

Imagery is key – but poses significant challenges

We surveyed more than 100 VP or C-level executives at large retail companies in marketing or e-commerce roles. Let's dive into the key findings from the report:

Executives agree: Imagery is critical to online purchases



91%

agree great product imagery has a clear positive impact across e-commerce performance metrics



89%

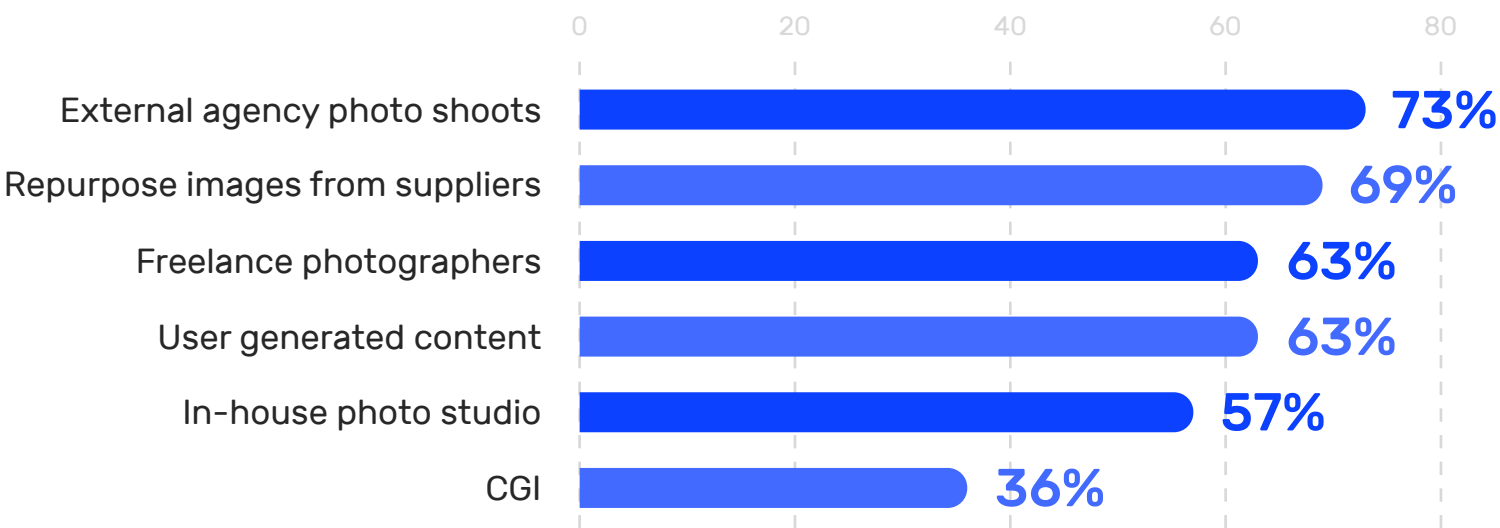
agree images can elicit a powerful emotional response influencing the purchase decision



Retailers typically create about **20** different images for each product

Retailers currently use a complex variety of sources to meet their imagery needs

What methods does your company use to create product images for online shopping experiences? Choose all that apply.



Over half use photo shoots as their primary method to create product images



86%

use multiple types of resources

But 96% report challenges with image creation



Top challenges include:



Difficulty keeping images current due to quick changes in products



Not enough headcount to execute



Tight timelines



Difficulty scaling image creation activities

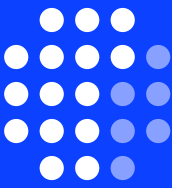


Difficulty producing enough image options across channels



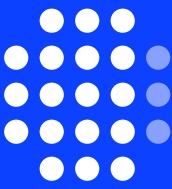
High cost of photo shoots

Photo shoots drain resources



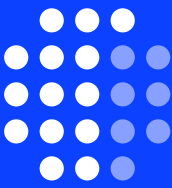
73%

conduct photoshoots at least weekly



86%

have a photo shoot budget of over \$500,000



68%

go over budget frequently or always



[Learn more](#)