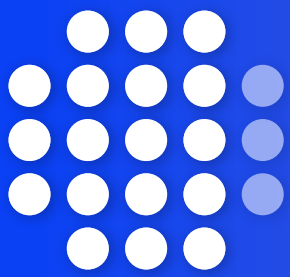


# Product visuals matter

We surveyed consumers, and one thing is abundantly clear – product visuals are increasingly crucial.

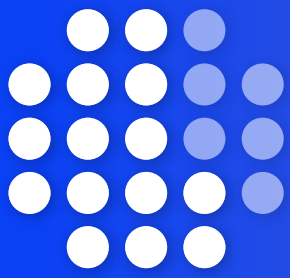
## Engagement



88%

Of people say high-quality product imagery is important when making an online purchase

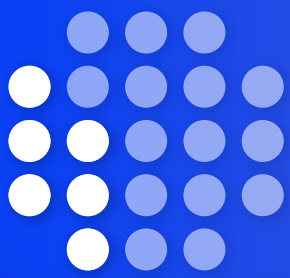
## Revenue



77%

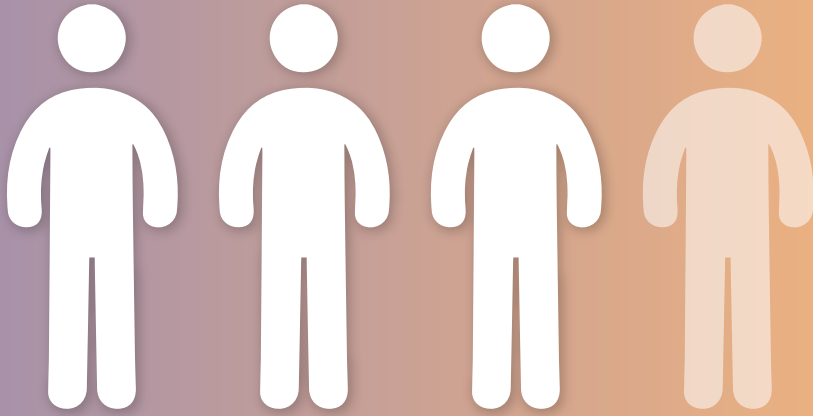
Of consumers say product image capabilities improve their confidence in making a purchasing decision on a website you've never purchased from before

## Confidence



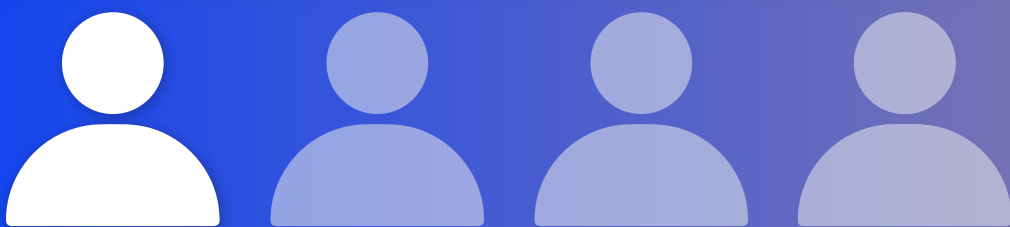
31%

Of people say the top thing that deters them from purchasing a product online is low-quality or lack of compelling visuals



In fact, **three quarters (75%)** of consumers will return a product if the image displayed doesn't match the product received.

## As expectations rise, so do new capabilities



1 in 4

said their expectations for product imagery have increased compared to last year

### Consumers are beginning to expect:

- Ability to see products from all angles
- Ability to rotate and zoom in on products
- High quality product images
- High quality lifestyle images
- Ability to swap products in a scene

60% said a lifestyle image was more likely than a packshot to capture their attention when shopping online



Lifestyle

60%



Packshot

40%

## How can retailers adapt?

CGI and 3D imagery are making visual creation easier than ever.

In an independent research report in partnership with Dimensional Research, we surveyed 100 retail executives.

97%

say images with lifestyle or contextual backgrounds perform better

87%

say CGI and 3D image creation are necessary technologies for their product visualization strategy

Exceed consumer expectations as they continue to evolve – create, display, and manage unlimited product visuals with CGI and 3D imagery.

[Learn more](#)

In September and October 2022, we surveyed 1,000 consumers in the United States to ask about their opinions on product visuals and online shopping. Respondents were 53% female, and 47% male. Respondents' ages ranged from 18 to 65+.