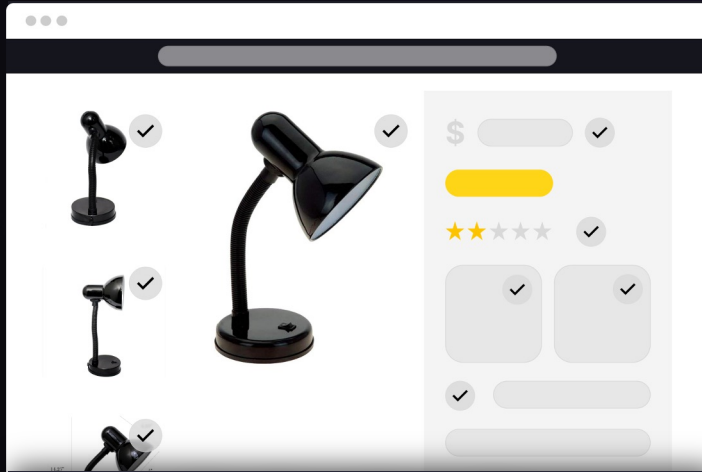
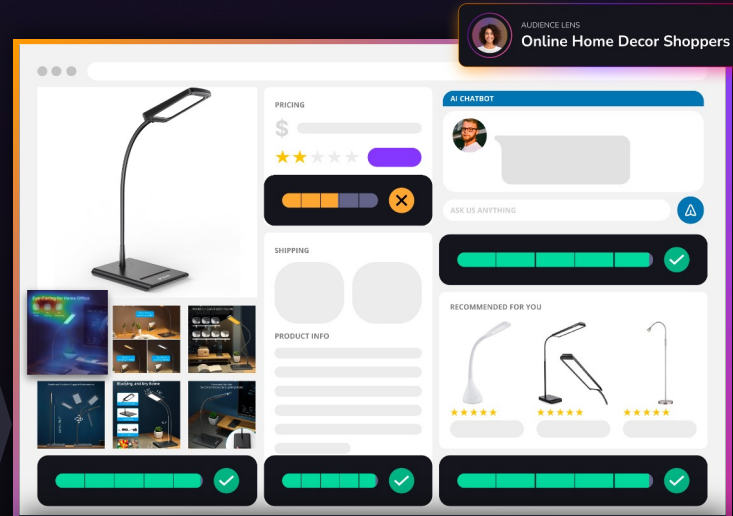


The Evolution of Content on the Digital Shelf



The Compliance Era

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

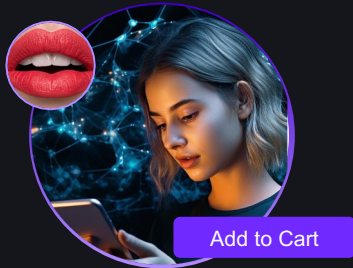


The Performance Era

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

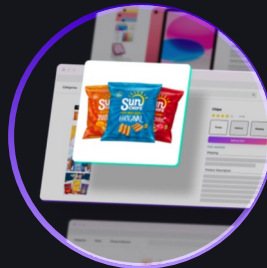
Attractive visual content is the **#1 driver of success** in the “see, scroll, click” attention economy

Imagery is central to consumer purchasing decisions



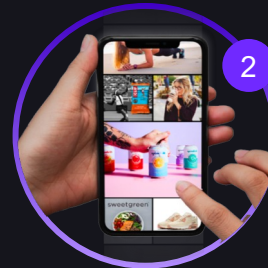
95% of Purchasing Decisions

happen when the subconscious brain is processing visual information



88% of Consumers

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



Only 2 Seconds

to grab consumers' attention



70% of all retail sales

will be digitally influenced by 2027

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.

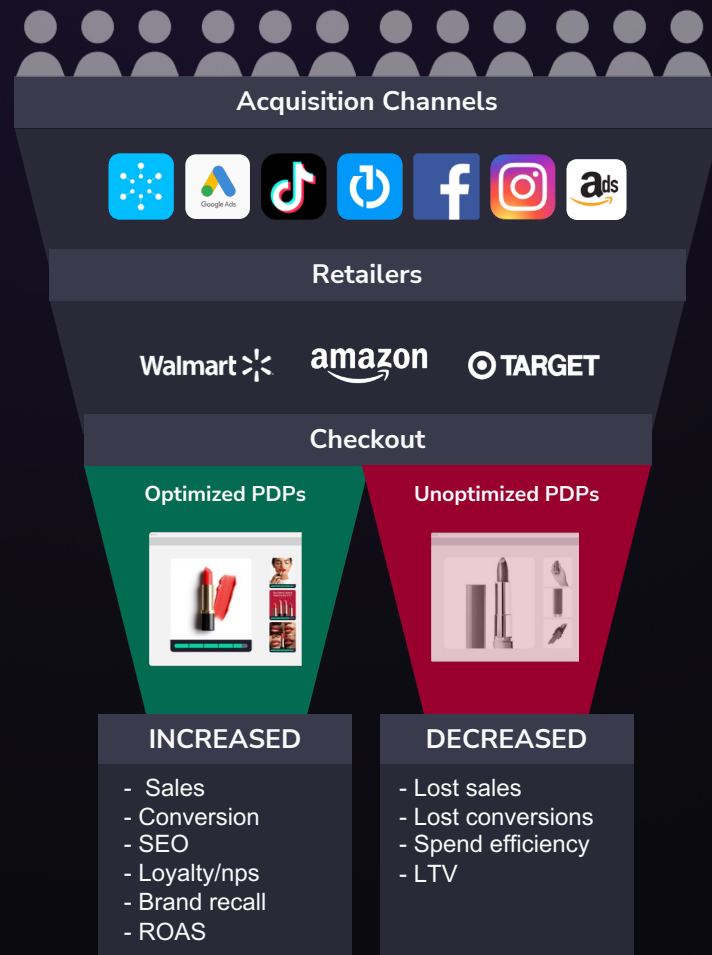


No ability to predictively measure visual content effectiveness.

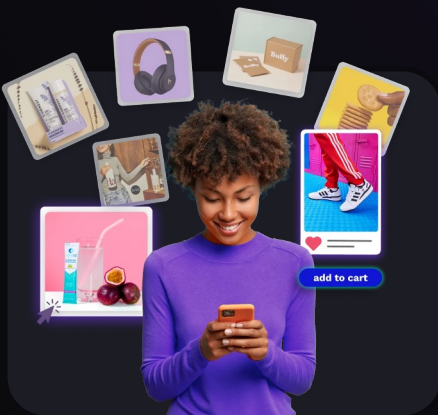


Brands invest millions to drive traffic to product pages but are **losing high-intent buyers due to ineffective content.**

- ⚠️ Ineffective content is the #1 reason for lost conversions
- ⚠️ Ineffective content can lose you up to 40% in potential sales

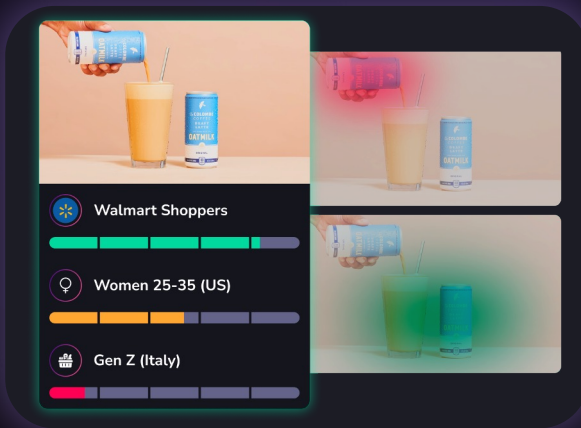


At Vizit we use AI to solve a specific problem—measuring, monitoring, & optimizing visuals for consumers at scale



CHALLENGE

Visual content is critical, yet very difficult to measure at scale



AI APPLICATION

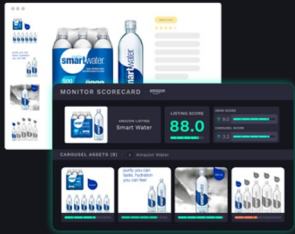
Vizit uses AI to learn and mimic consumer visual preferences



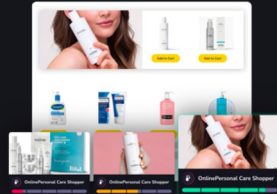
SOLUTION

Deep insight and measurement of visual content at scale

Vizit Visual AI Use Cases



Ecommerce Content Optimization



Retail Media Content Optimization



Creative Augmentation

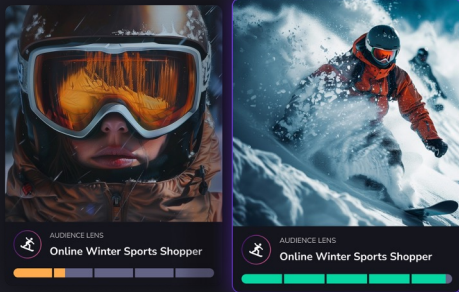


Brand, Product, and Packaging Design





Consumer Research & Intelligence

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

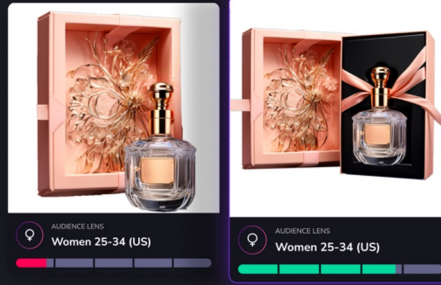



 North America's #1
Sports Retailer


 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.

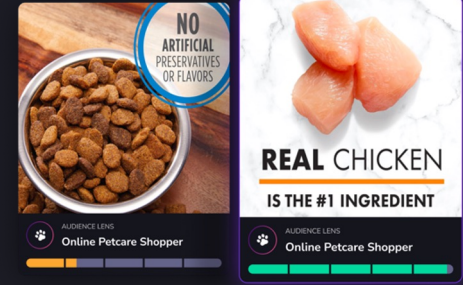


 The world's #1
beauty brand


 +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.