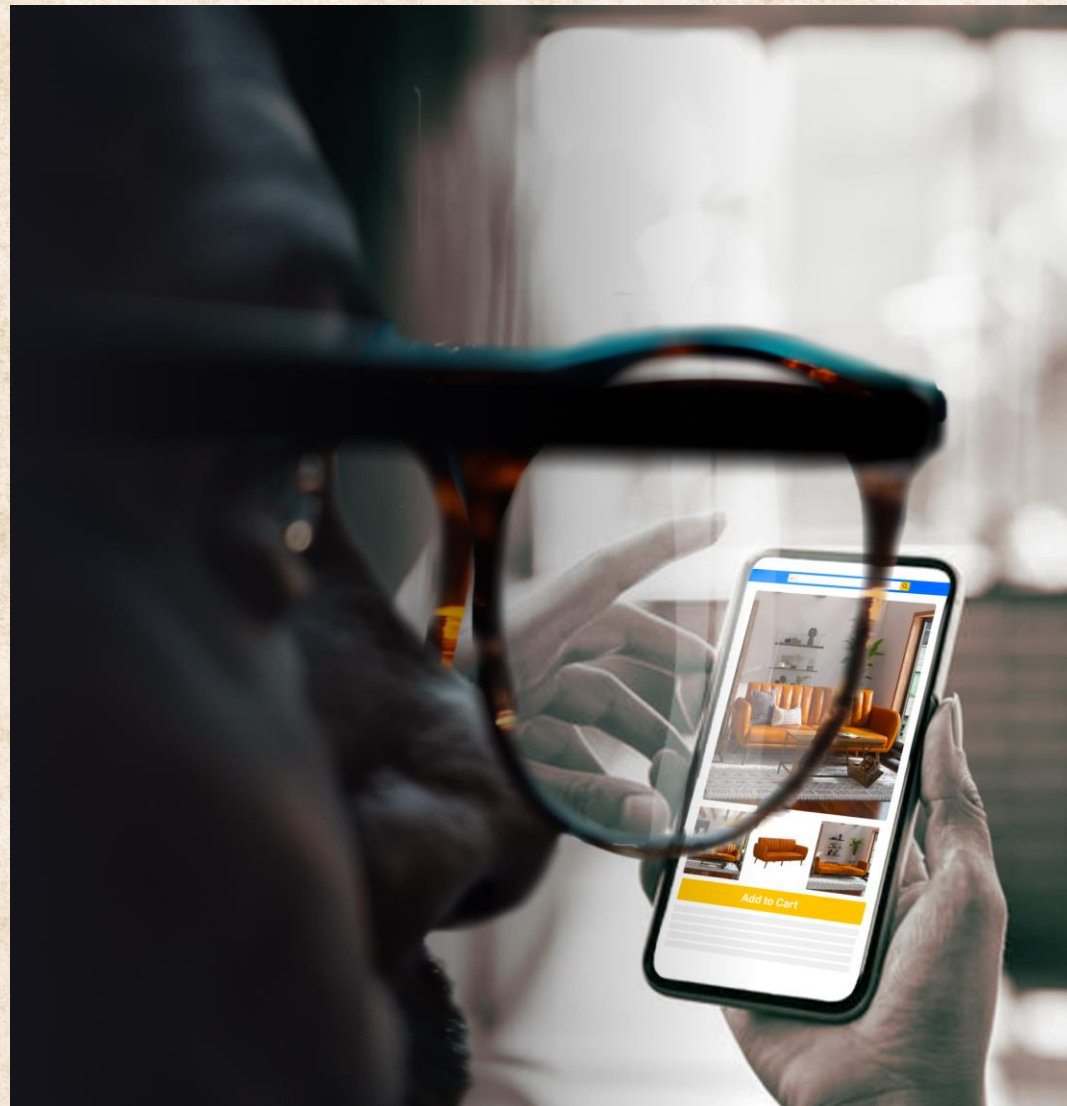


A digital artwork of the Mona Lisa. She is wearing a black hijab and large, dark sunglasses. She is holding a light blue smartphone in both hands and looking at the screen. The background behind her is a soft-focus landscape with green hills and a body of water.

*Insights for Creating  
Better Images*

# Role of Visual Content

## Insights for creating better images



Visual content is one of the most critical drivers of traffic, sales, and conversion – yet remains one of the least optimized elements of the shopper experience..

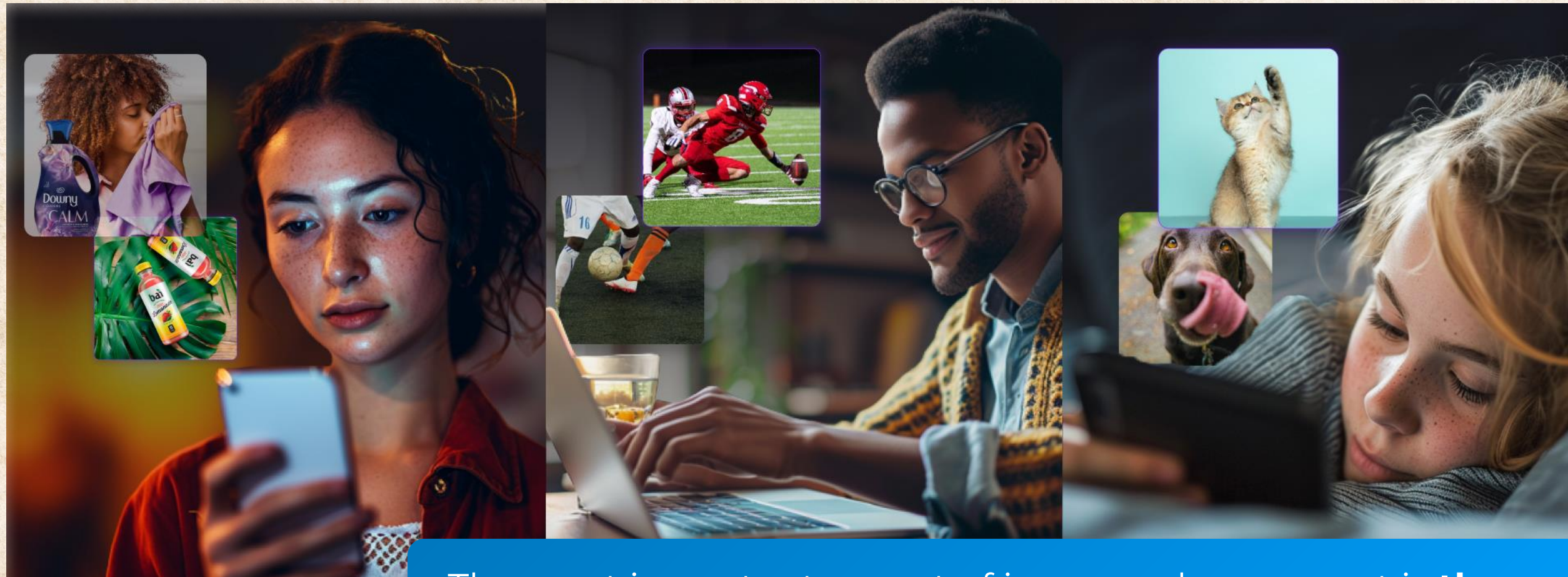
- **76%** of shoppers are compelled to click because of great product images

- **88%** of consumers consider the product image the key element of the online shopping experience

- **#1** Bad product content is the #1 reason that consumers don't convert online today

# Content Audience

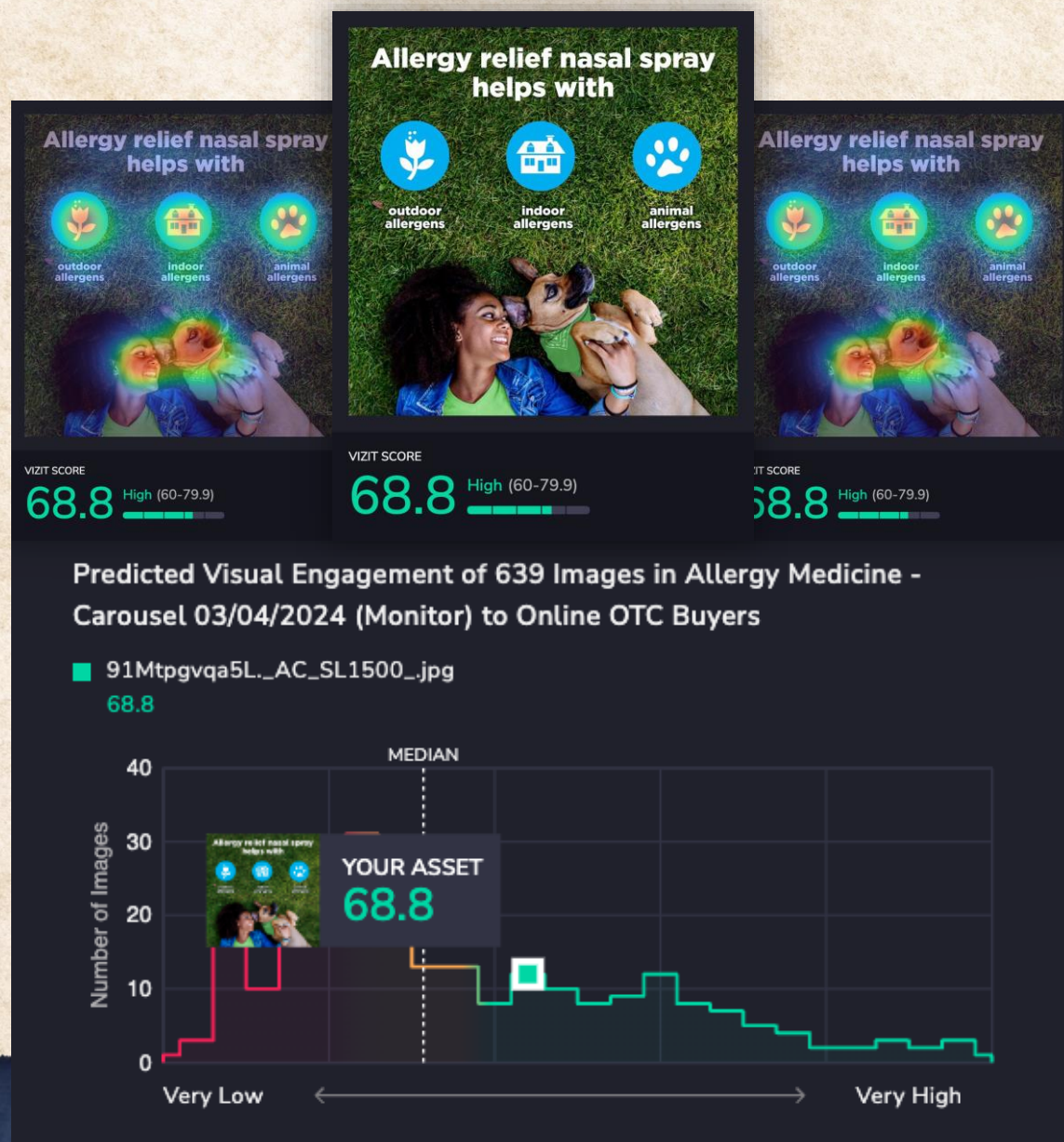
Insights for creating better images



The most important aspect of image enhancement is **the intended audience** of the image. Everything we create has an intended audience – and these audiences have different preferences when it comes to the visuals they are attracted to and engaged by.

# Content Effectiveness

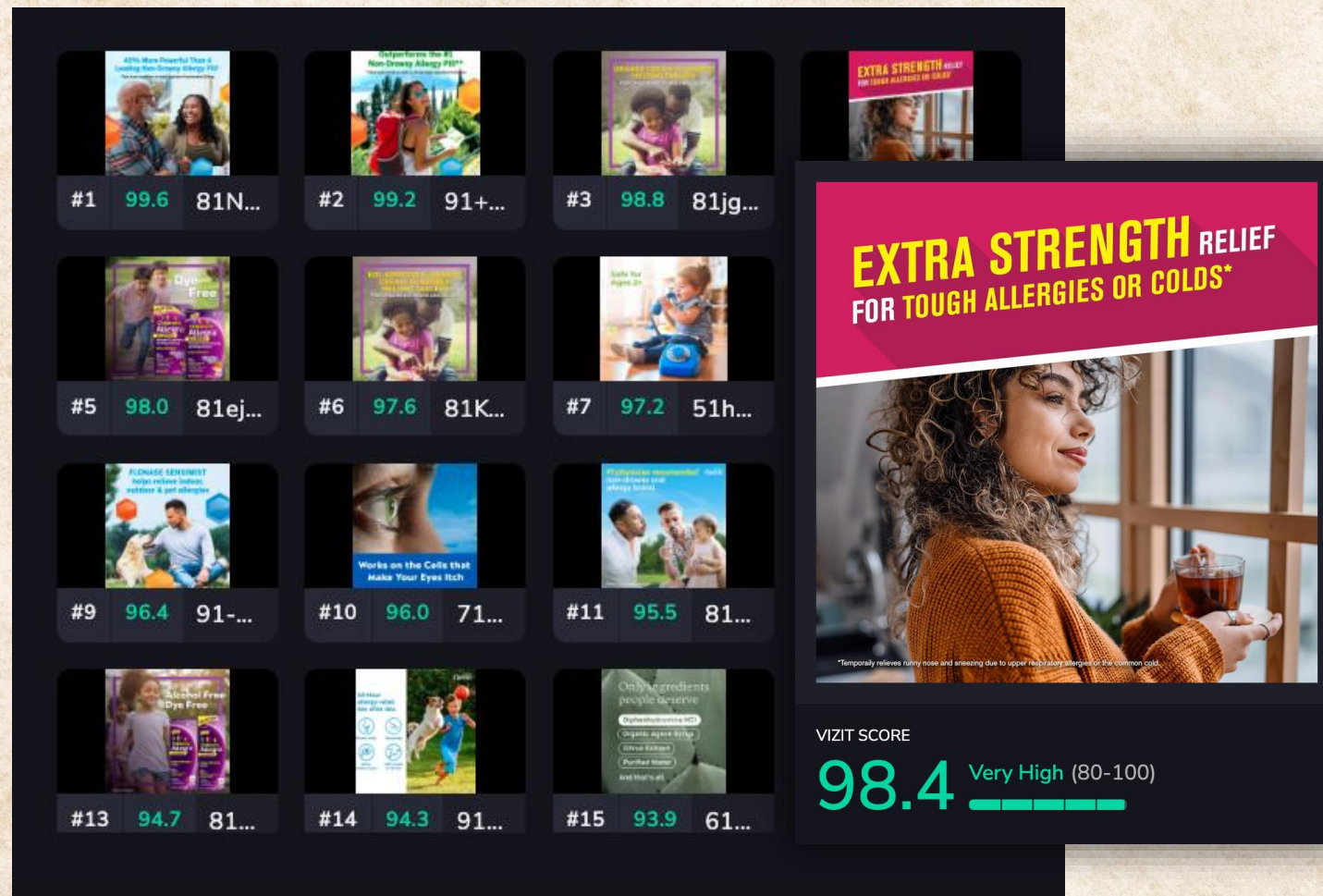
## Insights for creating better images



Based on the learned visual preferences of a consumer audience, we can now **measure any given asset for effectiveness – or how likely it is to attract and engage an audience** - against their preferences. Because AI allows us to now do this on a very large scale, we can expand this learning to entire content categories (for example, top-searched OTC allergy medication on Amazon) and we can begin to understand visual trends that exist within a category when it comes to different image types, and even begin to develop data-driven visual content best practices.

# Content Category

## Insights for creating better images



A critical aspect of image enhancement is **the category** of content. Using a content category (like OTC allergy medication imagery for example) is important to allow you to surface points of comparison with competitive products, surface relevant visual trends, and understand category brand and product performance when it comes to visual content effectiveness.

# Examples of Content Types

(emphasis will vary between content categories)

## Benefit Claim

RELIEVES  
**INDOOR & OUTDOOR**  
ALLERGIES

- RUNNY NOSE
- ITCHY, WATERY EYES
- SNEEZING
- ITCHY NOSE OR THROAT

**VALUE SIZE!**  
Allegra  
ALLERGY 24HR  
60 GELCAPS

Use as directed

VIZIT SCORE  
**93.5** Very High (80-100)

- Detailed information about the product emphasizing benefits
- Text, iconography, graphics, product placement, scenery can all be critical here

## Ingredients

Only ingredients  
people deserve

- Diphenhydramine HCl
- Organic Agave Syrup
- Citrus Extract
- Purified Water

And that's all.

VIZIT SCORE  
**93.9** Very High (80-100)

- Visually accentuate the core ingredients of the product while clearly communicating what those elements are

## Lifestyle

VIZIT SCORE  
**85.0** Very High (80-100)

- Allow the viewer to imagine themselves using the product by picturing it in their daily life or familiar scenarios
- Minimal/no text included

## Hero Images

MULTI-SYMP TOM  
NASAL CONGESTION 24HR RELIEF RUNNY NOSE ITCHY NOSE

ORIGINAL PRESCRIPTION STRENGTH  
**Nasacort**  
ALLERGY 24HR  
NON-DROWSY

**60**  
SPRAYS

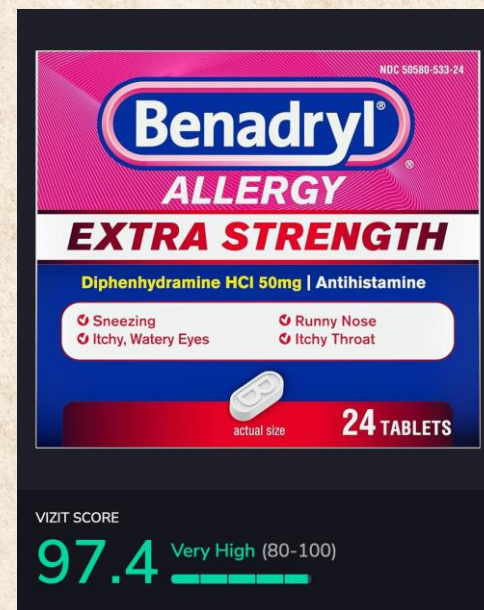
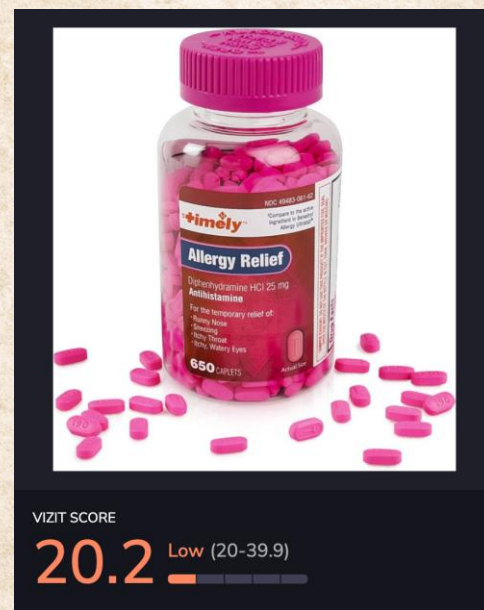
SCENT-FREE  
ALCOHOL-FREE

VIZIT SCORE  
**80.0** Very High (80-100)

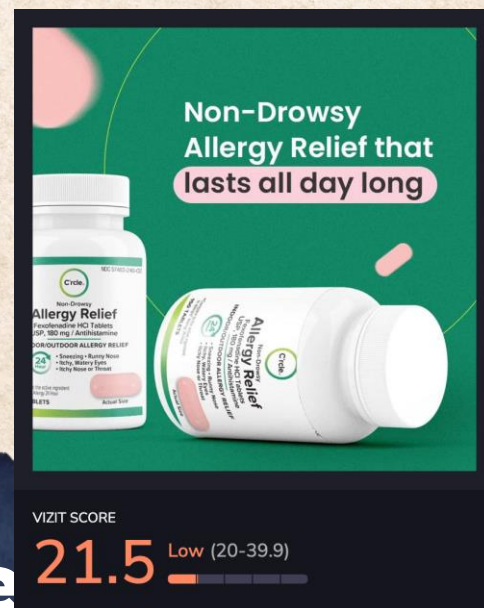
- Clearly visualize the product, include elements like badging to emphasize valuable volume, flavor, and quantity information
- Consider visibility on both mobile and desktop

# Composition + Layout

Insights for creating better images



It is important to establish a **clear hierarchy** in images. The more confusing the visuals are, the more likely they will fail. Therefore, it is important to pay close attention to maintaining **clarity and organization** in visual compositions. Elements such as: text, images, textures, background colors, and such, can be used as hierarchy rulers.

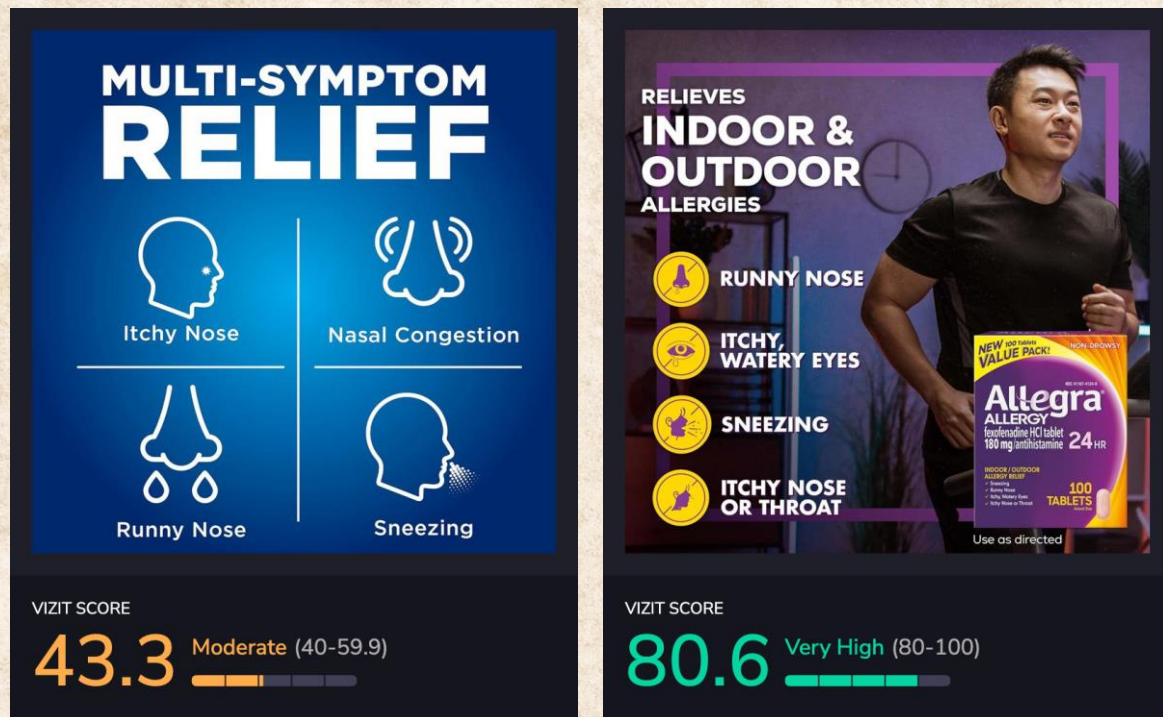


re

RETAIL AI INSIGHTS

# Iconography and Graphics

Insights for creating better images

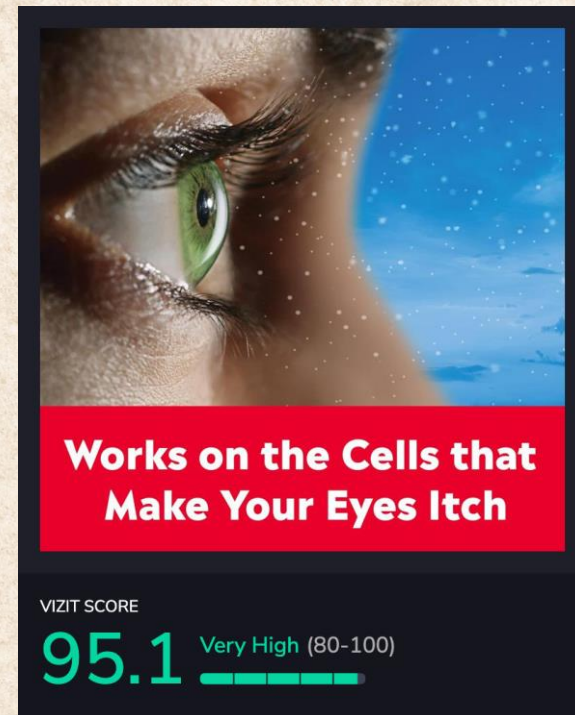
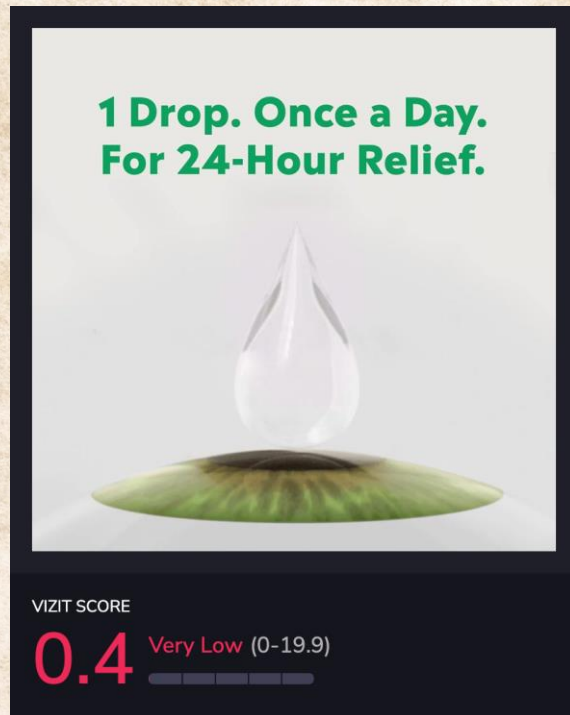


The inclusion and styling of iconography and graphics also make a critical impact on visual effectiveness. Subtle adjustments to iconography design and presentation can have significant effects on how consumers perceive your content.



# Contrast

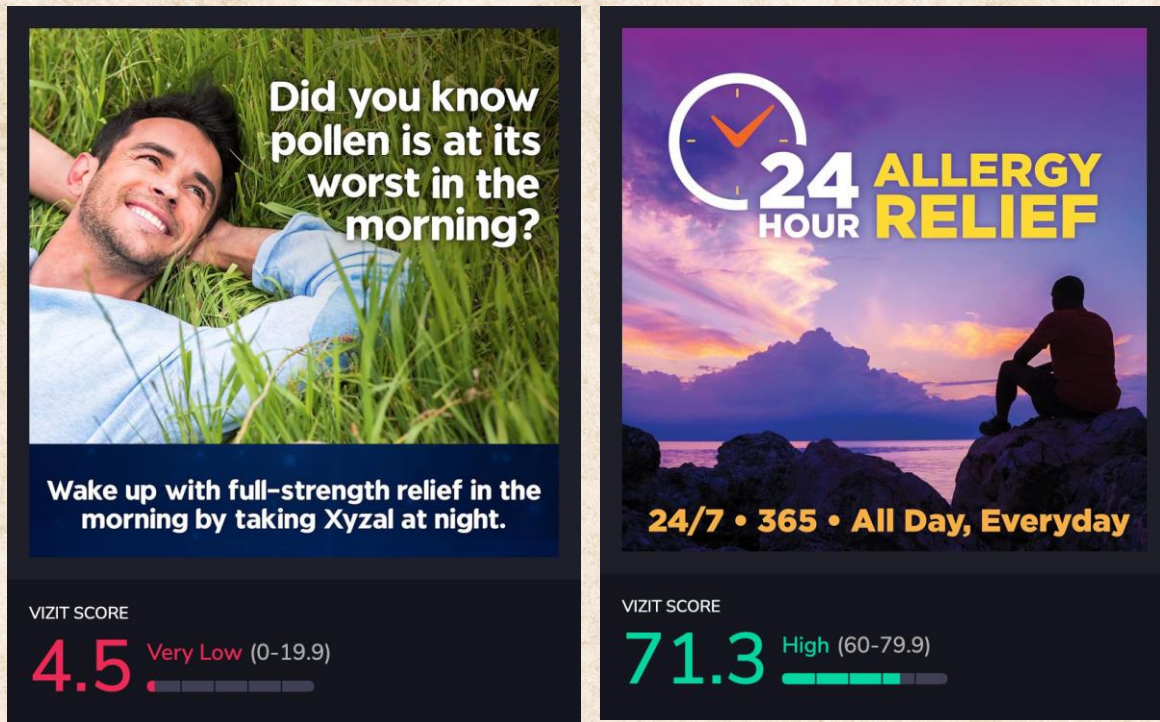
## Insights for creating better images



It's crucial for both objects and text within an image **to contrast with each other** effectively. This ensures readability of text and enhances the visual appeal of objects. Because sometimes text cannot be read because there is no contrast, or objects do not look good because the contrast is not successful even in monochromatic palettes. That's the reason why the **use of shadows** in the products and **solid colors in fonts** are important to achieve better scores.

# Scenery

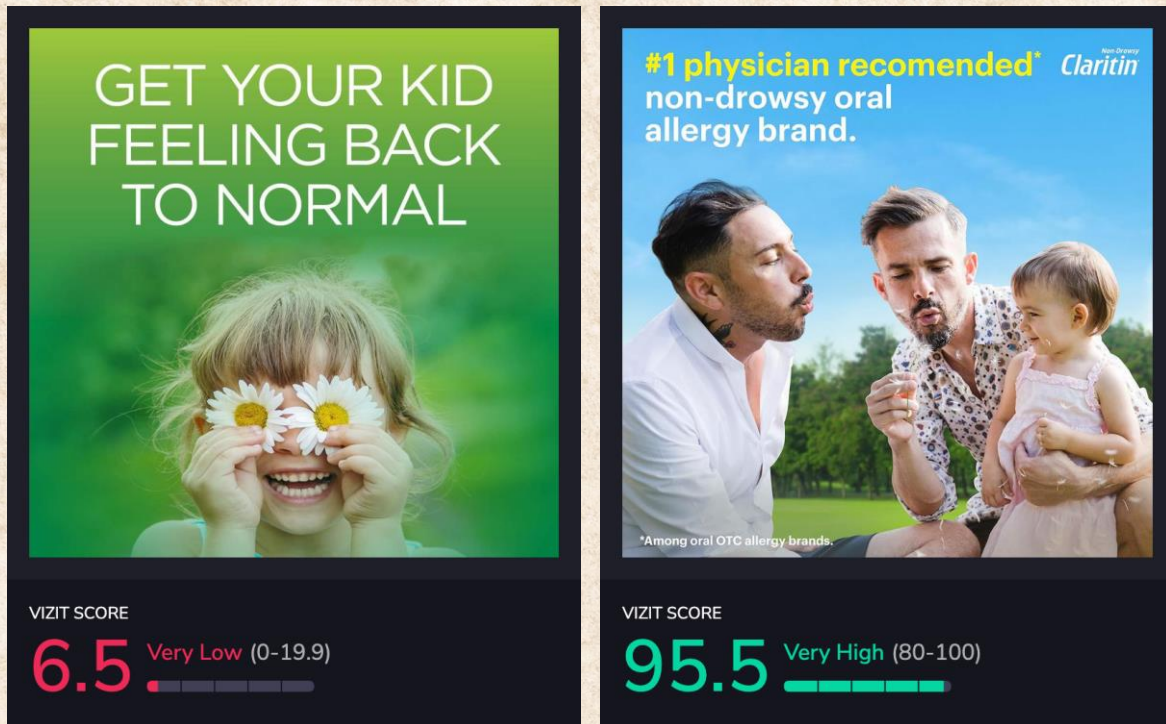
## Insights for creating better images



Scenery and background imagery can have a significant impact on visual content effectiveness based on the audiences preferences. It's important to understand what kind of scenes are relevant and compelling to a target audience before using them as major elements within creative content.

# Human Model Usage

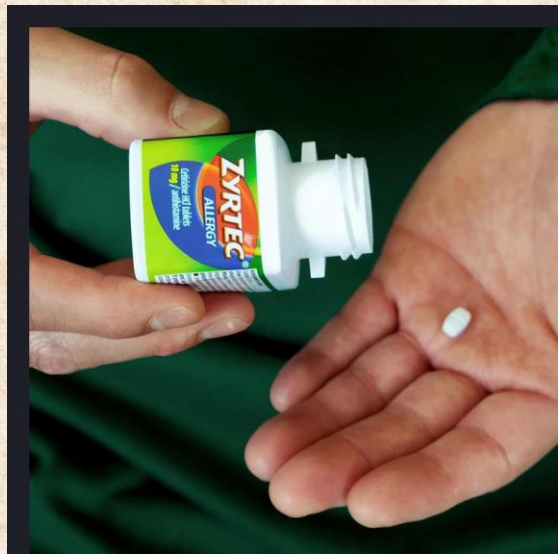
## Insights for creating better images



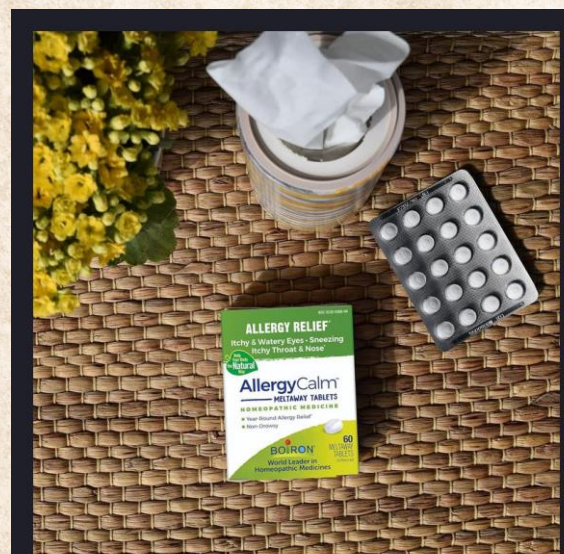
Much like scenery, human models used in informational and lifestyle content can have a significant impact on the impact of visual content with target audiences. Models should be well lit and placed intentionally within the content, and different configurations, placements, and poses should be tested to discover the optimal placement and usage for different target audiences.

# Cropping and Product Placement

Insights for creating better images



VIZIT SCORE  
**7.7** Very Low (0-19.9)

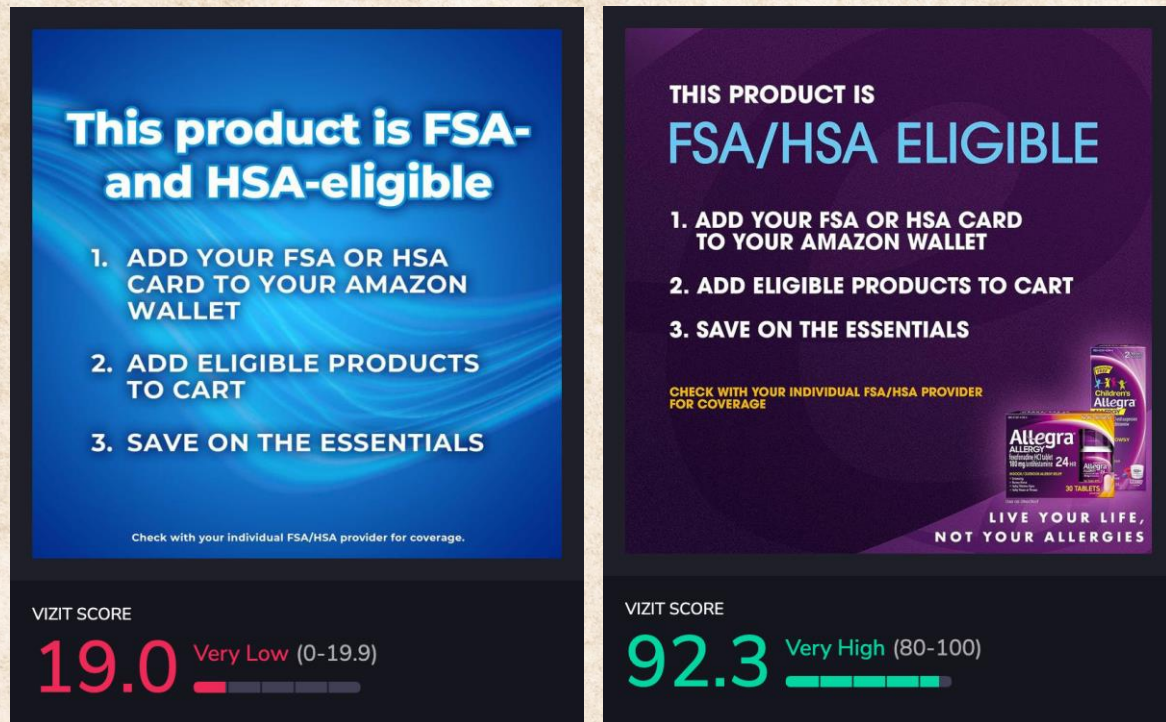


VIZIT SCORE  
**60.7** High (60-79.9)

How you crop an image of a product and where that product is placed within an image is critical to how it is perceived. Often we see human faces and hands that are severely cropped, which result in lower scores and less effective product content for target audiences.

# Text styling, position, background

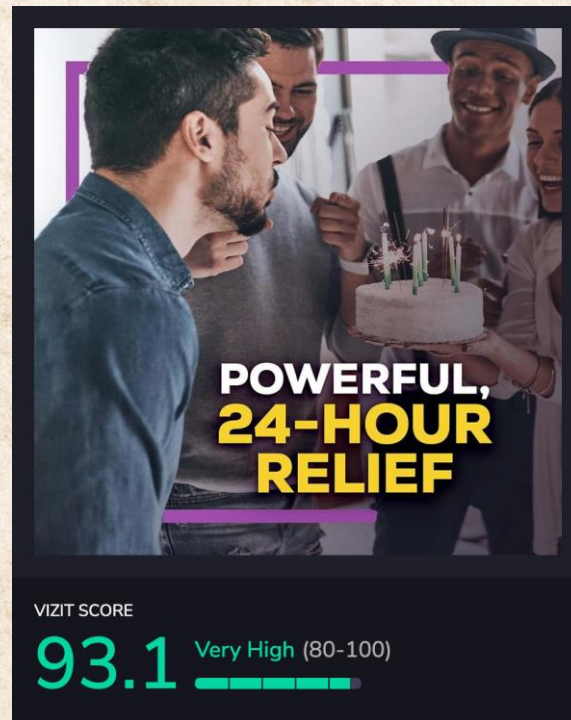
Insights for creating better images



The styling and positioning of your text content within imagery is essential not just for legibility, but to ensure the content is noticed and resonates with your intended audience. Poor contrast, and the use of some effects like background gradients, and intense shadow can diminish the impact of visual content that includes text.

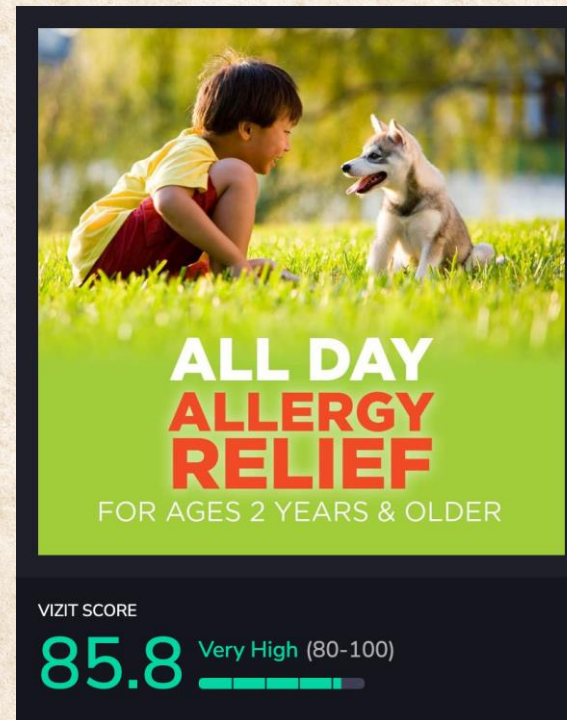
# There are many ways to create effective and impactful content

V1



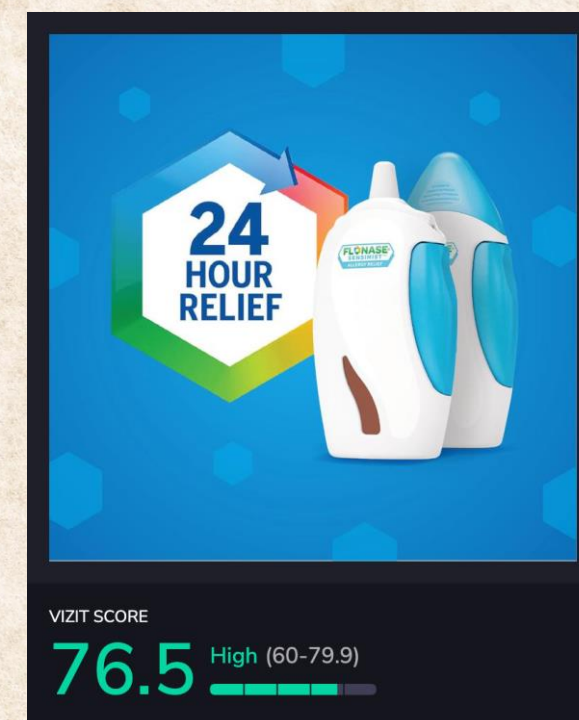
- This version includes humans in a social setting celebrating without the product.
- There are also some graphics and high-contrast text being used here.

V2



- This version focuses on greenery and outdoor scenery – even included a pet dog
- There is also a heavy text presence and no product visualization

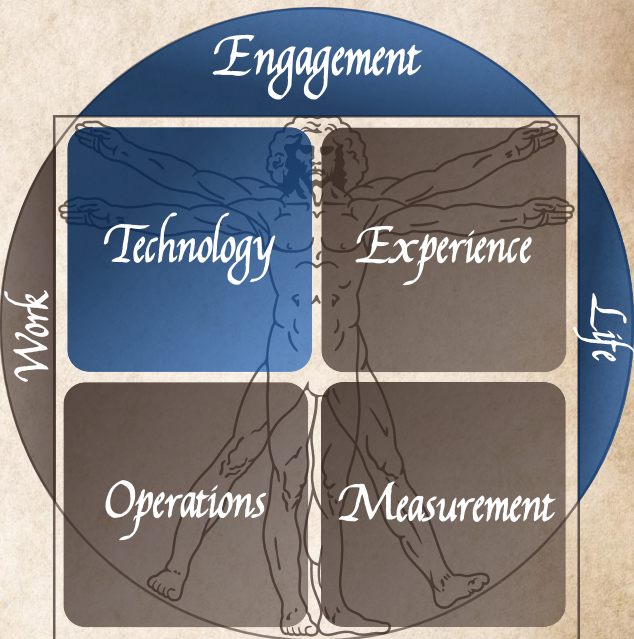
V3



- This version is much more product-focused and consists of a subtle background design along with the emphasized product and benefit badging

# Industry News





# Industry News

## OpenAI Introducing Sora, text-to-video model



OpenAI is launching a new video-generation model, and it's called Sora. The AI company says Sora "can create realistic and imaginative scenes from text instructions." The text-to-video model allows users to create photorealistic videos up to a minute long — all based on prompts they've written.

[Source](#)

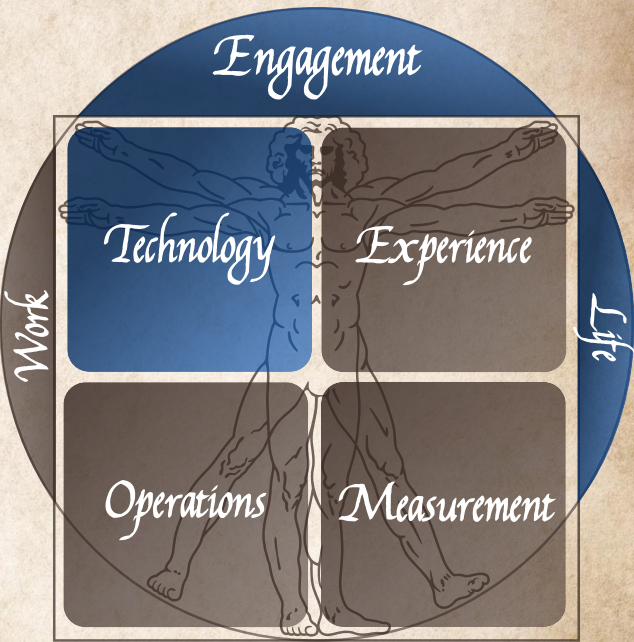
## Midjourney Character Reference



Midjourney — a new feature that allows the user to create an AI person and then use them in different settings. It is a feature that users of AI image generators have been crying out for. "Character reference (Cref) works similarly to regular image prompts except it 'focuses' on the character trait," adds Holz.

[Source](#)





# Industry News

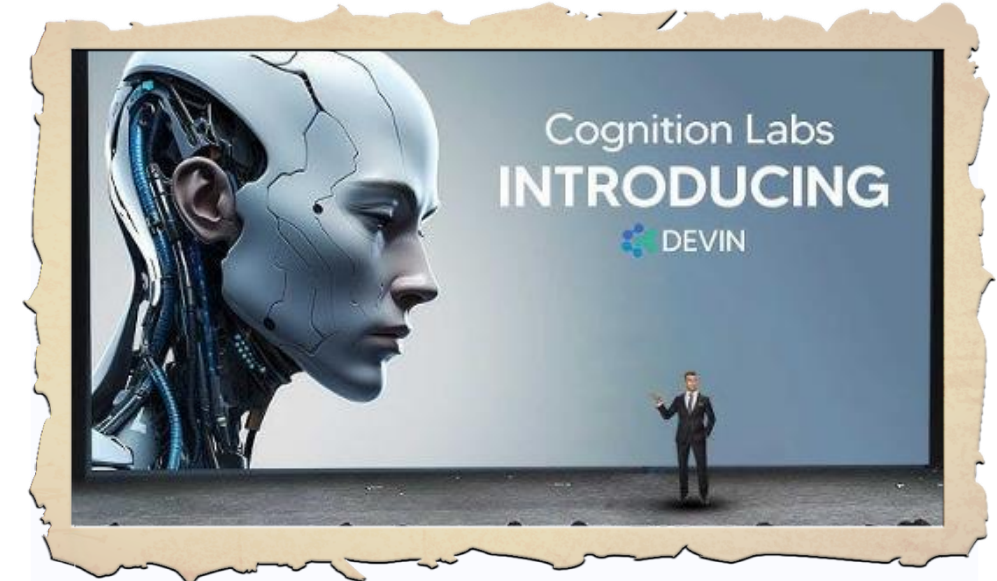
## The next generation of Claude



The Claude 3 model family was announced. It includes three state-of-the-art models: Haiku, Sonnet, and Opus. Each model offers increasingly powerful performance, allowing users to select the optimal balance of intelligence, speed, and cost for their specific application.

[Source](#)

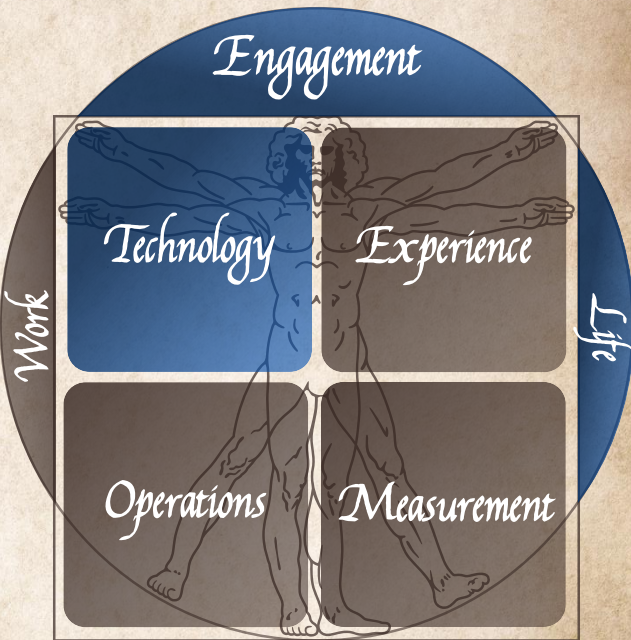
## Devin, the first AI software engineer



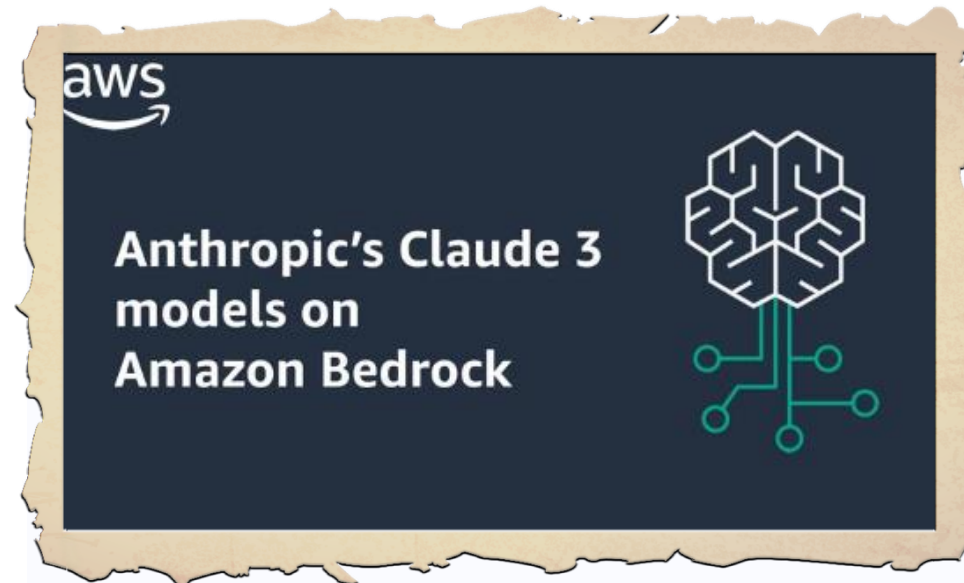
Devin is a tireless, skilled teammate, equally ready to build alongside you or independently complete tasks for you to review. With Devin, engineers can focus on more interesting problems and engineering teams can strive for more ambitious goals.

[Source](#)

# Industry News



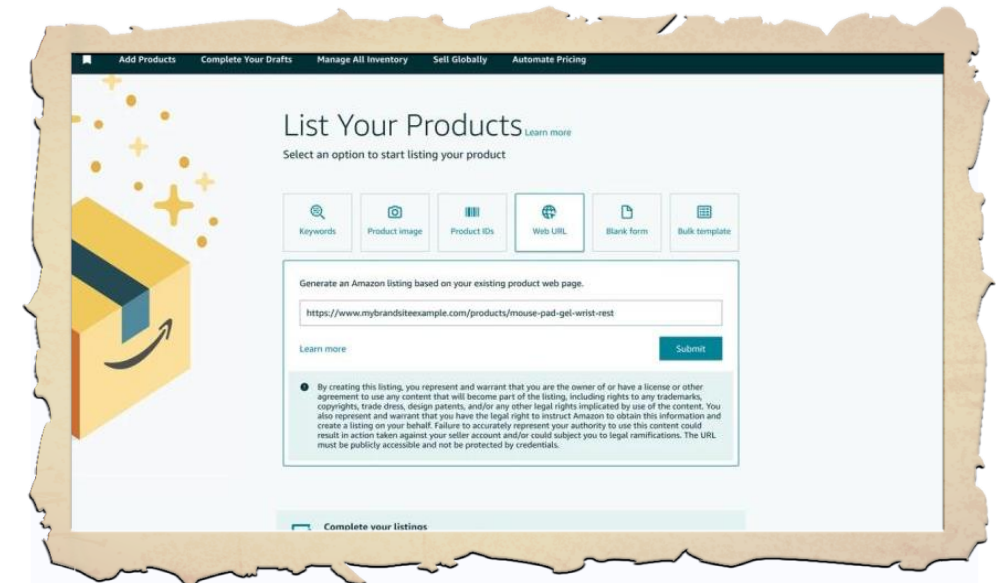
## Amazon integrates newest 'Claude' models



Amazon is building on its \$4 billion investment into artificial intelligence (AI) developer Anthropic. The online giant's Amazon Web Services (AWS) hosted cloud services division is making the Anthropic Claude 3 portfolio of generative AI models available on its Amazon Bedrock proprietary AI platform.

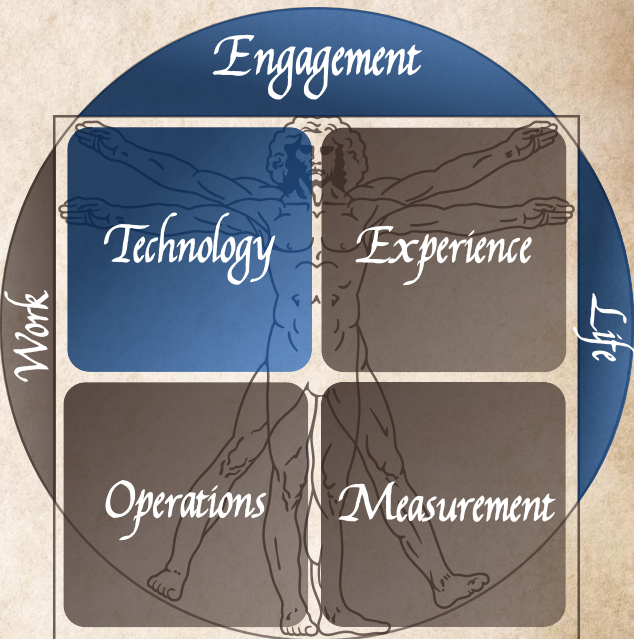
Source

## AI to create product listings from URLs



Amazon equipped third-party sellers with advanced AI tools designed to streamline the creation and editing of product listings. Sellers can enter pieces of information like product titles, bullet points and descriptions in one step, and then have Amazon recommend product titles, descriptions and other details.

Source



# Industry News

## The Ray-Ban Meta Smart Glasses update



Meta launched software update Version 3.0, promising improved image and audio quality. Cameras receive low-light enhancements for sharper images and dynamic range in 'on-the-go captures'. An audio master control allows adjusting volume for music and voice commands via touchpad swiping.

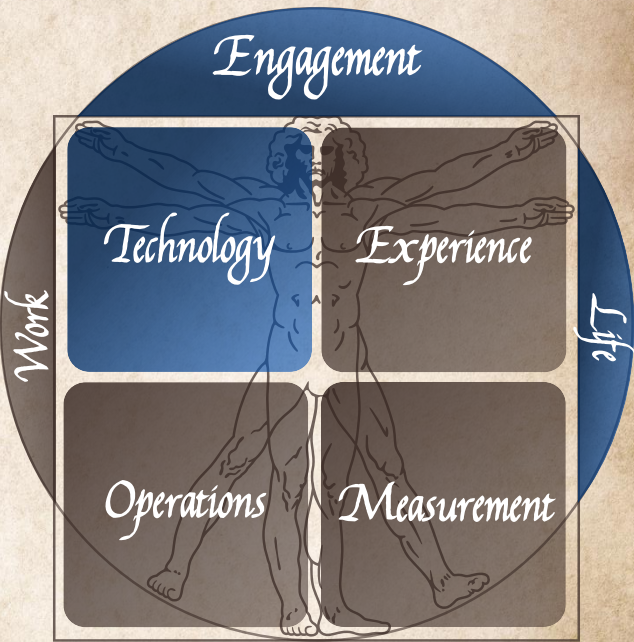
[Source](#)

## Early Access program for Meta



The Early access program will be available to a limited number of Ray-Ban Meta smart glasses customers in the US. Participants will have the opportunity to provide valuable feedback that will help shape the future of smart glasses.

[Source](#)



# Industry News

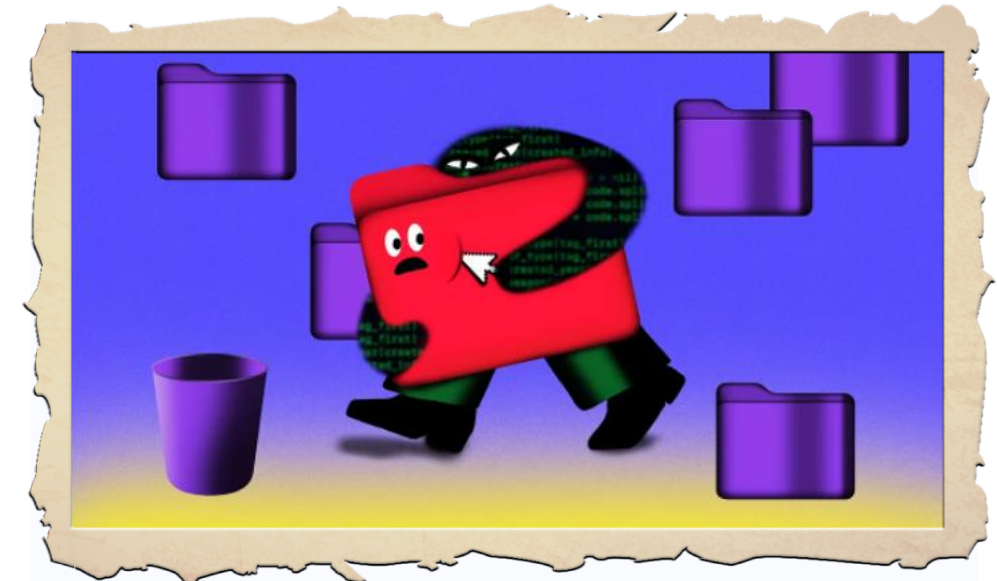
## Perplexity Poised To Hit Unicorn Status



Perplexity AI is reportedly nearing completion of a funding round that will give the AI search startup a unicorn valuation of around \$1 billion. The Wall Street Journal reported that the deal is being finalized and the new valuation.

Source

## Midjourney bans all Stability AI staffers



Midjourney says it has banned Stability AI staffers from using its service, accusing employees at the rival generative AI company of causing a systems outage earlier this month during an attempt to scrape Midjourney's data.

Source

# Industry News

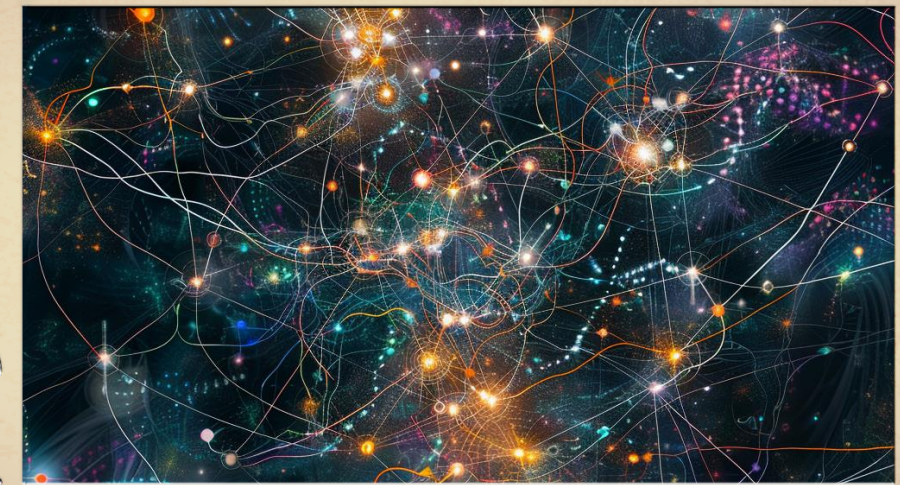
## OpenAI vs Elon Musk Soap Opera



OpenAI said in a legal filing that despite Elon Musk's claims, there never was a "founding agreement" over nonprofit status and not keeping source code private. The Microsoft-backed company called Musk's case frivolous and said Musk himself supported a for-profit structure for OpenAI.

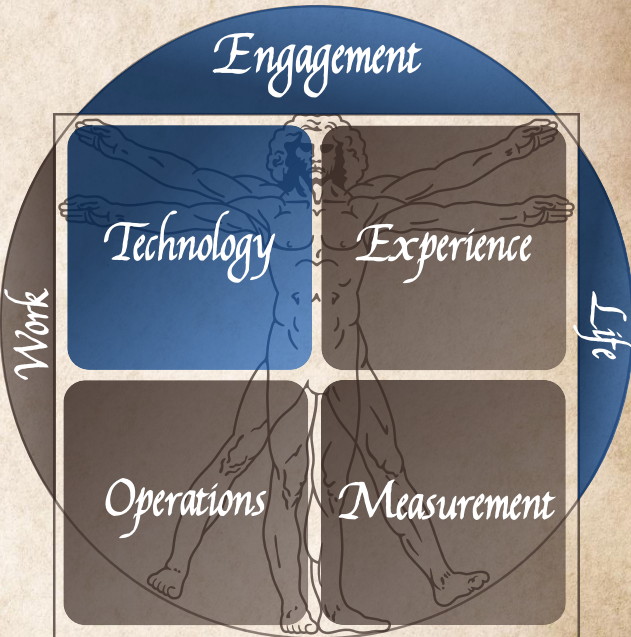
[Source](#)

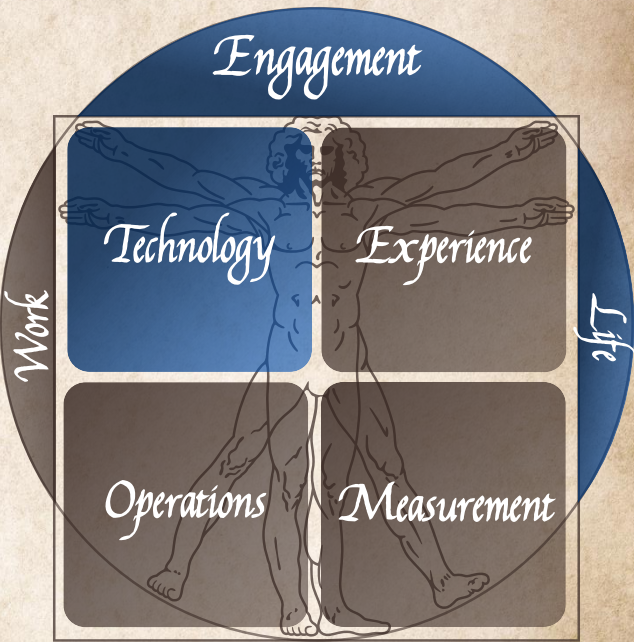
## Open Release of Grok-1



Grok-1 is a 314 billion parameter Mixture-of-Experts model trained from scratch by xAI. Base model trained on a large amount of text data, not fine-tuned for any particular task. It is a 314B parameter Mixture-of-Experts model with 25% of the weights active on a given token.

[Source](#)





# Industry News

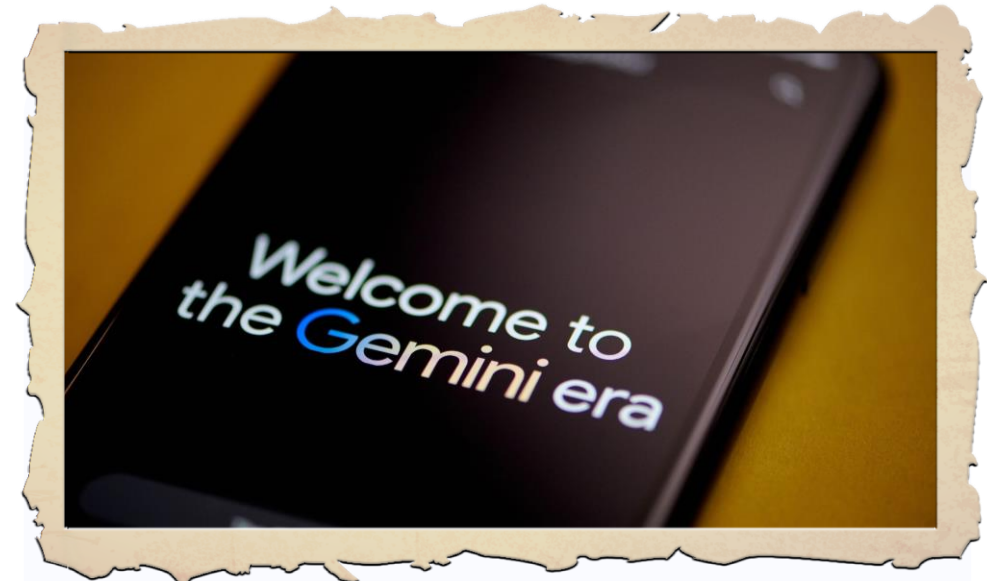
## Nvidia unveils next-gen Blackwell GPUs



Nvidia unveiled its next-generation Blackwell graphics processing units (GPUs), which have 25 times better energy consumption and lower costs for tasks for AI processing. They promise exceptional performance gains with up to 30 times increase for LLM inference workloads.

Source

## 'GeminiPhone' to Fix Apple's and Google's AI Problems



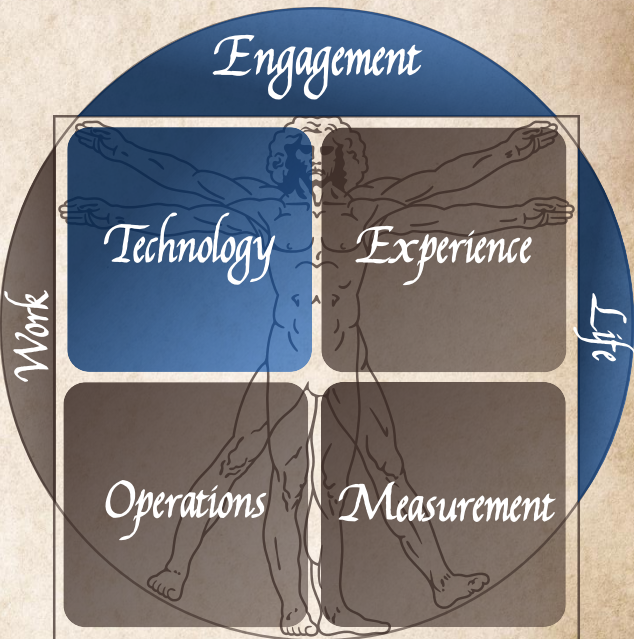
Investors doubt Apple's AI strategy, while Google's Gemini model faces ridicule. Talks of collaboration between the rivals to bring AI to iPhones could solve short-term challenges. Apple needs Google's AI, potentially altering their relationship dynamics. Investors anticipate positive outcomes from the partnership.

Source

# Expectations



# Things We're Waiting For



## Frame AI Glasses by Brilliant Labs

Apr 15



Source

Brilliant Labs' Frame AI glasses offer open-source augmented reality experiences.

## Apple Worldwide Developers Conference

Jun

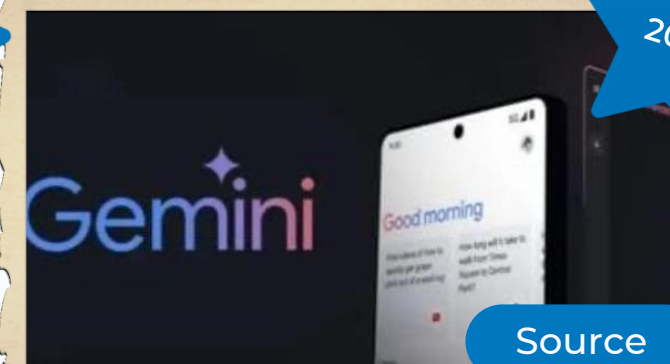


Source

Apple is preparing to preview a new version of Siri with AI and a range of new capabilities.

## Apple to let Gemini power iPhone AI features

2024

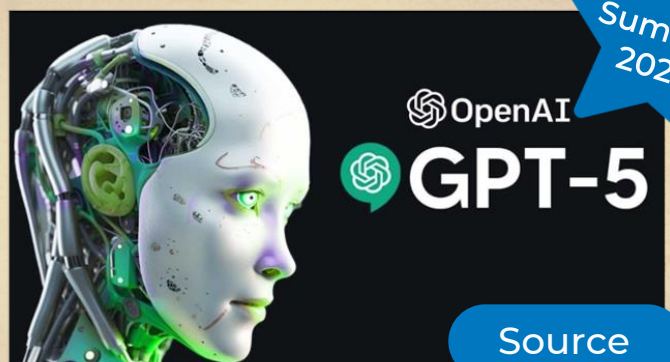


Source

The negotiations are about licensing Gemini for some new features to the iPhone software.

## GPT 5

Summer 2024



Source

Next generation GPT-5 model might launch in the summer of 2024.

## Readyverse Studios

2024



Source

Readyverse Studios is building the definitive destination for fans to explore their favorite stories & IP.

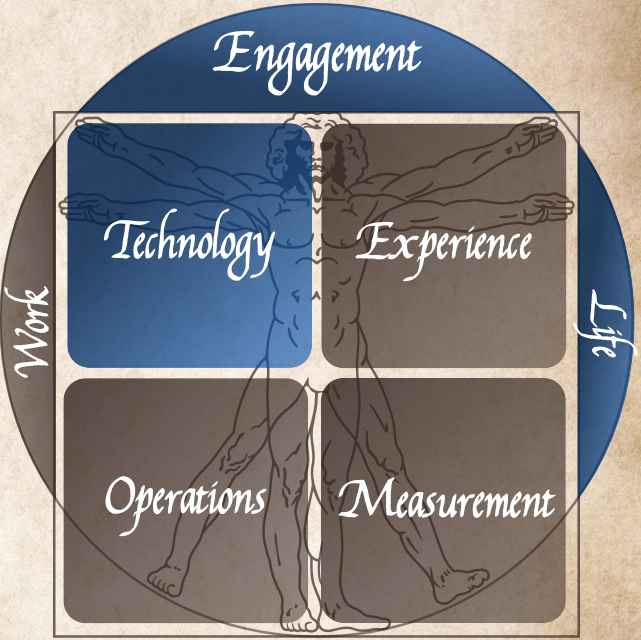


# Recommendations



# Recommended Viewing

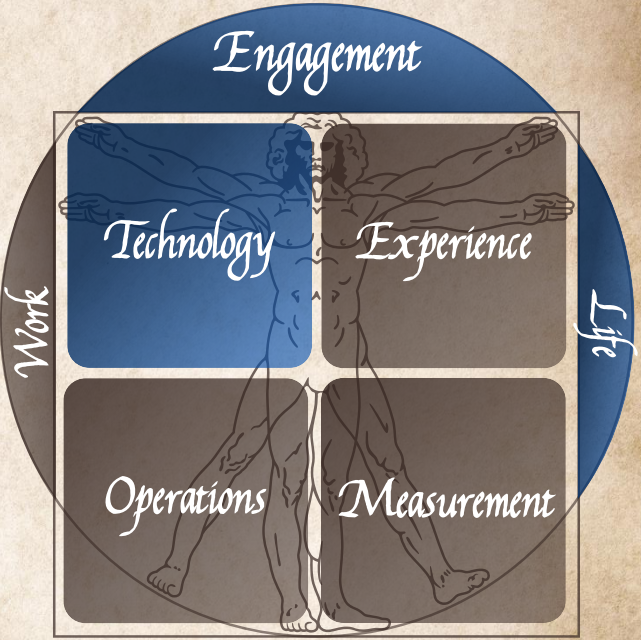
Introducing Sora — OpenAI's text-to-video model



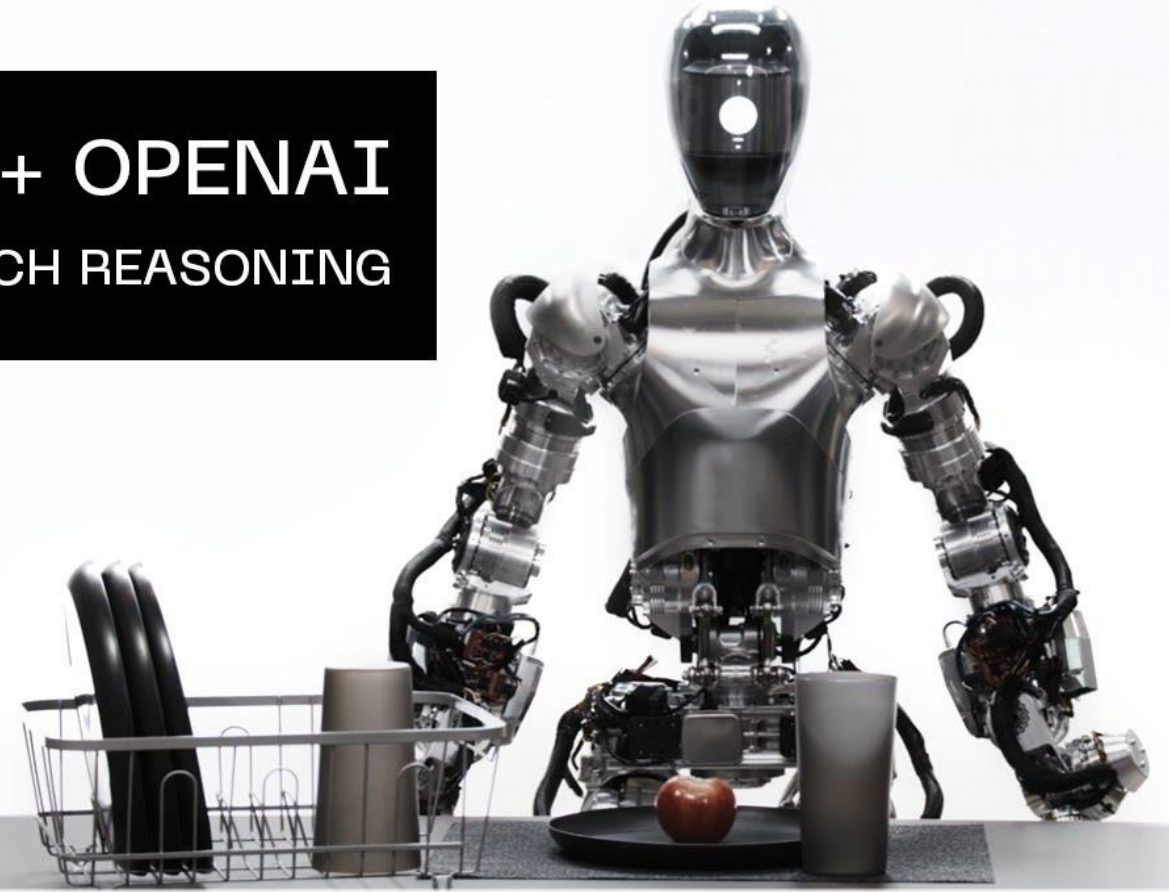
Source

# Recommended Viewing

Figure Status Update - OpenAI Speech-to-Speech Reasoning



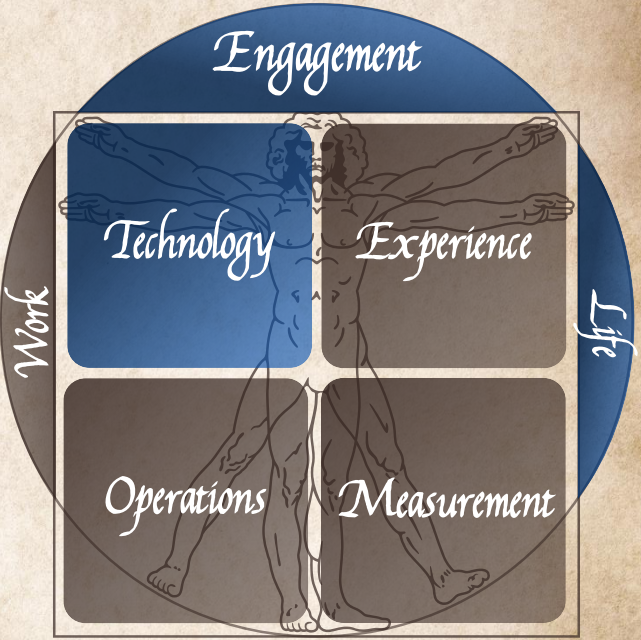
**FIGURE 01 + OPENAI  
SPEECH-TO-SPEECH REASONING**



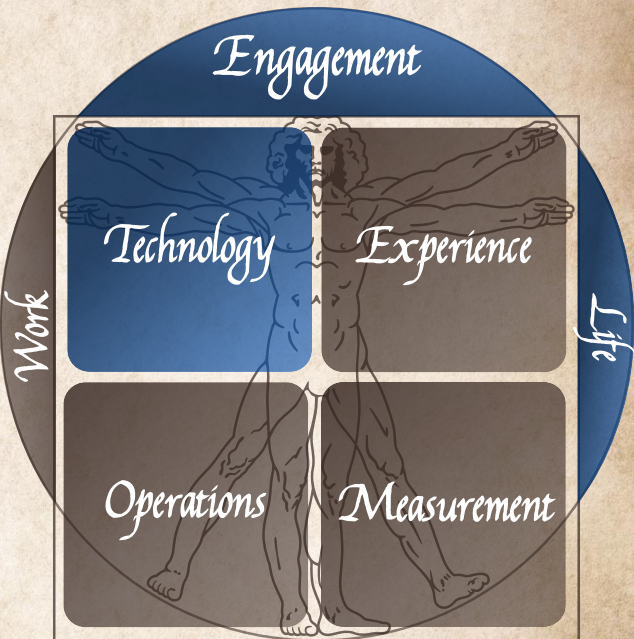
Source

# Recommended Viewing

Smart glasses are the future, but who will get there first?



Source



# Recommended Viewing

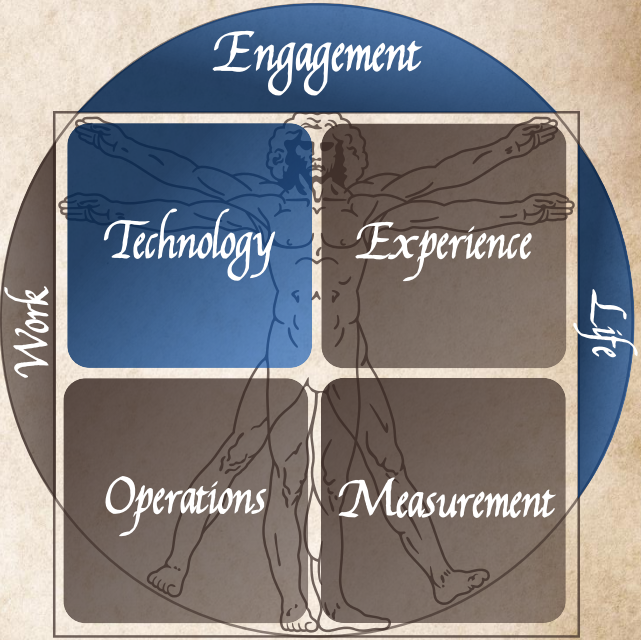
Sam Altman: OpenAI, GPT-5, Sora, Board Saga, Elon Musk, Ilya, Power & AGI | Lex Fridman Podcast



[Source](#)

# Recommended Viewing

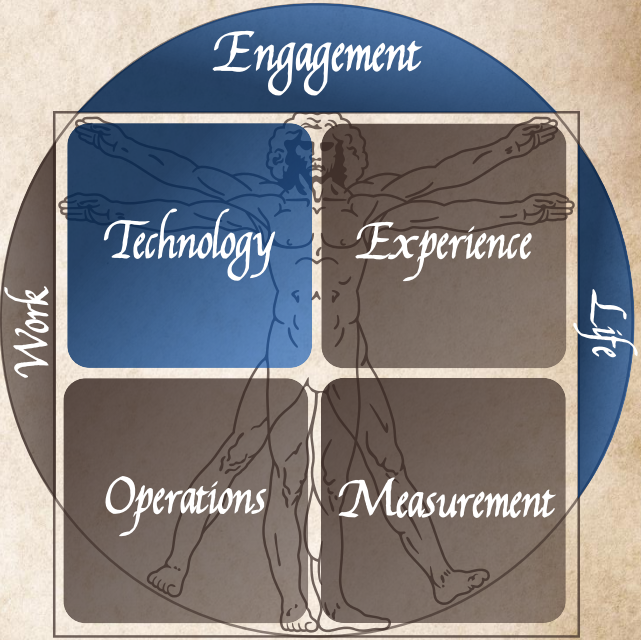
What is Ai Pin?



Source

# Recommended Viewing

State Of The iPhone: Ride Along w/ Joz & Friends at Apple Park



Source

# Modality Update



**“Build the table if APR would be with range 2.0% and 10%. How the monthly payment would change?”**



**APR**  
**2024 Highlander**  
APR Offer

**4.99%**      **60**  
APR.                      mos

Applies to all trims Exp. 03/04/24  
Starting MSRP \$39,270<sup>1</sup>

**Get 4.99% APR for 60 months on a 2024 Highlander**  
Qualified buyers can finance a new 2024 Highlander at 4.99% APR for 60 Months.



# Claude 3.0 Sonnet (Free)

To build the table showing how the monthly payment would change for the 2024 Highlander with an APR range of 2.0% to 10% over 60 months, I'll need to calculate the monthly payments for different APR values within that range.

Given information:

- Vehicle: 2024 Highlander
- Term: 60 months
- Starting MSRP: \$39,270

Here's the table with monthly payments calculated for APRs from 2.0% to 10% in 1% increments:

APR	Monthly Payment
2.0%	\$698
3.0%	\$715
4.0%	\$733
5.0%	\$751
6.0%	\$769
7.0%	\$788
8.0%	\$807
9.0%	\$826
10.0%	\$846

As you can see, the monthly payment increases as the APR goes up, ranging from \$698 per month at 2.0% APR to \$846 per month at 10.0% APR for the 2024 Highlander with a \$39,270 MSRP financed over 60 months.



# Claude 3.0 Opus (Pro)

To calculate the monthly payments for different APR values ranging from 2.0% to 10.0%, I'll use the provided information:

- Vehicle price (MSRP): \$39,270
- Loan term: 60 months

I'll assume the down payment is \$0 for simplicity and use the formula:

$$\text{Monthly Payment} = (P * r * (1 + r)^n) / ((1 + r)^n - 1)$$

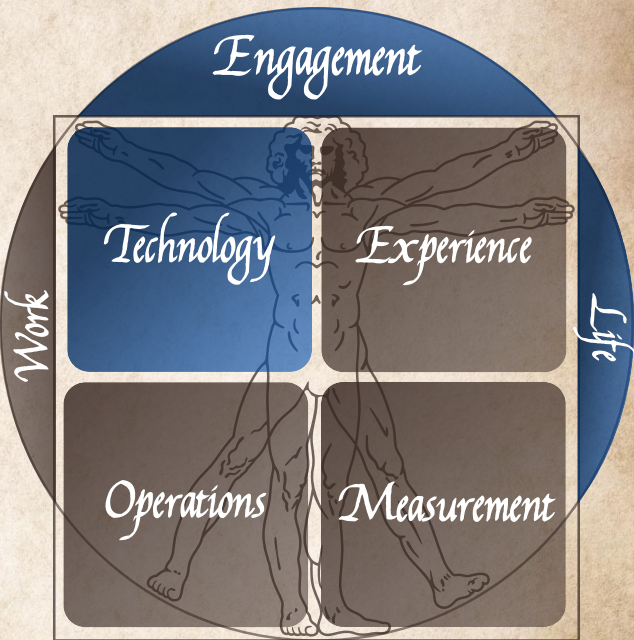
where P = loan amount, r = monthly interest rate, and n = number of months.




Here's a table with the results:

APR (%)	Monthly Interest Rate (%)	Monthly Payment (\$)
2.0	0.167	690.02
3.0	0.250	710.50
4.0	0.333	731.34
4.99	0.416	751.81
6.0	0.500	773.10
7.0	0.583	794.27
8.0	0.667	815.82
9.0	0.750	837.74
10.0	0.833	860.02

The monthly payment increases as the APR goes up. At 2.0% APR, the monthly payment would be \$690.02, while at 10.0% APR, it would be \$860.02.

# Summary




AI	VERSION	COMPANY (visual input)	MODALITY	CORRECT ANSWER	EXPLANATION	HUMOR/ PERSONALITY
 ChatGPT	4	OpenAI	✓	✓	✓	✓
 Claude	3.0 Sonnet (Free)	Anthropic	✓	✗	✓	✓
 Claude	3.0 Opus (Pro)	Anthropic	✓	✗	✓	✓
 Gemini	Ultra	Google	✓	✗	✓	✓

PDP  
Modality

# “Identify all the e-commerce elements of the product in this file and count how many pictures and videos are depicted. Show what you've found”

Beauty & Personal Care › Skin Care › Face › Treatments & Masks › Masks



**1** 4 Pcs Clay Facial Mask Set - Turmeric, Vitamin C, Green Tea, Dead Sea Mud, and Rose Clay for Deep Cleansing, Moisturizing, and Refining Pores - 240g

Visit the SHVYOG Store  
4.5 ★★★★★ 1,307 ratings | Search this page

**3** Amazon's Choice in Facial Masks by SHVYOG

1K+ bought in past month

**2** \$19<sup>99</sup> (\$1.77 / Ounce)

No Import Fees Deposit & \$13.73 Shipping to Hungary Details

**Brand** SHVYOG  
**Item Form** Clay  
**Product Benefits** Helps improve facial complexion, lighten dark spots, reduce blemishes, removes excess oil, toxins and dead skin cells, leaving skin softer and more radiant; Super signific...  
**Scent** Turmeric, Green Tea, Rose, Dead Sea Mud

**4** **5** **7** VIDEOS

**6** **About this item**

- [TRAVEL SIZE CLAY MASK SET]** - A super excellent clay mask for face with natural and safe ingredients for all skin types! Vitamin C Turmeric Face Mask, Green Tea Mask, Dead Sea Mud Mask and Rose Clay Mask 4 in 1 mud mask kit with beautiful packaging is a great gift for anyone and also be a self-care gift. 60g each bottle, 240g in total, this facial skin care product is a super great value for your purchase.
- [TURMERIC VITAMIN C CLAY MASK]** - This vitamin c face mask is natural, vegan and cruelty-free, so you can use them with confidence! Vitamin C has the ability to stimulate collagen production, which helps improve facial complexion and rejuvenate skin with a natural glow. The turmeric content in the mask helps to lighten dark spots, reduce blemishes, smooth out fine lines on the skin, and increase skin elasticity for a firmer look.
- [DEAD SEA MUD MASK]** - This beauty skin care face mask helps to cleanse the skin and provide a soothing sensation. Enriched with minerals and high quality dead sea mud, it helps to renew the skin and gently purifies and cleanses clogged pores. It removes excess oil, toxins and dead skin cells from the skin, leaving it softer and more radiant. Facial skin care is necessary for daily life and for best

**7** **\$19<sup>99</sup>** (\$1.77 / Ounce)

No Import Fees Deposit & \$13.73 Shipping to Hungary  
[Details](#)

Delivery **Monday, April 8**


Or fastest delivery **Monday, March 25**. Order within **4 hrs 38 mins**

[Deliver to Hungary](#)

**In Stock**


the skin, leaving it softer and more radiant. Facial skin care is necessary for daily life and for best

**7** **Product Description**



**GREEN, YELLOW, GREY, PINK CLAY MASK SET FOR MULTIPLE HOLIDAY OCCASION CHOICE HOME SPA**  
4 Pieces of Different Functions Skin Care Face Mask Allows You to Enjoy Skin Care Spa at Home Anytime, Anywhere.  
Great Restore Effect from This Face masks Beauty, helps Nourishing, Brightening and Repairing Multiple Skin Problems:  
✓ Acne Treatment ✓ Blackhead Remover ✓ Absorb Excess Oil ✓ Shrinking Pores ✓ Remove Dark Spots ✓ Reduce Wrinkles

**8** **Frequently bought together**




Total price: \$23.98  
[Add both to Cart](#)

**This item:** 4 Pcs Clay Facial Mask Set - Turmeric, Vitamin C, Green Tea, Dead Sea Mud, and Rose Cl...  
\$19<sup>99</sup> (\$1.77/Ounce)

**Cutte:** 4pcs Silicone Face Mask Brushes, Flexible Facial Mud Mask Applicator Brush, Hairless...  
\$3<sup>99</sup> (\$3.99/Count)

**Similar items that may deliver to you quickly**



3 Pcs Clay Mask Skincare, Turmeric Vitamin C Clay Mask, Rose Face Mask, Avocado Mud Mask, Deep Cleansing Facial...  
Ultrove 3 Pcs Clay Mask Set, Green Tea, Turmeric Vitamin C, Himalayan Clay Mask, Facial Skin Care Mask for Deep...  
YLNALO Turmeric Vitamin C Clay Mask, Dead Sea Mud Mask, and Himalayan Clay Mask, Facial Skin Care Set for...  
ZIXSIRP Face Masks Skincare, Turmeric Vitamin C Clay Mask, Green Tea Mask, Dead Sea Mud Mask, Face...  
Jeosisy Face Clay Mask- Facial Dead Sea Mud Mask, Green Tea Mud Mask, Purifying Pore Remove...  
Ashlyn 3 PCS Clay Set, Green Tea Cl Facial Mask, Rose Masks Skincare, D

Quantity: 1

[Add to Cart](#)

[Buy Now](#)




**Ships from** Amazon  
**Sold by** SMAMZ  
**Returns** Eligible for Return, Refund or Replacement within 30 days of receipt  
**Payment** Secure transaction




Page 1 of 2


# ChatGPT 4


## ChatGPT

In the uploaded image, we see a product page that typically appears on an e-commerce website. Here are the e-commerce elements present:

1. **Product Title:** 4 Pcs Clay Facial Mask Set - Turmeric, Vitamin C, Green Tea, Dead Sea Mud, and Rose Clay for Deep Cleansing, Moisturizing, and Refining Pores - 240g. 
2. **Rating:** The product has a rating of 4.5 stars out of 5. 
3. **Number of Ratings:** There are 1,307 ratings for the product.
4. **Price Information:** The product is priced at \$19.99, with a unit price of \$1.77 per ounce. 
5. **Import Fees Deposit Information:** There is a note about no import fees deposit and additional shipping charges for delivery to Hungary.
6. **Brand:** SHVYOG.
7. **Item Form:** Clay.
8. **Product Benefits:** Improves facial complexion, lightens dark spots, helps blemishes, removes excess oil, toxins and dead skin cells, leaving skin softer and more radiant; includes superfood ingredients.
9. **Scent:** Turmeric, Green Tea, Rose, Dead Sea Mud.
10. **Shipping Information:** Details on delivery dates and fastest delivery options.
11. **Stock Information:** The item is in stock.
12. **Quantity Selector:** Option to select the quantity of the product to purchase.
13. **Add to Cart/Buy Now Buttons:** For purchasing the product.

14. **Vendor Information:** Ships from and sold by "AMAZON SMAZ", and it shows that it's eligible for return, refund, or replacement within 30 days of receipt.
15. **Security Transaction:** Assurance of secure transaction.
16. **About This Item:** A detailed description of the product, its features, and benefits. 
17. **Product Description:** Additional detailed information about the product. 
18. **Frequently Bought Together:** Suggestion for other items commonly purchased with the product shown.
19. **Similar Items:** Suggestions for other similar items that might be of interest to the shopper. 
20. **Add Both to Cart Button:** An option to add both the main product and a frequently bought together item to the cart.
21. **Product Images:** Multiple images showing the different types of clay masks.
22. **Customer Questions & Answers:** Section where potential buyers can ask questions about the product.

From what is visible in the image, there are **7 images** present: one main image and six smaller ones showing the various types of clay masks included in the set. 

There are also references to **7 videos**, but these videos are not visible in the image; their presence is indicated by the video symbols and the count mentioned next to them. 

These elements are designed to inform, entice, and facilitate the online shopping experience, providing customers with comprehensive information about the product and a straightforward way to make a purchase.

# Claude 3.0 Sonnet (Free)

Based on the image, I can identify the following e-commerce elements of the product:

1. Product name: "4 Pcs Clay Facial Mask Set - Turmeric, Vitamin C, Green Tea, Dead Sea Mud, and Rose Clay for Deep Cleansing, Moisturizing, and Refining Pores - 240g" **1**
2. Brand name: SHVYOG
3. Product rating: 4.5 out of 5 stars from 1,307 ratings **3**
4. Price: \$19.99 (before taxes and shipping) **2**
5. Product benefits/features: Helps improve facial complexion, lighten dark spots, reduce blemishes, remove excess oil, toxins and dead skin cells, leaving skin softer and more radiant. **6**
6. Scent: Turmeric, Green Tea, Rose, Dead Sea Mud
7. Product description: Detailed information about each mask in the set and their benefits. **7**
8. Frequently bought together: Shows a related product bundle. **8**
9. Similar items: Shows visually similar product recommendations.

Additionally, there are 7 videos displayed on the product page, likely related to the product or its usage. **5**

The image itself contains 5 pictures showing the different colored clay masks included in the set. **4**



# Claude 3.0 Opus (Pro)

I've identified the following e-commerce elements in the product listing image:

1. Star rating and number of ratings (4.5 stars, 1,807 ratings) **3**
2. Price (\$19.99) **2**
3. No Import Fees Deposit & Shipping amount to Hungary
4. Brand (SHVYOG)
5. Item Form (Clay) **6**
6. Product Benefits description **7**
7. Scent description
8. "See more" link indicating more details available
9. In Stock status
10. Quantity selector
11. Add to Cart button
12. Buy Now button
13. Ships from location (Amazon)

14. Sold by seller (SHANZZ)

15. Return policy (Eligible for Return, Refund or Replacement within 30 days of receipt)

16. Payment (Secure transaction)

17. Frequently bought together section with total price **8**

18. Similar items that may deliver to you quickly section

The image shows 4 pictures of the facial mask set in different colors.

It also shows 1 video demonstrating the product. **4** **5**

In total, there are 4 pictures and 1 video depicted on the product page.

# Gemini Ultra

✦ The image you sent is a screenshot of a product page on Amazon for a 4 Pcs Clay Facial Mask Set. Here are the e-commerce elements I found:

- **Product title:** 4 Pcs Clay Facial Mask Set - Turmeric, Vitamin C, Green Tea, Dead Sea Mud, and Rose Clay for Deep Cleansing, Moisturizing, and Refining Pores - 240g **1**
- **Brand:** SHVYOG
- **Price:** \$19.99 (\$1.77/Ounce) **2**
- **Shipping:** Free Shipping with Amazon Prime or \$13.73 shipping to Hungary
- **Delivery:** Delivery Monday, April 8 or fastest delivery Monday, March 25 (if ordered within 4 hrs 38 mins)
- **Stock:** In Stock
- **Quantity:** 1 (with option to increase)
- **Return policy:** Eligible for Return, Refund or Replacement within 30 days of receipt
- **Payment:** Secure transaction through Amazon
- **Product description:** A super excellent clay mask for face with natural and safe **7** Ingredients for all skin types! This facial skin care product is a super great value for your purchase.

- **List of benefits:**

- 6** ◦ Helps improve facial complexion, lighten dark spots, reduce blemishes, removes excess oil, toxins and dead skin cells, leaving skin softer and more radiant.
- Stimulate collagen production to improve facial complexion and rejuvenate skin with a natural glow.
- Lighten dark spots, reduce blemishes, smooth out fine lines on the skin, and increase skin elasticity for a firmer look.
- Cleanse the skin and provide a soothing sensation. It helps to renew the skin and gently purifies and cleanses clogged pores. It removes excess oil, toxins and dead skin cells from the skin, leaving it softer and more radiant.
- **Scent:** Turmeric, Green Tea, Rose, Dead Sea Mud
- **Item Form:** Clay
- **Amazon's Choice** for Facial Masks by SHVYOG
- **1,307 ratings** with an average rating of 4.5 stars **3**
- **"Frequently bought together"** section with a link to similar items **8**

The image contains 7 videos and and and depicts several pictures of the product. **4** **5**

# Summary

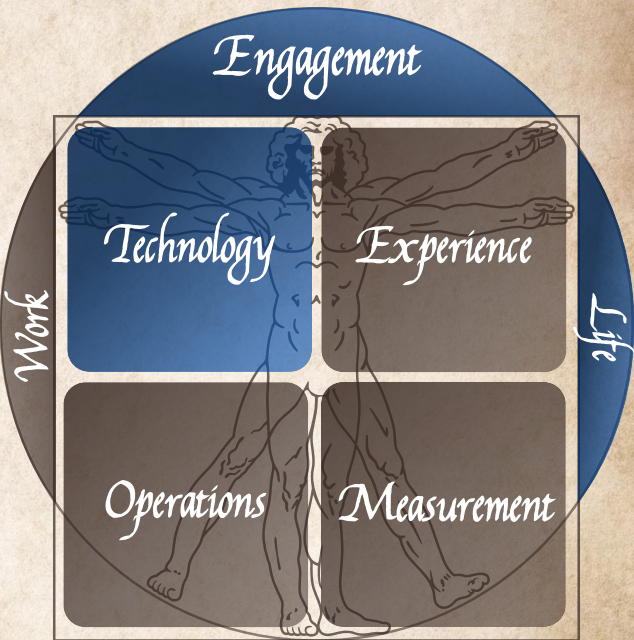
AI	VERSION	COMPANY (visual input)	TITLE	PRICE	RATING	IMAGE COUNT	VIDEO COUNT	DESCRIPTON	BULLETS	PROMOTION
 ChatGPT	4	OpenAI	✓	✓	✓	✓	✓	✓ but no details	✓ but no details	✓
 Claude	3.0 (Sonnet)	Anthropic	✓	✓	✓	✗	✓	✓ but no details	✓	✓
 Claude	3.0 Opus (Pro)	Anthropic	✗	✓	✓ Yes, but incorrect review count	✗	✗	✓ but no details	✓ but no details	✓
 Gemini	Ultra	Google	✓	✓	✓	✗	✓	✓	✓	✓

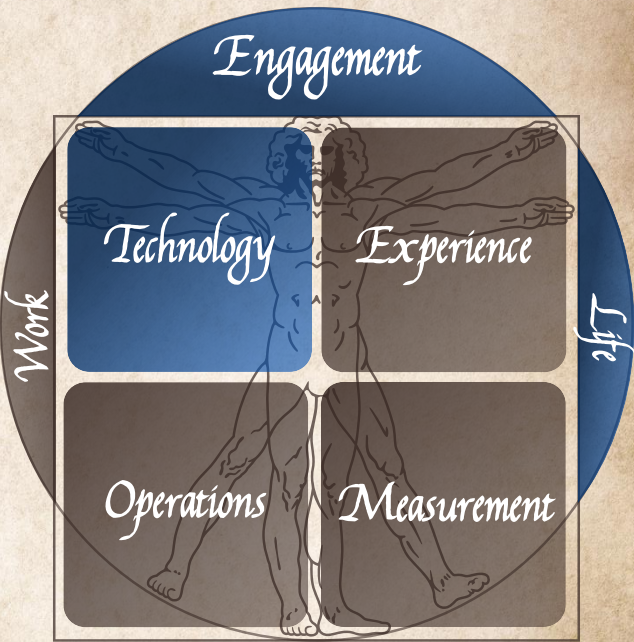
# Cost Comparison



# AI Pricing Plans

AI	INPUT LIMIT	OUTPUT LIMIT
<b>ChatGPT 3.5 (turbo-0125)</b>	\$0.50 / million tokens	\$1.50 / million tokens
<b>ChatGPT 3.5 (turbo-instruct)</b>	\$1.50 / million tokens	\$2.00 / million tokens
<b>ChatGPT 4</b>	\$30 / million tokens	\$60 / million tokens
<b>ChatGPT 4 (32k)</b>	\$60 / million tokens	\$120 / million tokens
<b>ChatGPT 4 Turbo</b>	\$10 / million tokens	\$30 / million tokens
<b>Claude 3.0 Opus</b>	\$15 / million tokens	\$75 / million tokens
<b>Claude 3.0 Sonnet</b>	\$3 / million tokens	\$15 / million tokens
<b>Claude 3.0 Haiku</b>	\$0.25 / million tokens	\$1.25 / million tokens
<b>Google Gemini 1.0 Pro with Vision</b>	\$0.000125 per 1k characters \$0.0025 per image \$0.002 per second	\$0.000375 per 1k characters
<b>Google Gemini Advanced (with Ultra access)</b>	Google hasn't released fixed public input/output pricing for this tier.	





# AI Pricing Plans

AI	INPUT LIMIT	OUTPUT LIMIT	MODALITY (Images)
ChatGPT 3.5 (-turbo-0125)	16,384 tokens		✗
ChatGPT 3.5 (turbo-instruct)	4,096 tokens		✗
ChatGPT 4 (-0125-preview) (-1106-preview)	128,000 tokens		✓
ChatGPT 4 (-vision-preview)	128,000 tokens		✓
ChatGPT 4	8,192 tokens		✓
ChatGPT 4 (32k)	32,768 tokens		✓
Claude 3.0 Sonnet / Opus / Haiku	200K tokens		✓
Google Gemini 1.0 Pro	32,760 tokens		✗
Google Gemini 1.0 Pro with Vision	16,384 tokens Max image size: No limit; Max images per prompt: 16 Max video length: 2 minutes; Max videos per prompt: 1		✓
Google Gemini 1.0 Ultra / Ultra with Vision	8,192 tokens	2,048 tokens	✗ / ✓
Google Gemini 1.5 Pro	1 million tokens for the preview version Max images: 300 Max video frames: 3,800		✓



firstmovr x VIZIT  
**renaissance**  
RETAIL AI INSIGHTS  
April 22 / 1pm ET



+ there's more  
to come!

Register for our upcoming  
omnichannel summits!

firstmovr  
**JBP x**  
WALMART  
Mar 26  
OMNI GROWTH SUMMIT  
REGISTER NOW

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**4.4**  
FUTURE OF  
RETAIL  
MEDIA  
APR 4 • 12P ET  
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**SHEARED**  
Sheep Shearing Event  
for CPGs APR 25 / 12-2p ET  
We're BAAA-CK!  
REGISTER NOW

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**SMART PORTFOLIO**  
Omni Growth Summit / MAY 14  
REGISTER NOW

and more...



# TOGETHER, WE GO FURTH R

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