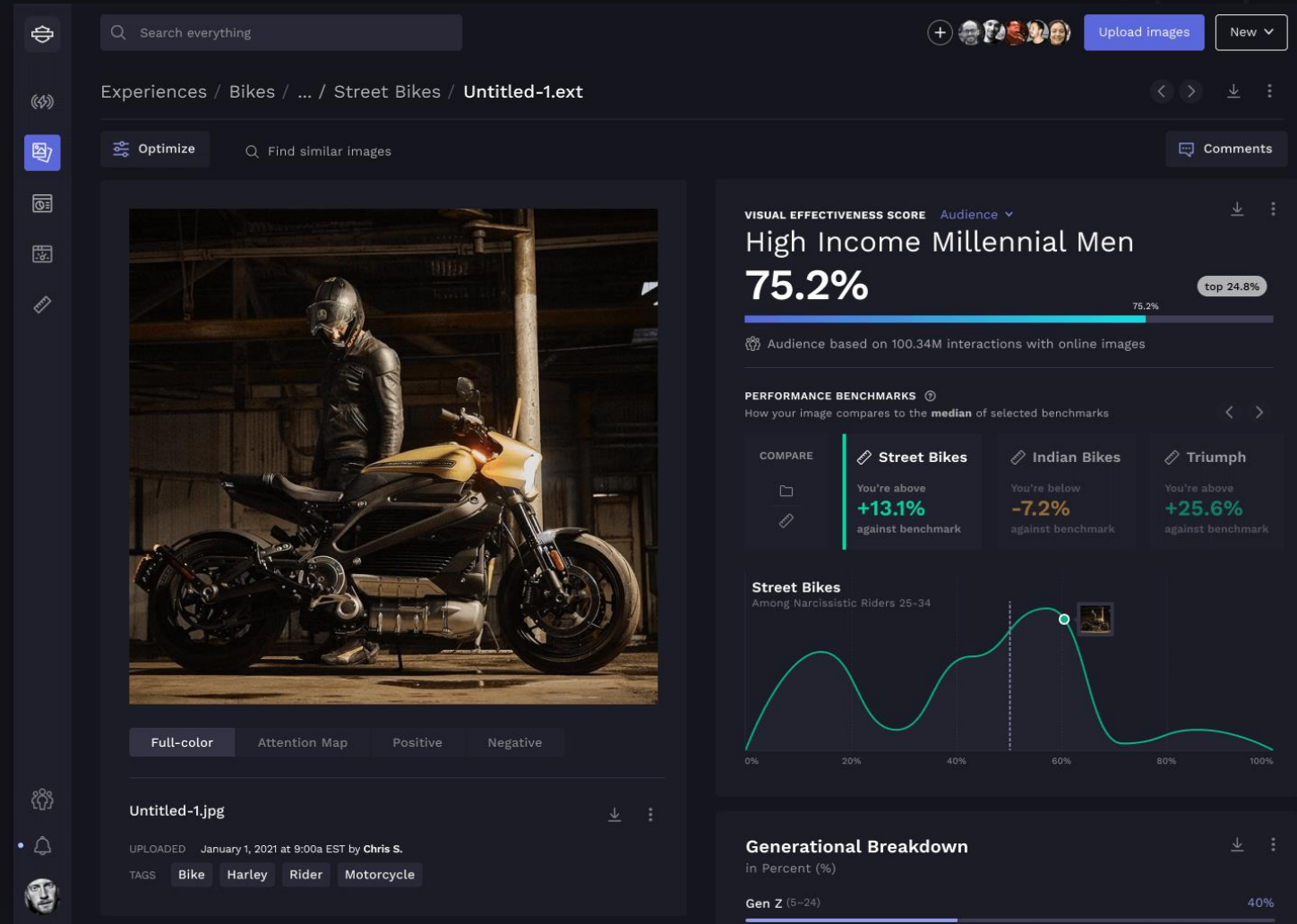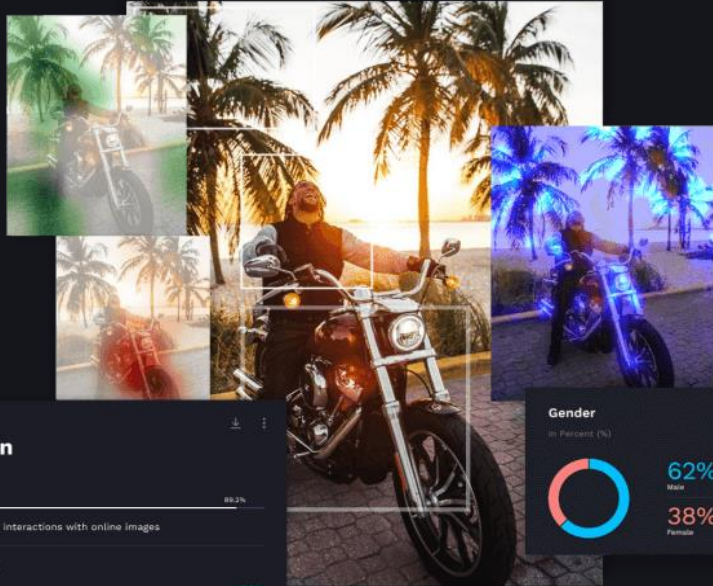# VIZIT

See What Sells ™

We are VIZIT

We see the world differently

Vizit is the only place in the world that gives you the tools to measure, understand and optimize the visual and design elements that are most effective at motivating your target consumers

The world's first Visual Brand Performance Platform gives you the power to see what sells

An easy-to-use, cloud-based software platform, Vizit helps teams measure, understand, and optimize with pinpoint accuracy the business impact visual content will have with consumer audiences.
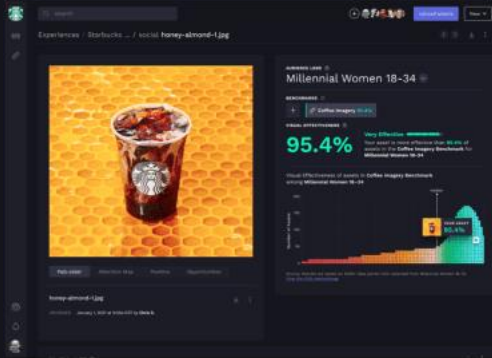
Predictive Analytics Engine

Determine in real-time whether a new asset or design is likely to convert your target audience.
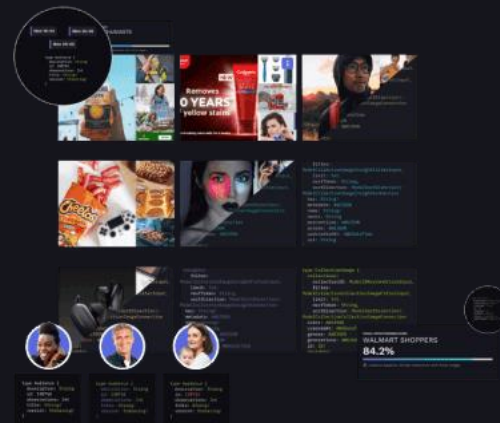
Visual Intelligence Database

Access a centralized source of truth on all your visual data– spanning products, content, competition, and consumers.

AI-Powered Audience Lenses

Generate a real-world audience of millions of consumers to discover their visual preferences and convert them.

Visual Benchmarking

Monitor trends and patterns in visual brand success, and how you stack up against category competitors.

VIZIT

Master Lock

Discovering the images that drive higher sales, traffic, and conversions on PDP's

$ 30% Increase
In average sales

📊 25% Increase
In page traffic

🛒 23% Increase
In conversion rates

BEFORE VIZIT

VISUAL EFFECTIVENESS SCORE BOTTOM 20%

AUDIENCE LENS ⓘ
Master Lock Consumers

BENCHMARKS ⓘ

✎ Safe Imagery 18.6%

VISUAL EFFECTIVENESS ⓘ

18.6%

Not Effective
Your asset is more effective than **18.6%** of assets in the **Safe Imagery benchmark** for **Master Lock Consumers.**

AFTER VIZIT

VISUAL EFFECTIVENESS SCORE TOP 10%

AUDIENCE LENS ⓘ
Master Lock Consumers

BENCHMARKS ⓘ

+ ✎ Safe Imagery 90.2%

VISUAL EFFECTIVENESS ⓘ

91.3%

Very Effective
Your asset is more effective than **90.2%** of assets in the **Safe Imagery benchmark** for **Master Lock Consumers.**

VIZIT

UTZ

AI-driven packaging design outperforms competitors & maximizes sales & conversions

55% Increase
In YoY sales

20% Decrease
In find-time on shelves

95% Decrease
In testing time

BEFORE VIZIT

VISUAL EFFECTIVENESS SCORE BOTTOM 18%

AUDIENCE LENS ⓘ
UTZ Consumers

BENCHMARKS ⓘ

⟨ ⟩

✎ Potato Chip Competitive Set 18.1%

VISUAL EFFECTIVENESS ⓘ

18.1%

Less Effective
Your asset is more effective than **18.1%** of assets in the **Potato Chip Competitive Set** Benchmark for **UTZ Consumers.**

AFTER VIZIT

VISUAL EFFECTIVENESS SCORE TOP 1%

AUDIENCE LENS ⓘ
UTZ Consumers

BENCHMARKS ⓘ

＋   ✎ Potato Chip Competitive Set 98.9%

VISUAL EFFECTIVENESS ⓘ

98.9%

Very Effective
Your asset is more effective than **98.9%** of assets in the **Potato Chip Competitive Set** Benchmark for **UTZ Consumers.**

VIZIT

Optimizing lifestyle imagery across consumer audiences drives online shopping results

98% Increase
In conversion rates

25% Increase
In time on site

99% Decrease
In testing time

AUDIENCE LENS
Serial 1 Consumer Audience 1

BENCHMARKS
Serial 1 Product Lifestyle Imagery 94.5%

VISUAL EFFECTIVENESS
94.5% — Very Effective
Your asset is more effective than 94.5% of assets in the **Serial 1 Product Lifestyle Imagery Benchmark** for Serial 1 Consumer Audience 1.

AUDIENCE LENS
Serial 1 Consumer Audience 2

BENCHMARKS
Serial 1 Product Lifestyle Imagery 91.1%

VISUAL EFFECTIVENESS
91.1% — Very Effective
Your asset is more effective than 91.1% of assets in the **Serial 1 Product Lifestyle Imagery Benchmark** for Serial 1 Consumer Audience 2.

AUDIENCE LENS
Serial 1 Consumer Audience 3

BENCHMARKS
Serial 1 Product Lifestyle Imagery 96.7%

VISUAL EFFECTIVENESS
96.7% — Very Effective
Your asset is more effective than 96.7% of assets in the **Serial 1 Product Lifestyle Imagery Benchmark** for Serial 1 Consumer Audience 3.

AUDIENCE LENS
Serial 1 Consumer Audience 4

BENCHMARKS
Serial 1 Product Lifestyle Imagery 98.9%

VISUAL EFFECTIVENESS
98.9%

Very Effective
Your asset is more effective than **98.9%** of assets in the **Serial 1 Product Lifestyle Imagery Benchmark** for Serial 1 Consumer Audience 4.

Visual Effectiveness of assets in **Serial 1 Product Lifestyle Imagery Benchmark for Serial 1 Consumer Audience 4.**

median

Number of Assets — 200, 150, 100, 50, 0

YOUR ASSET
98.9%
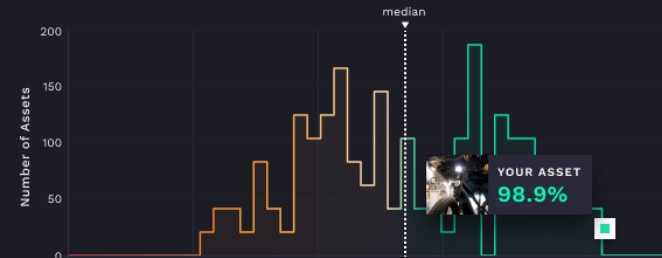
Source: Results are based on 100M+ data points Vizit collected from Serial 1 Consumer Audience 4.

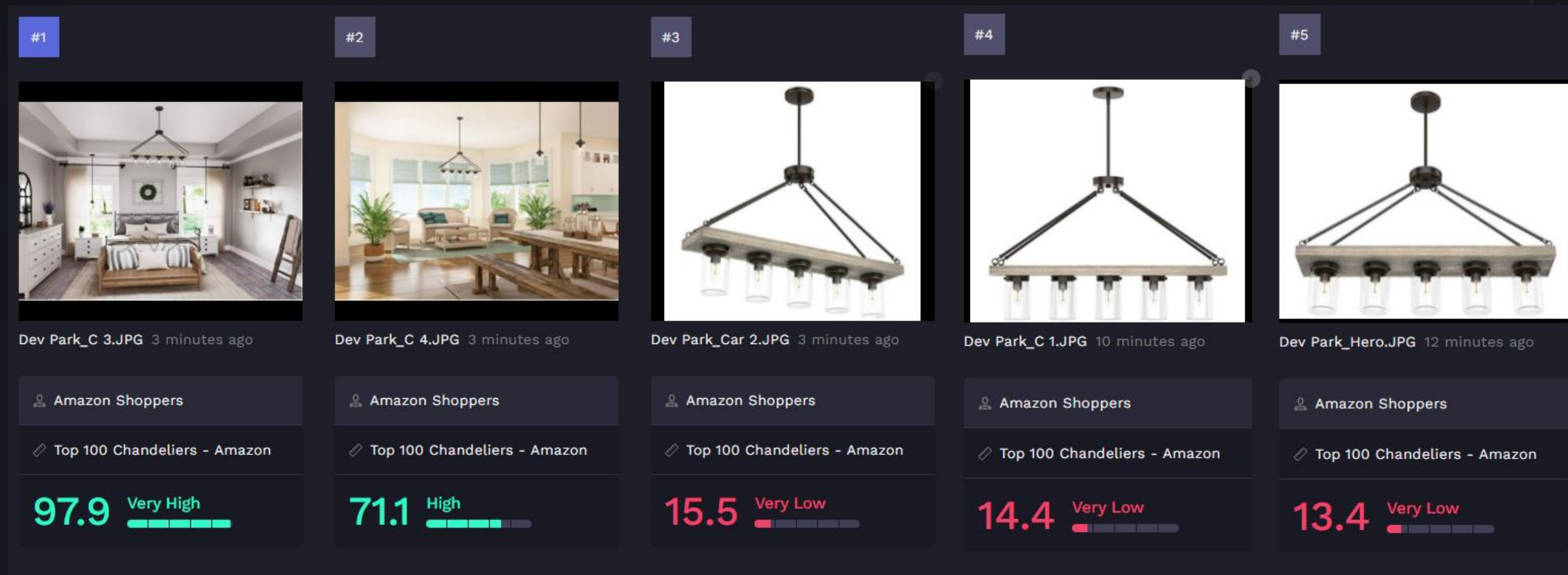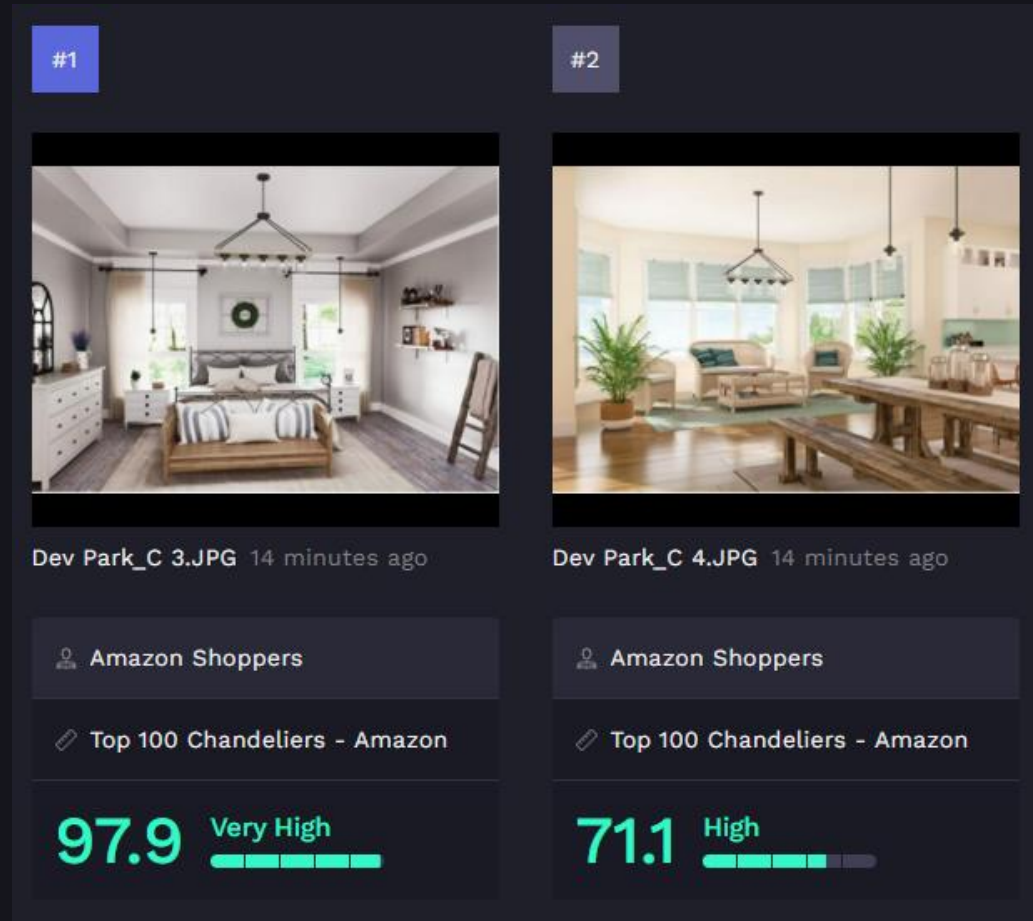Full-color Original | Attention Map | Effectiveness Map | Opportunity Map

Devon Park Chandelier Category Assessment

STACK RANK ANALYSIS: Amazon Shopper Audience Lens | Benchmark: Chandelier Best Sellers – Top 100


#1	#2	#3	#4	#5
Dev Park_C 3.JPG 3 minutes ago	Dev Park_C 4.JPG 3 minutes ago	Dev Park_Car 2.JPG 3 minutes ago	Dev Park_C 1.JPG 10 minutes ago	Dev Park_Hero.JPG 12 minutes ago
Amazon Shoppers	Amazon Shoppers	Amazon Shoppers	Amazon Shoppers	Amazon Shoppers
Top 100 Chandeliers - Amazon	Top 100 Chandeliers - Amazon	Top 100 Chandeliers - Amazon	Top 100 Chandeliers - Amazon	Top 100 Chandeliers - Amazon
97.9 Very High	71.1 High	15.5 Very Low	14.4 Very Low	13.4 Very Low

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Dev Park_C 3.JPG 14 minutes ago

Amazon Shoppers

Top 100 Chandeliers - Amazon

97.9 Very High

Dev Park_C 4.JPG 14 minutes ago

Amazon Shoppers

Top 100 Chandeliers - Amazon

71.1 High

What is performing in the category?

1: Scene shots are far and away the best scoring images

2: One other theme that is surfacing is a product shot with a black background. The top performing image is a simple product shot with a high contrasting background.

99 Very High
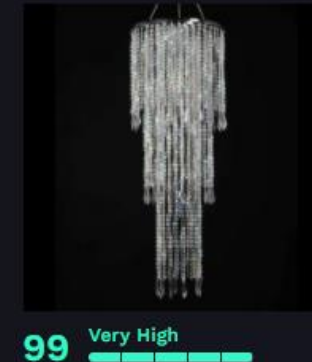
This is the only image that outperforms the #1 scene shot. I realize this won't work for every product but may be something you can experiment with on a white/nickel/crystal style product. We are aware that Amazon wants hero images to have white backgrounds, but it appears that a lot of the competitors are using scene shots for their hero images.

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What is NOT performing in the category?

There is also a very consistent theme with what is not working in the category which is simply a white background or a very close up shot in a scene. Below are the images that perform lower than your current hero image:

#4

Dev Park_C 1.JPG 14 minutes ago

Amazon Shoppers

Top 100 Chandeliers - Amazon

14.4 Very Low

#5

Dev Park_Hero.JPG 36 minutes ago

Amazon Shoppers

Top 100 Chandeliers - Amazon

13.4 Very Low

12.4 Very Low

11.3 Very Low

10.3 Very Low

9.3 Very Low

7.2 Very Low

7.2 Very Low
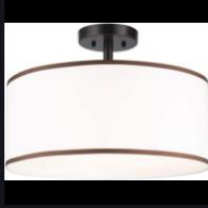
6.2 Very Low

5.2 Very Low

4.1 Very Low

3.1 Very Low

2.1 Very Low

1 Very Low

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KEY TAKEAWAYS:

What works?

1: Leverage scene shots that are taken from a distance that show the product in a nice environment that compliments the style of the Chandelier.

2: For the products that have high contrast to a black background, you may want to experiment on that. In addition, Chandeliers that are turned on tended to perform very well. Another nuance that you can play around with. Here is an example:

89.7   Very High

90.7   Very High

91.8   Very High

92.8   Very High

VIZIT

KEY TAKEAWAYS:

What doesn't work?

To my previous point on slide 6...White backgrounds perform poorly across the board.
In addition, close up scene shots that take away from the view of the product do not perform well. Here are a few examples of backgrounds that are making it difficult to see the entire product.

2.1 Very Low

14.4 Very Low

Tips for scene shots:

Highly effective scene imagery shows a clear product shot and how it would look in the home based on the style. Here are a few examples of what those look like:
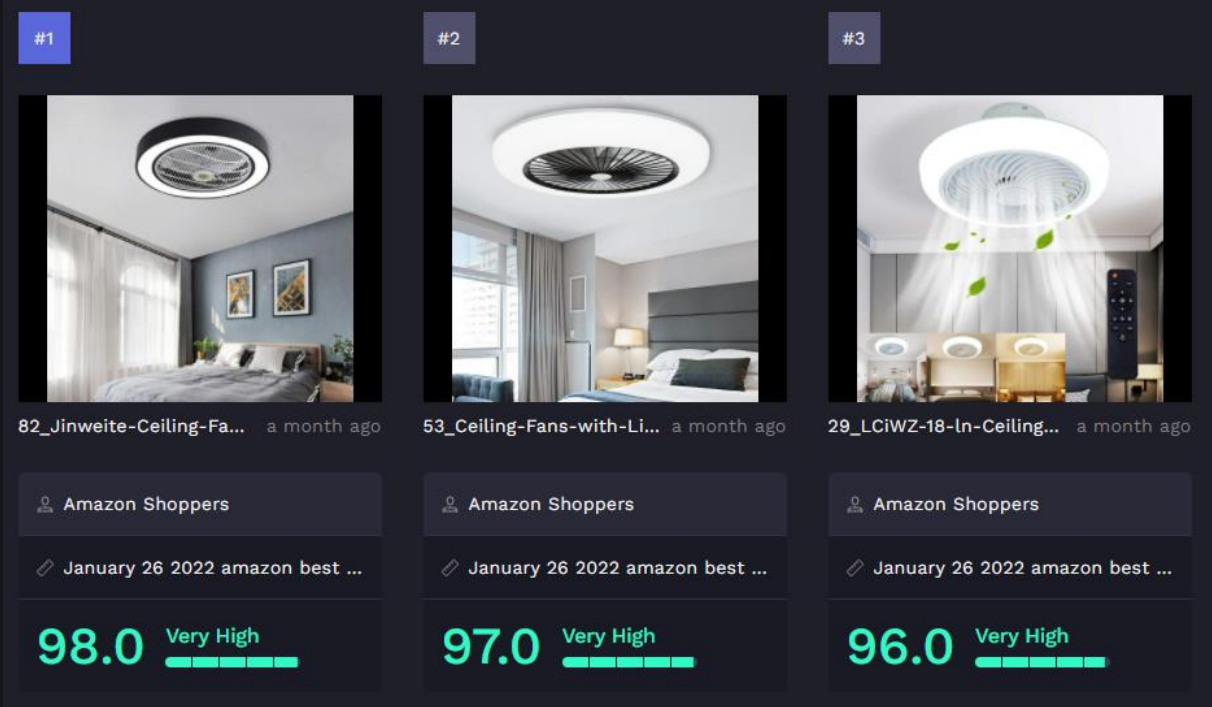

90.7 Very High

91.8 Very High

97.9 Very High

As I mentioned before, these images are all illuminated which was a trend that I picked out that you can potentially play around with.

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Amazon Best Sellers – Ceiling Fans

TOP THREE HERO IMAGES : Amazon Shopper Audience Lens | Benchmark: Amazon Best Sellers – Ceiling Fans

#1

82_Jinweite-Ceiling-Fa...   a month ago

Amazon Shoppers

January 26 2022 amazon best ...

98.0 Very High

#2

53_Ceiling-Fans-with-Li...   a month ago

Amazon Shoppers

January 26 2022 amazon best ...

97.0 Very High

#3

29_LCiWZ-18-ln-Ceiling...   a month ago

Amazon Shoppers

January 26 2022 amazon best ...

96.0 Very High

#3

29_LCiWZ-18-ln-Ceiling...   a month ago

Amazon Shoppers

January 26 2022 amazon best ...

96.0 Very High

The leaves in this image which are helping illustrate the power of the fan grabbed a lot of attention as well as the varying scene shots on the bottom. Picturing the product in different settings was a key driver in performance.
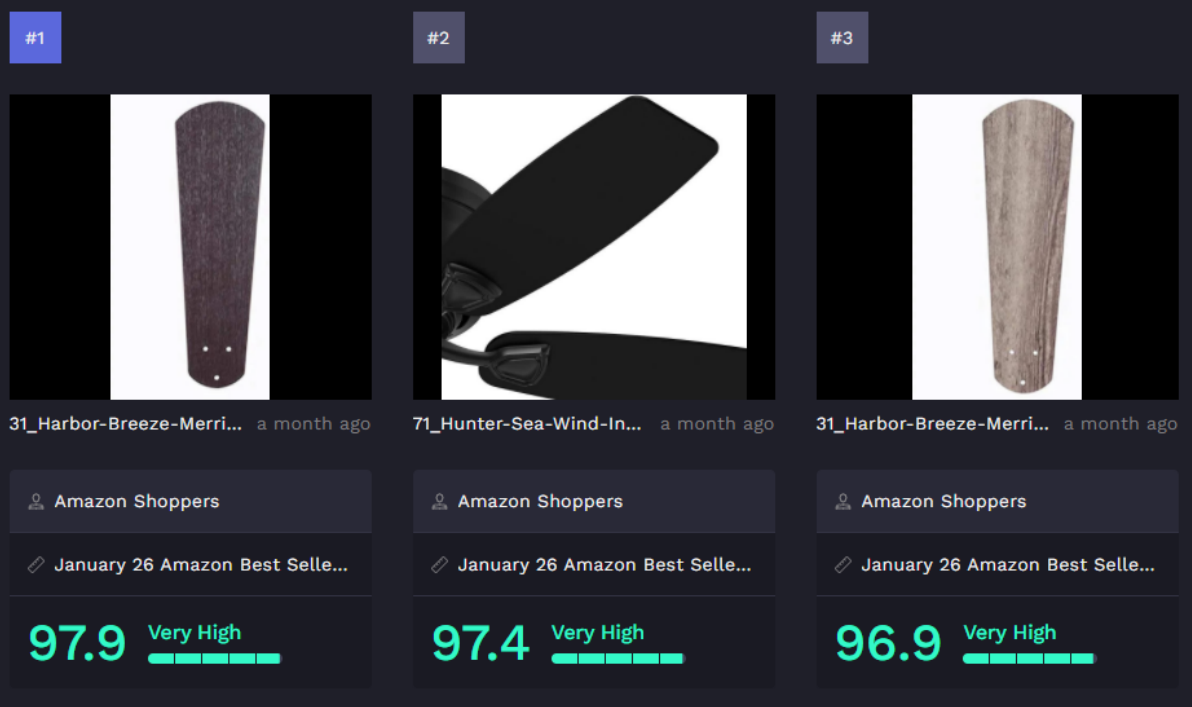
The top 3 scoring hero images have a similar theme with the chandelier category. Being able to picture the product in a home has brought these images to top performance. Remotes, if included, are also garnering a lot of attention. See image to the right.

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| #1	#2	#3
31_Harbor-Breeze-Merri... a month ago	71_Hunter-Sea-Wind-In... a month ago	31_Harbor-Breeze-Merri... a month ago
Amazon Shoppers	Amazon Shoppers	Amazon Shoppers
January 26 Amazon Best Selle...	January 26 Amazon Best Selle...	January 26 Amazon Best Selle...
97.9 Very High	**97.4** Very High	**96.9** Very High

The top 3 scoring carousel images and beyond were closeup shots of the blades. This is something that I have experienced when purchasing a ceiling fan. It can be very difficult to see what the grain/colors of the blades are which can be challenging when you are trying to match it with existing furniture.

I also wanted to show this top performer as inspiration for presenting the blades/reversible colors a different way. The key theme is that shoppers want to be able to get a visual of the colors to see that they fit and move on to fan style next.

# BOTTOM THREE HERO IMAGES : Amazon Shopper Audience Lens | Benchmark: Amazon Best Sellers – Ceiling Fans
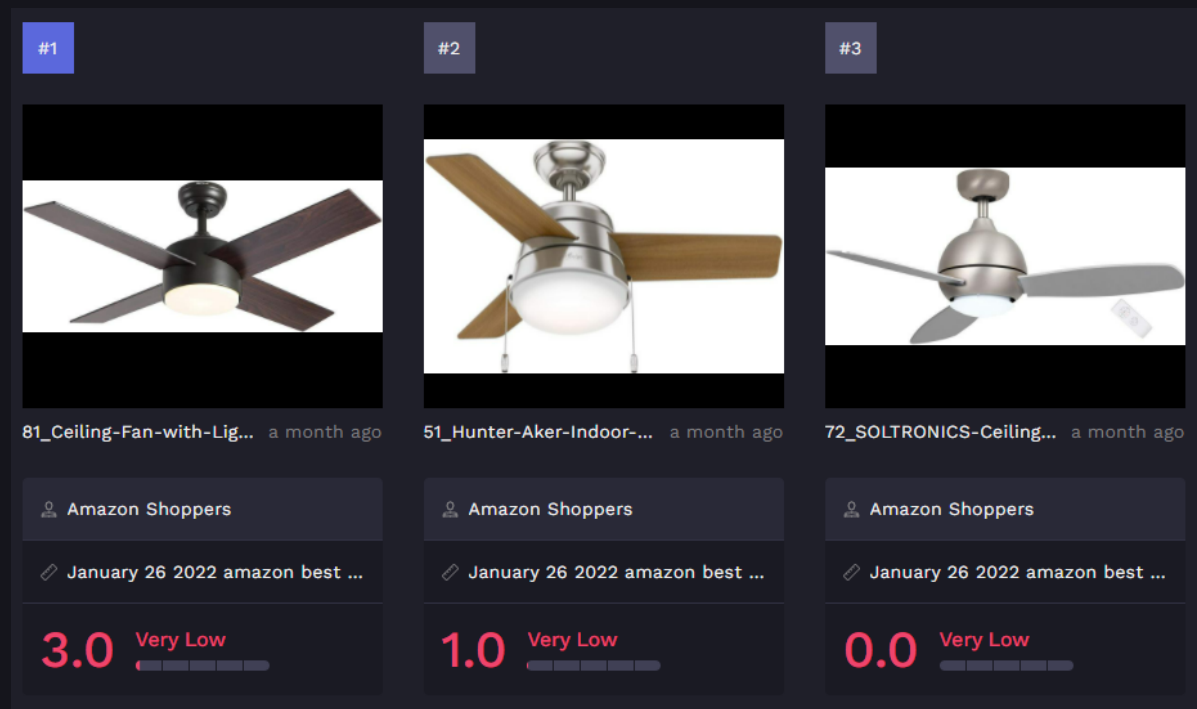
The bottom 3 scoring hero images are all about angle of the shot and being cropped too tight to the product. In addition, image 3 has a remote in there but it does not stand out like the high performing images. The image on the right would appear to be very similar to these 3 but the angle is much sharper and taken from underneath as if you are looking up at it on a ceiling.

This image is a great example of how slight angle changes, and a more symmetrical look can have a massive difference in scores. The attention is being pulled directly into the center of the image as well.

BOTTOM THREE CAROUSEL IMAGES : Amazon Shopper Audience Lens | Benchmark: Amazon Best Sellers – Ceiling Fans
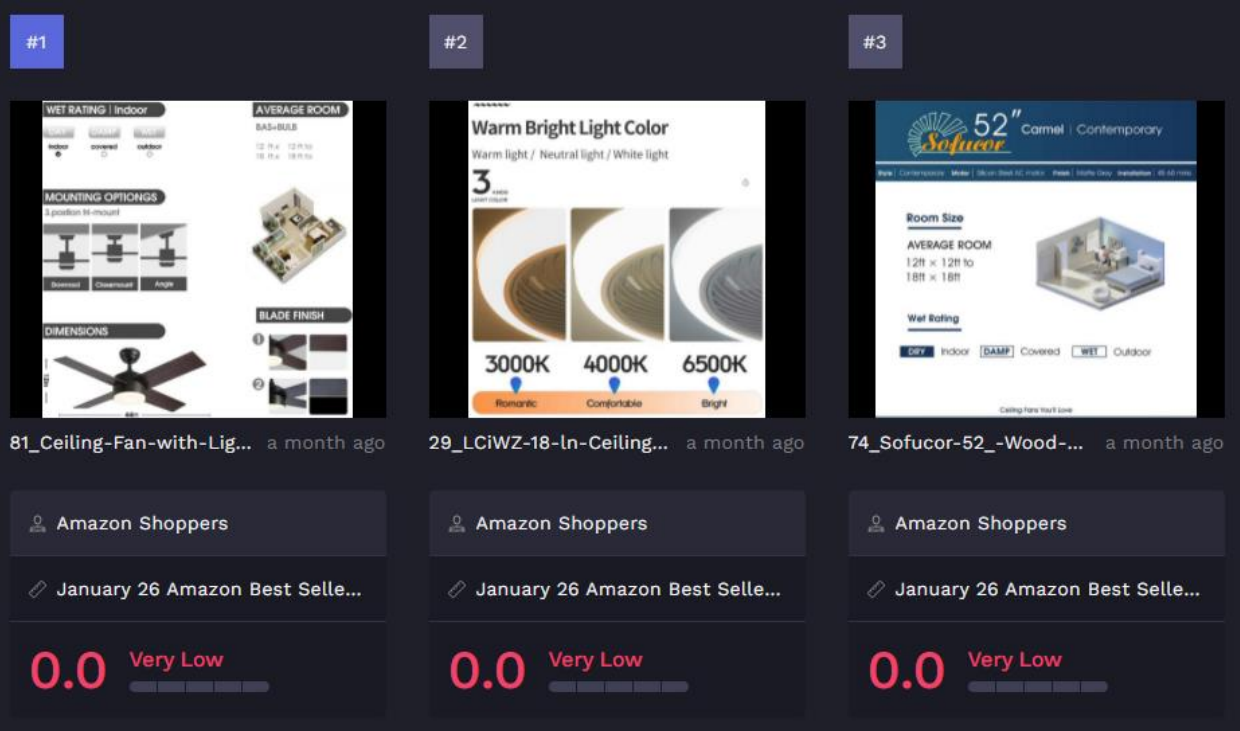
The bottom 3 scoring carousel images are pretty straight forward. Iconography, schematic type images were by far the lowest performing in the set.
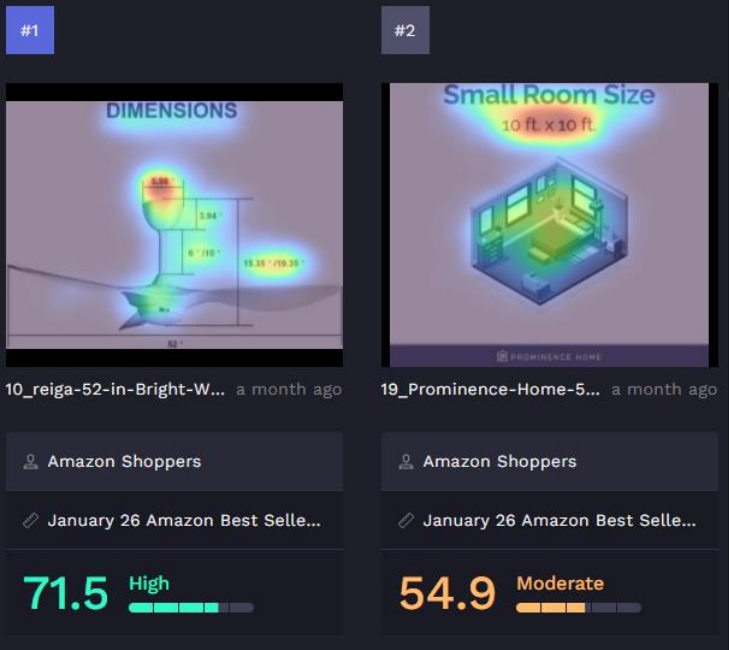
Understanding the size and room type for ceiling fans are important to buyers. How you choose to show that data can have an impact on scoring. Cleaner images that are easily understandable tended to be higher performers.

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