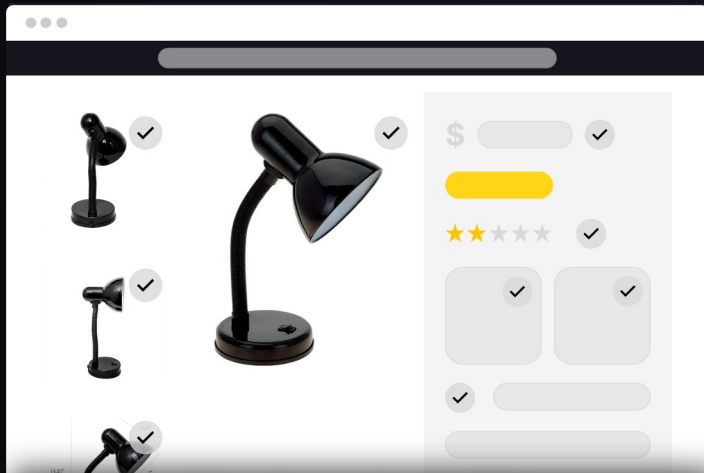
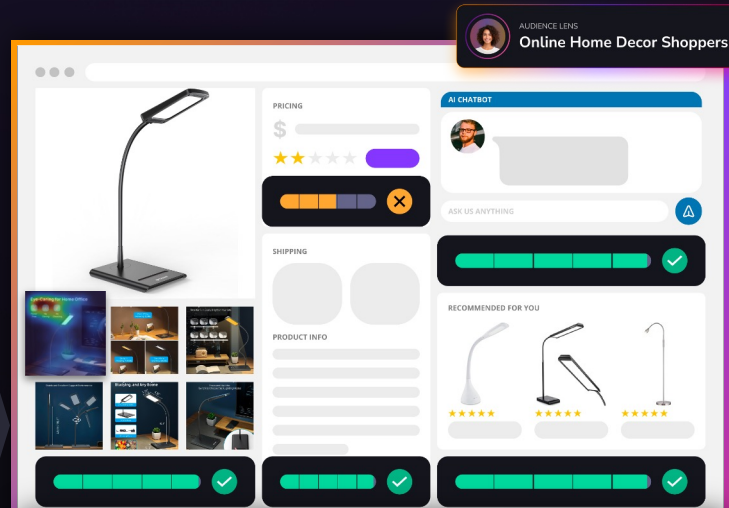


The Evolution of Content on the Digital Shelf



The Compliance Era

- Compliance is key
- Historical data, limited benchmarks
- Little ability to optimize for audiences
- Lack of predictive capabilities



The Performance Era

- Performance is imperative
- AI provides new data on effectiveness
- Predict the impact of content and product experience decisions before they're made

Imagery is central to online purchasing decisions

76%

of shoppers are compelled to click because of great product images ¹

88%

of consumers consider the product image the key element of the online shopping experience ²

95%

of purchasing decisions happen when the subconscious brain is processing visual information ³

#1

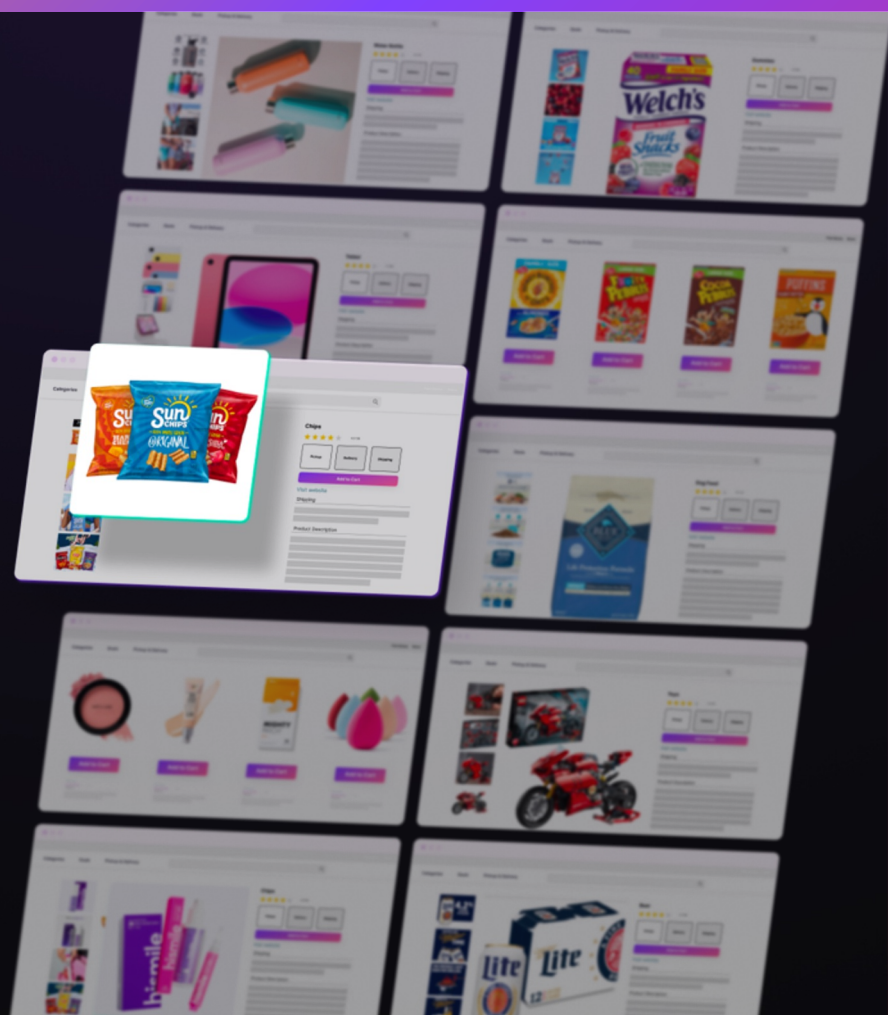
Bad product content is the #1 reason that consumers don't convert online. ⁴

Stat 1 [Salsify](#)

Stat 2 [Imagify](#)

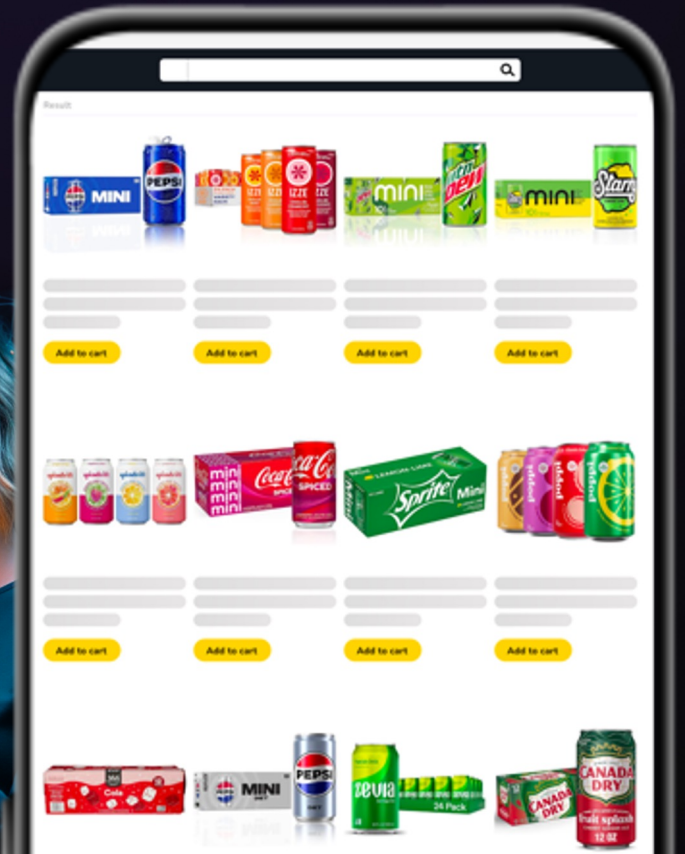
Stat 3 [Inc.Magazine](#)

Stat 4 [Salsify](#)



You have less than **2 seconds**
to grab consumers' attention...

Our brains process images
60,000x faster than words.



Traditional methods don't provide the analytics needed to make data-driven design decisions.



Surveys and focus groups are too expensive and time consuming to scale.



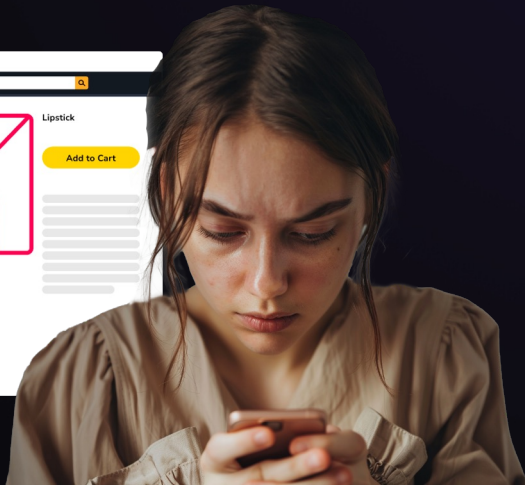
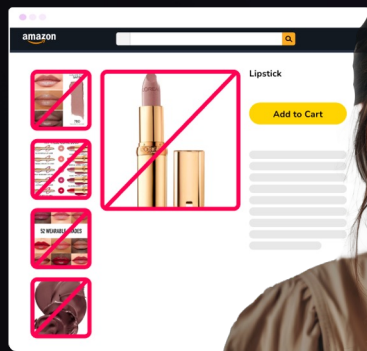
Require time in market and additional spend to be able to determine effectiveness.



No ability to predictively measure visual content effectiveness.



We're spending precious dollars on good traffic who may never be compelled when they see our products



Product pages with ineffective imagery can **lose up to 40% of sales**

¹Based on Vizit analysis and customer case studies and the average sales performance, controlling for price and rating, of a random sample of items on Amazon with > 50 units sold in a month. Vizit-optimized imagery represents images that score a 70 or above on Vizit for its target audience.

Resulting In



Countless missed sales opportunities



Immense content waste on unsuccessful promotions

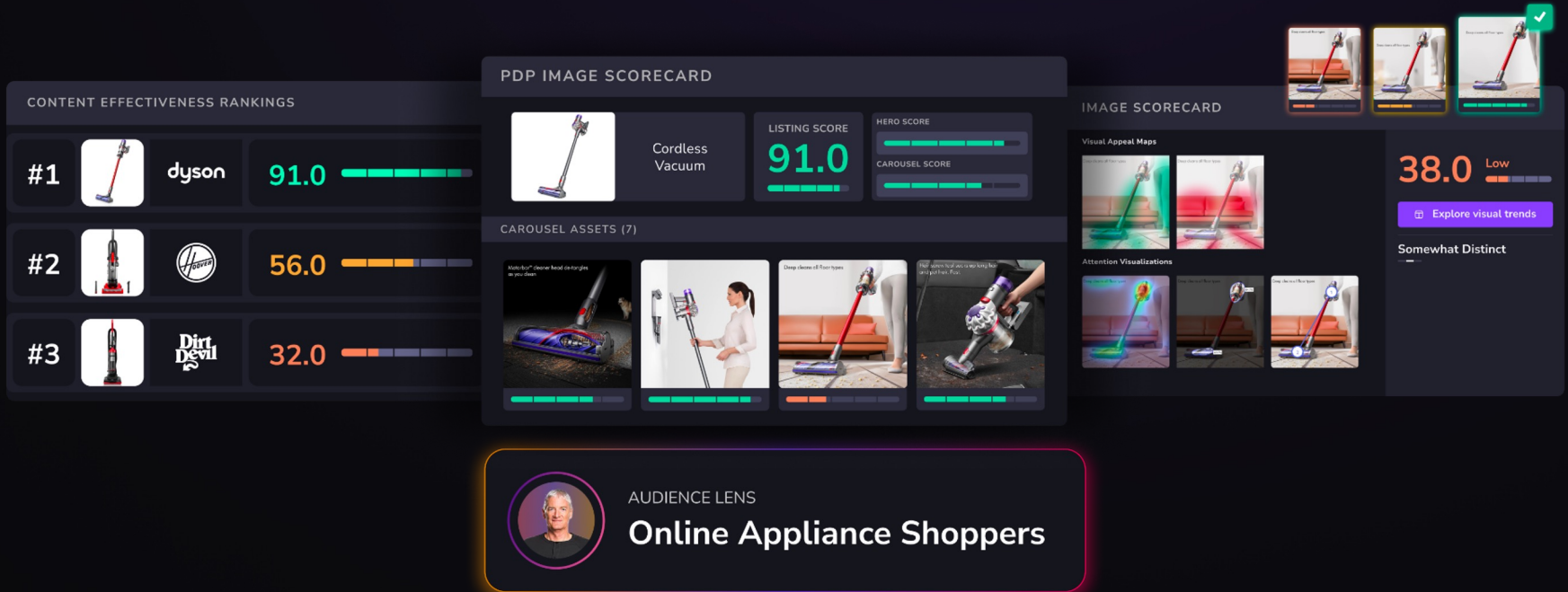


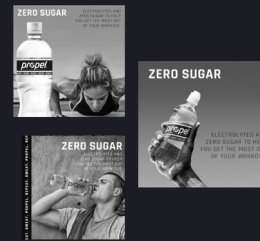
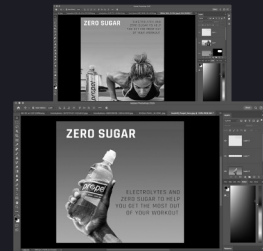
Inefficient advertising spending



New opportunities for emerging competitors

AI that measures, optimizes, and monitors the effectiveness of your visual content in real-time for any consumer audience.





PRE-AI

Content Understanding + Audience Perspective

Content Analysis + Prioritization

Content Strategy + Creative Brief

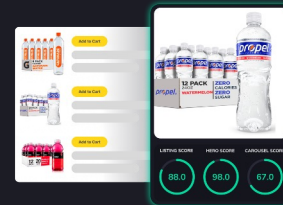
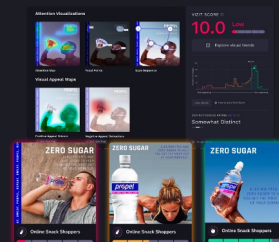
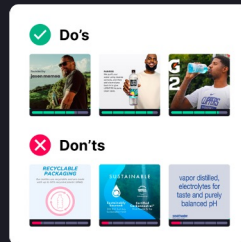
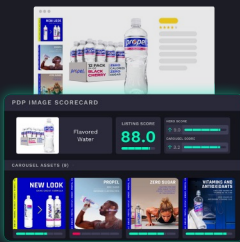
Content Optimization & Creation Process

Content Reporting & Best Practices

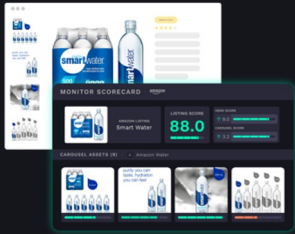
VIZIT POST-AI



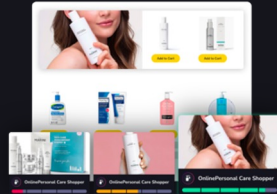
AUDIENCE LENS
Online Beverage Shoppers



Vizit Use Cases



Ecommerce Content Optimization



Retail Media Content Optimization



Creative Augmentation

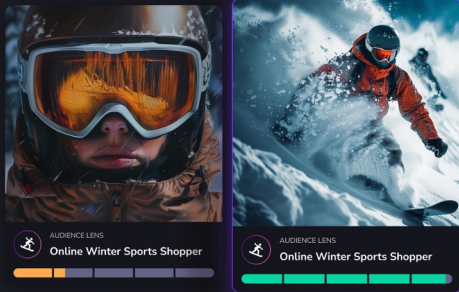


Brand, Product, and Packaging Design





Consumer Research & Intelligence

Driving Digital Shelf By Using AI in Content Briefing, Syndication, and Optimization

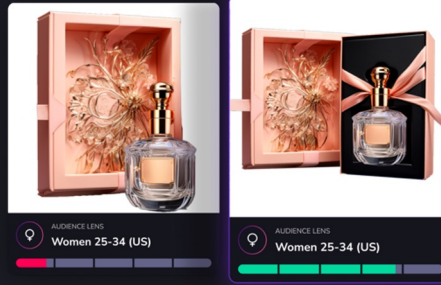



 North America's #1
Sports Retailer


 2 Weeks (80 hours) saved per campaign


 16,000 hours saved per year

North America's #1 Sports Retailer uses Vizit to introduced an AI-driven content selection and optimization process.

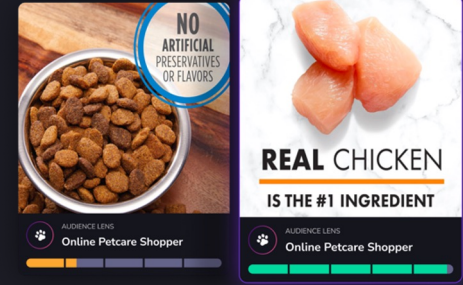


 The world's #1
beauty brand


 +17% add to cart rate

 +17% revenue/ session

The world's #1 beauty brand increases commerce revenue on critical product experiences by optimizing imagery for shopper audiences.



MARS

 +30% conversion

 +30% efficiency

Mars uses Vizit to analyze and optimize ecommerce imagery and drive online conversion rates across global audiences.