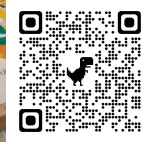


Nfinite Shopper Survey Why Visuals are Key



Dennis Gatts
Nfinite



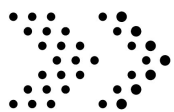
Link to Research

Agenda:

1. Meet Nfinite
2. State of the Shopper Survey
3. 2024 PDP Recommendations



Meet Nfinite



Revolutionizing the online shopping experience by automating engaging visual creation at scale for retailers and brands.



& more



\$130M+ capital raised



USVP



Largest R&D team in 3D retail space



Capacity to serve **millions of SKUs** globally



Working with the biggest retailers in the world



"Cost savings were **30% in the first year**. In the second year, our cost savings increased even more by reusing 3D assets to build new variations and images."



Jean-Philippe Marazzani
Chief Marketing Officer





State of the Shopper

Survey Findings



E-commerce is **maturing**

15.6%

eCommerce share of all
US retail sales in 2023

nfinite

Sources: [BCG X](#), [Statista](#)



Yet **visual creation** remains costly & painful

- **Painful** to retrieve assets and info from suppliers
- **Costly** photoshoots for custom needs or promotional campaigns
- **Low consistency** and homogeneity
- **No flexibility** to test new visuals continuously and improve conversion ✨



Product visuals are key

MOST INFLUENTIAL



Price

✨ **Quality of product information and content**

Product/Brand familiarity

Customer reviews

Family/Friend recommendations

Social Goals

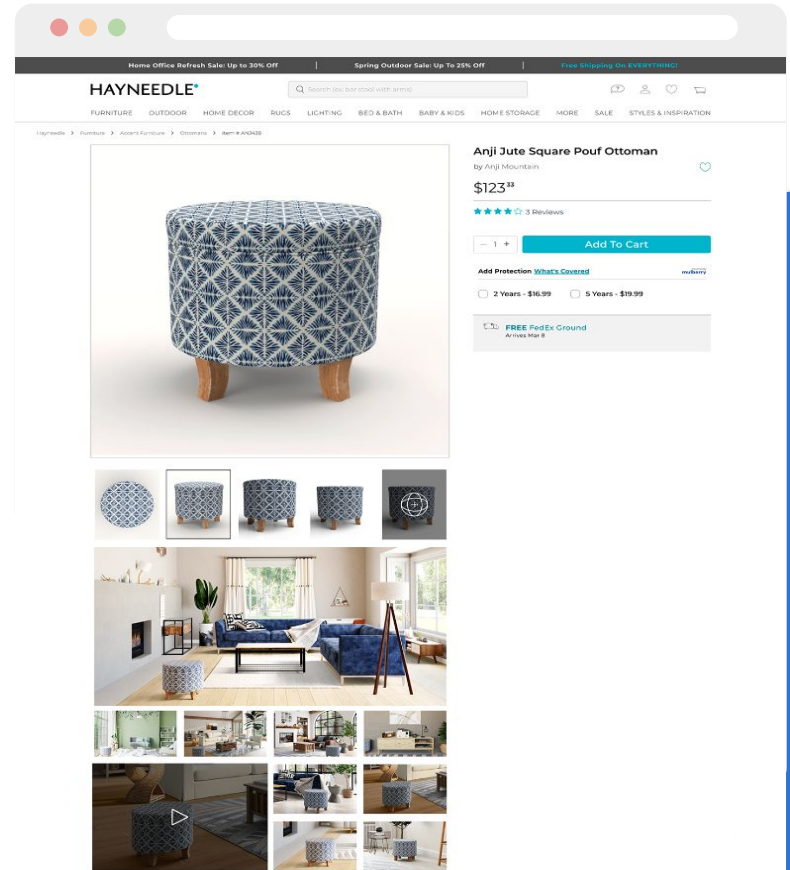
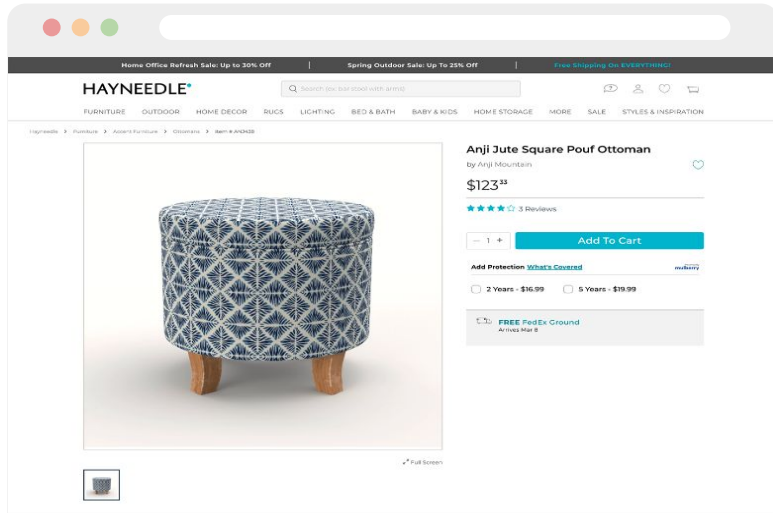
Influencer recommendations

LEAST INFLUENTIAL

69%

say lifestyles are more likely to capture their attention

Good vs Great PDPs – Differentiates the shoppers experience



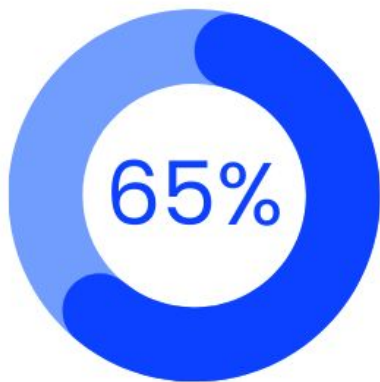
Shoppers expect compelling product visuals

We surveyed over **1,000 shoppers** and we learned that consumers expect imagery that:

- Shows products **in context**
- Is **informative**
- **Accurately** represents a product



Shoppers want to see products from all angles:

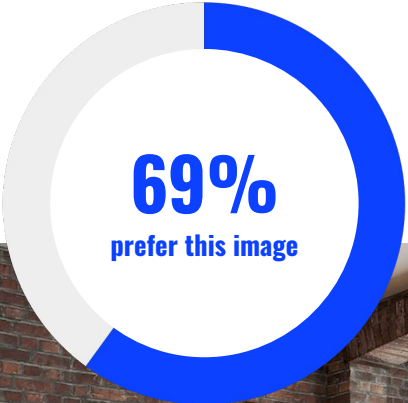


are more likely to purchase
an item if they can see it
from all angles



Visuals in context perform better

Shoppers prefer to see furniture in context vs. or in addition to Silos



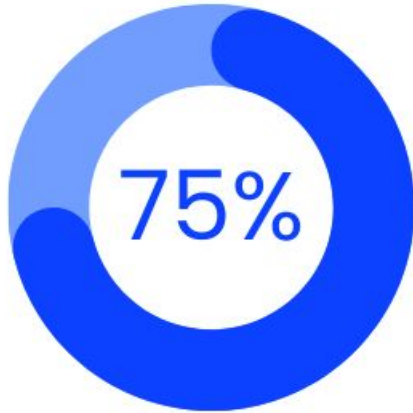
vs.



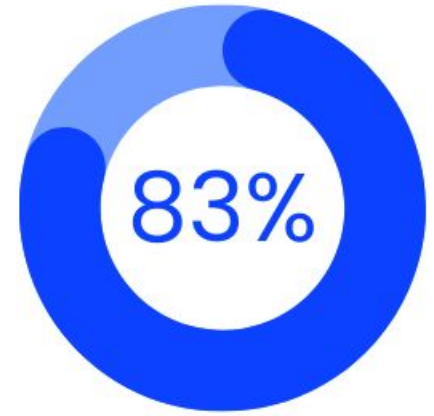


Expectations are only getting higher!

The percentage of customers **returning products** due to mismatches between online images and the received item is rising

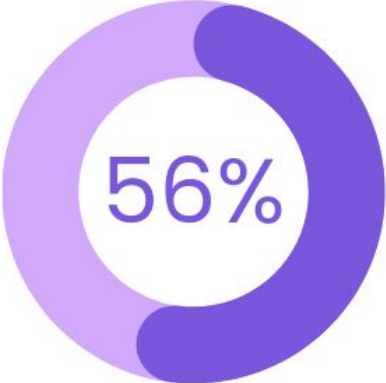


2022



2023

Shoppers demand **detailed images** for all colors and finishes



are less likely to purchase furniture if there is no or limited imagery in the specific color/finish they want



Social media visuals matter significantly with Gen Z



84%

Most of Gen Z (84%) has bought from social media ads or content multiple times, and based on the numbers, it seems like this behavior will continue

Social platforms have a tangible influence on purchase decisions



85%

of Gen Z says YouTube affects their decisions to buy products



78%

of Gen Z says Instagram affects their decisions to buy products



73%

of Gen Z says TikTok affects their decisions to buy products

Shoppers want to **visualize products** in their own space

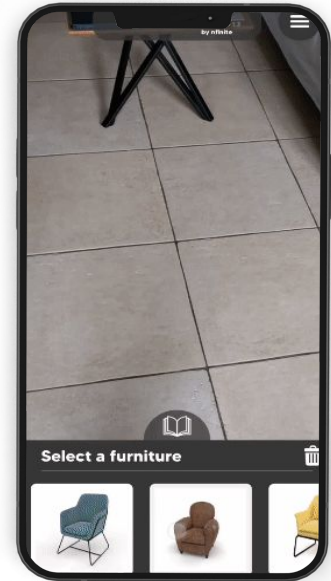


Try it now



50%
said

"I am more likely to purchase a piece of furniture if I can visualize it in my own space using the camera on my smartphone"



How do you meet the demand for visuals?

To meet shoppers increasing **desire for inspirational, accurate visuals**, retailers are using **3D Modeling & CGI** to **reduce the high cost and long turnaround times** of traditional photo shoots.

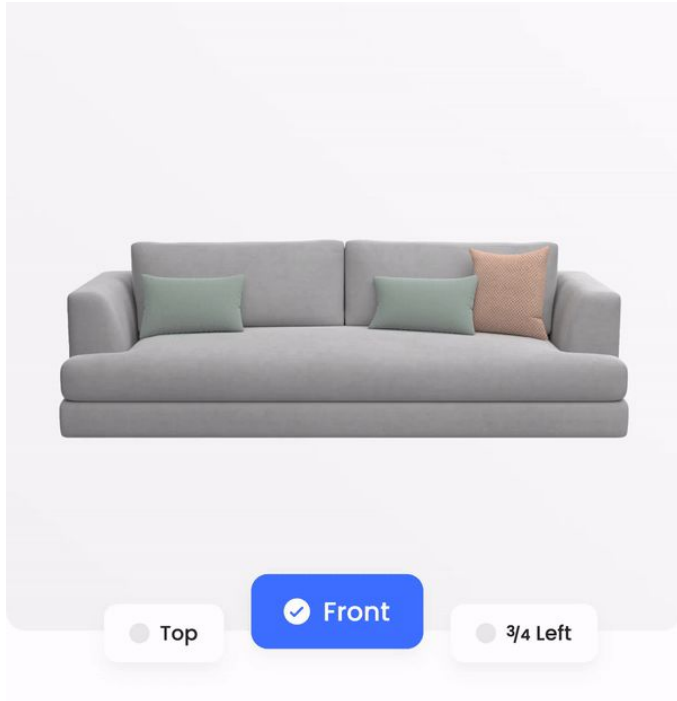


87%
Agree

“CGI and 3D image creation technologies are necessary for our product visualization strategy”

Source: [Trends in Ecommerce Image Creation](#), a survey of retail executives by Dimensional Research, 2022

Invest in great product visuals



91%

of brands and retailers say
“great product imagery has
a clear positive impact
across performance
metrics”

Leverage consistent visuals across media channels

Showcase complete content



Ensure email content and newsletters that provide product information with robust imagery

Personalize ads



Align ads with shopper intent, adapt visuals and copy to reach different audiences and product preferences

Engage on social media

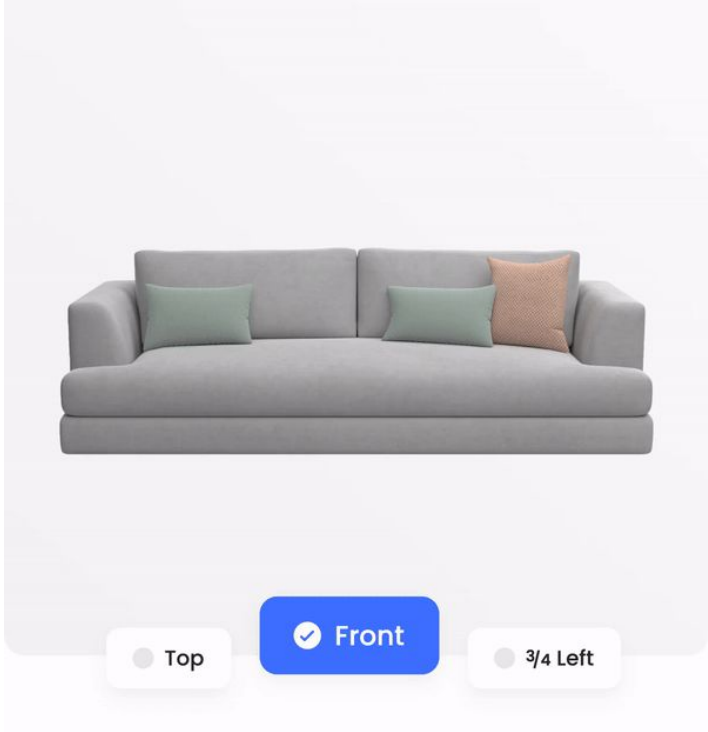


Meet customers in the channels they are already browsing with engaging content to stay top of mind

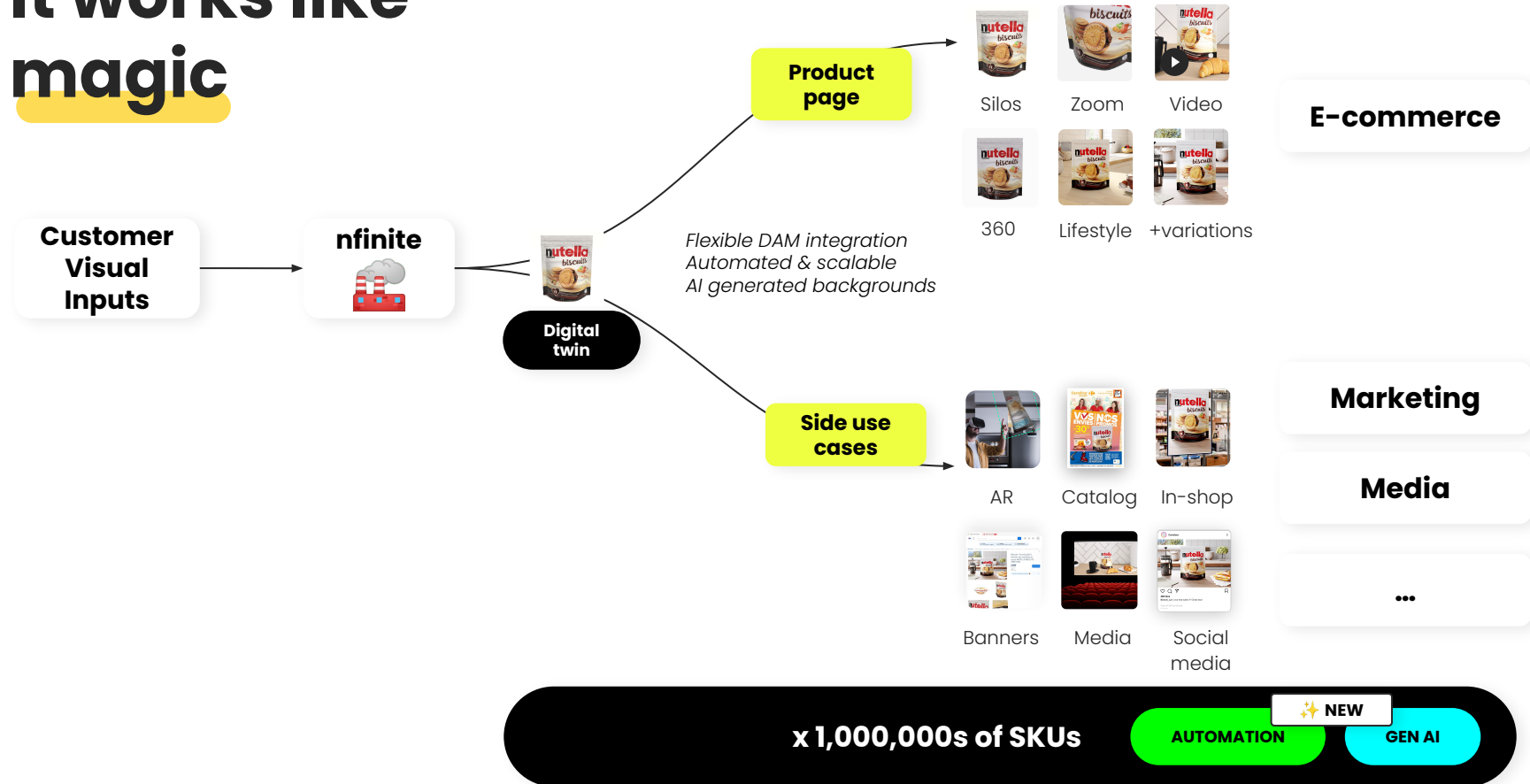


How Nfinite Helps

Nfinite automates the creation of diverse product visuals



It works like magic



Automation



Nfinite advanced automation technology, produces thousands of product visuals with a single click.

Key application: effortlessly generating thousands of visuals for our customers.





Nfinite PDP Guideline

Our 6 main guidelines to assess individual PDP



Always Provide **3-5 Images** of Products from **Multiple Angles**



Provide **3-5 "Lifestyle" Images** for **Furniture and Home Decor Products**



Provide a **Unique "Lifestyle" Image** for **All Variations**



Always Show Products **'In Scale'**



Consider Providing a **360-View Feature** (expensive or complex products)



Provide a **"Dimensions" Image** for Furniture and Home Decor Products

Recommended minimum automated PDP visuals

5 angles

(including dimensions)

3 lifestyle

(matching your AD)

1 focus

(texture close up)

1 360°

(video)

1 AR

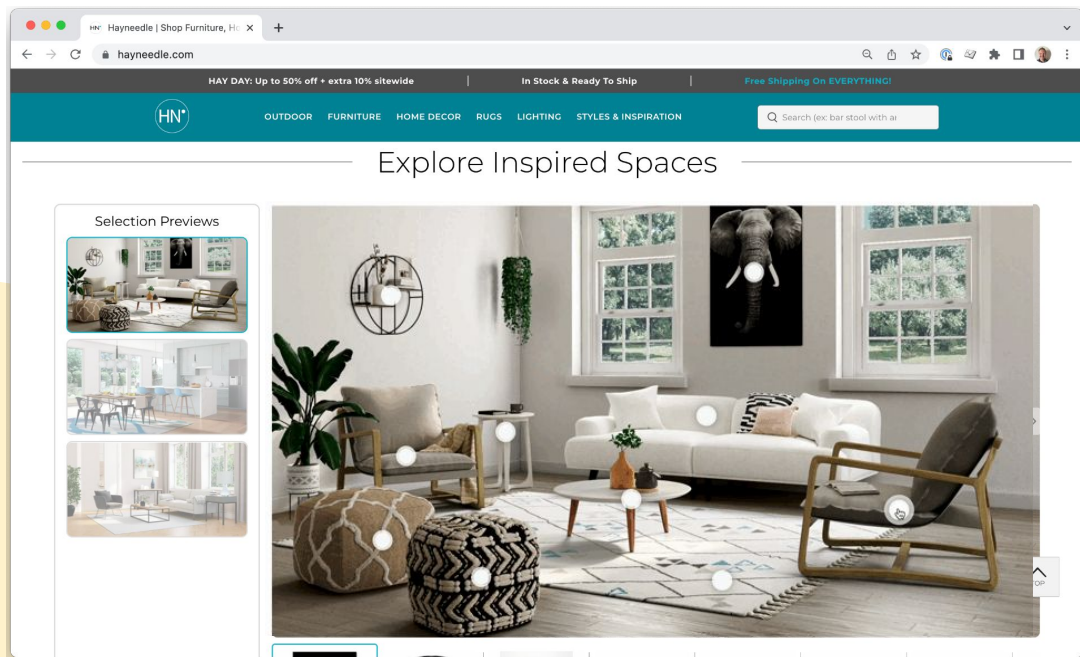
(when category relevant)



Dynamic display



Create next generation **immersive** experiences



nfinite



Thank you ✨



Appendix

Learn more:

Visit: [Nfinite.app](https://nfinite.app)

Nfinite 3H's framework approach ensures visual quality



Homogeneity

Are the trays/carousels consistent across PDPs?

- *Order of visuals*
- *Types of visuals*



Helpfulness

Do the visuals help shoppers in their decision making?

- *All angles visible*
- *≠ lifestyle environments*
- *Sense of scale of product*



High quality

Is the quality of the image conducive to a positive experience with shoppers?

- *Product visual quality*
- *Texture and materials*
- *Lighting realism/shadows*



















