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It will always appear online at SpringerLink and be available with unrestricted access to facilitate online searching, e.g., when using GoogleTM. Unregistered users can read the abstract as a teaser for the complete chapter. The abstract is also included in the PDF version.

Done (included to chapter and here it is – 226 words:).

*Recent technical advances and the rise of digital platforms enhanced consumers’ abilities to take and share images and led to a tremendous increase in the importance of visual communication. The abundance of visual data, together with the development of image processing tools and advanced modeling techniques provide unique opportunities for marketing researchers, in both academia and practice, to study the relationship between consumers and firms in depth and to generate insights which can be generalized across a variety of people and contexts.*

*However, with the opportunity come challenges. Specifically, researchers interested in using image analytics for marketing are faced with a triple challenge: 1) To which type of research questions can image analytics add insights that cannot be obtained otherwise? 2) Which visual data should be used to answer the research questions, and 3) which method is the right one?*

*In this chapter, the authors provide a guidance on how to formulate a worthy research question, select the appropriate data source, and apply the right method of analysis. They first identify five relevant areas in marketing that would benefit greatly from image analytics. They then discuss different types of visual data and explain their merits and drawbacks. Finally, they describe methodological approaches to analyzing visual data and discuss issues such as feature extraction, model training, evaluation and validation as well as application to a marketing problem.*

Conclusion/Future Directions/Summary (Please choose only one of these headings)  
Please add a respective paragraph at the of your manuscript.

Done (included to chapter and here it is)

***Conclusion***

*In the past two decades, major technological advances and the popularity of digital platforms made taking and sharing images a crucial part of consumers’ daily lives. In addition to the abundance of visual data, image processing tools and advances in modeling techniques created unprecedented opportunities to obtain new perspectives on important marketing questions. We are now able to study new phenomena, investigate the relationship between consumers and firms and obtain insights that would have been difficult or impossible to obtain otherwise.*

*Using image analytics to generate insights is not trivial though. Researchers are faced with different sources of data, various analysis techniques and continuously improving methods. In order to benefit from implementing image analytics in solving relevant marketing problems, matching a good research question with the right visual data and appropriate method comes with many challenges. However, once the researcher is able to surmount these challenges, many marketing areas can benefit from image analytics to gain new insights. In the area of* ***Product Design****, researchers can for example explore how to characterize designs above and beyond their specific elements. Moreover, they can use image analytics to quantify the value of designs by incorporating product images in traditional consumer demand models. In the area of* ***Advertising****, image analytics can allow for a holistic quantitative approach to selecting, adjusting, and optimizing the visual composition of print and video advertisements. In* ***Branding****, image analytics opens new perspectives for firms to strategically position their brands, manage their brand portfolio, and identify new collaborations. Image analytics can also help firms make well-grounded decisions to enhance consumers’* ***Online Shopping Experience*** *by identifying the role of visuals in ecommerce websites for example. Finally, from a* ***Consumer Perspective****, image analytics has the potential to reveal through images more about consumers than we knew so far. For example, firms can understand how consumers see brands, how they think about consumption and how they perceive and evaluate their environments.*

Keywords   
Please provide 5-20 Keywords for your chapter.

Done (included to chapter, these are the keywords I chose: Image Analytics, visual information, image processing, image tagging, firm images, consumer images, feature extraction, deep neural networks, high-level features, low-level features, human-coded features, color histograms, Gabor filters)

Footnotes  
Please implement all footnotes into the text as thee won't display in the online version.

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**6 Cross-references**

Humphreys, A. (2021). Automated text analysis. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), Handbook of Market Research. Springer.

Reutterer, T. & Dan D. (2021). Cluster analysis in marketing research. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), Handbook of Market Research. Springer.

Index  
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*Tip  
– Use the indexing function in Word or the index command in LaTeX to identify the index term as you write your text and indicate, on average, one or two index entry terms per manuscript page to be included in the index.*

Done, I created the following index list (41 words), which we can extend or modify if needed. We will provide as a separate file. I also highlighted all these words in GREEN as they asked for:

*Firm images, consumer images, videos, visual data, image processing, directly elicited images, online collages, feature extraction, interpretable features, image tagging, high-level features, patterns, object detection, model training, model evaluation, product design, advertising, branding, online shopping experience, consumer perspective, computer vision, visual ads, colors, shades, visual features, visual brand representation, color histograms, RGB, HSV, Gabor filter, deep neural networks, convolutional neural networks, predictive accuracy, human-coded features, fine tuning, classification, supervised learning, unsupervised learning, forecasting, pre-trained, target variable.*

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