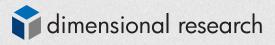
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Imagery is key – but poses significant challenges

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

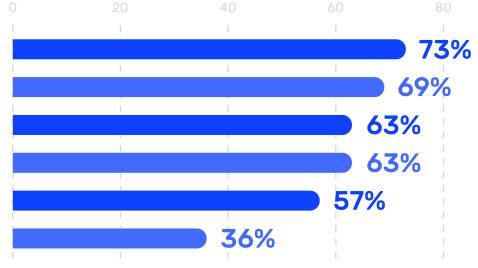


Retailers typically create about **20** different images for each product

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.

External agency photo shoots Repurpose images from suppliers Freelance photographers User generated content In-house photo studio CGI





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

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

Pessarch Mathedalagy: A total of 104 gualified individuals from the United States completed the survey conducted by

Research methodology. A total of	of qualified individuals norm the officed States	completed the survey conducted by

Dimensional Research. All were VF			

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