

The Business Impact of Visual Content for Retailers

Global consumer survey reveals which digital shopping experiences build trust, drive purchase decisions, and reduce risk of returns



Appealing to Shoppers Where They Are

Digital storefronts must look great across all devices and channels

57%

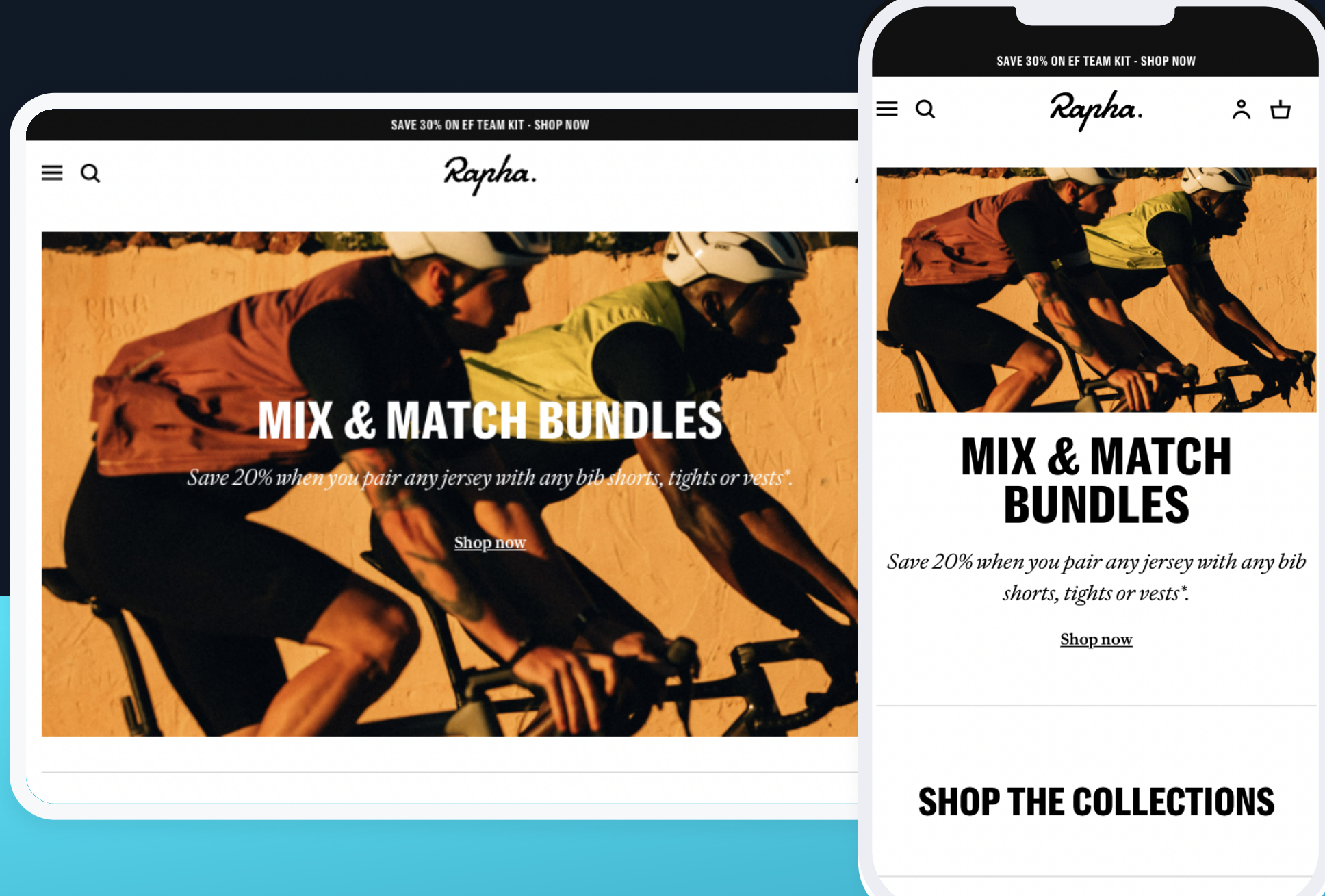
prefer researching and buying products online

28%

prefer researching online and buying in store

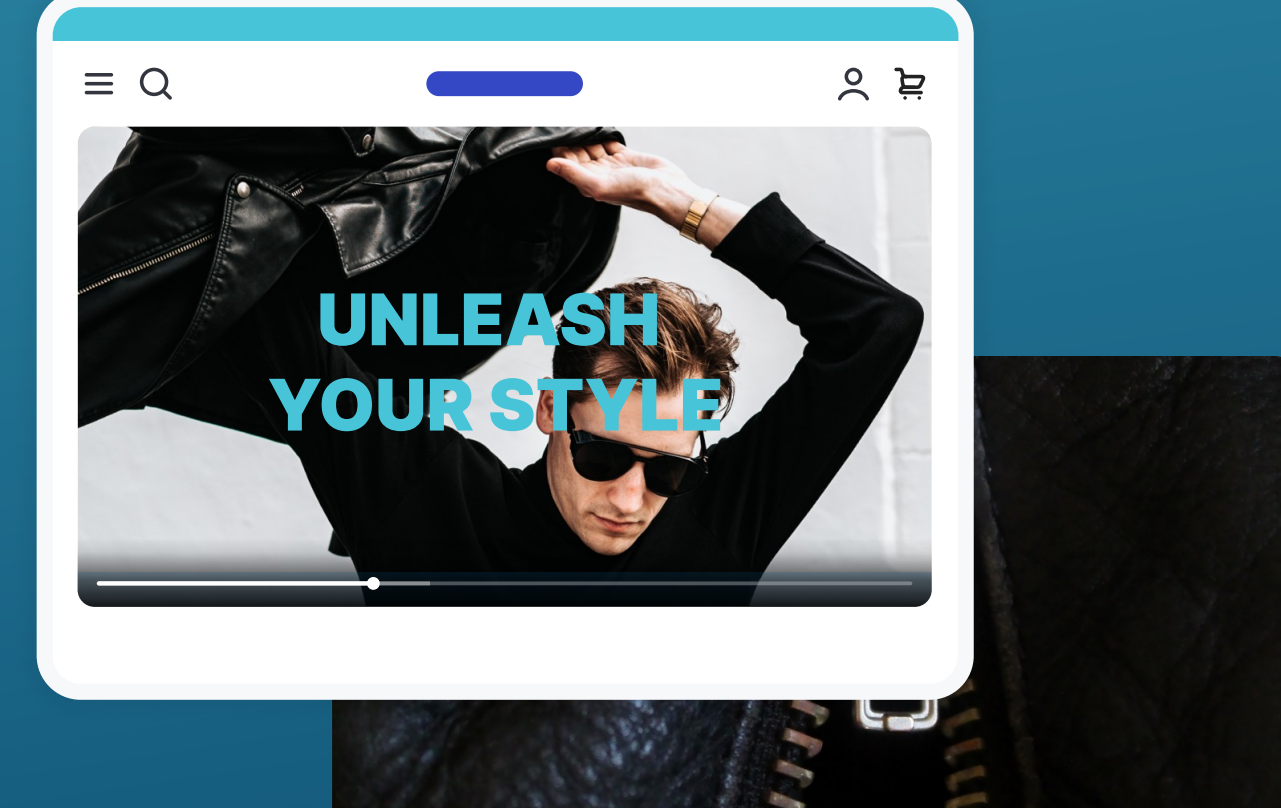
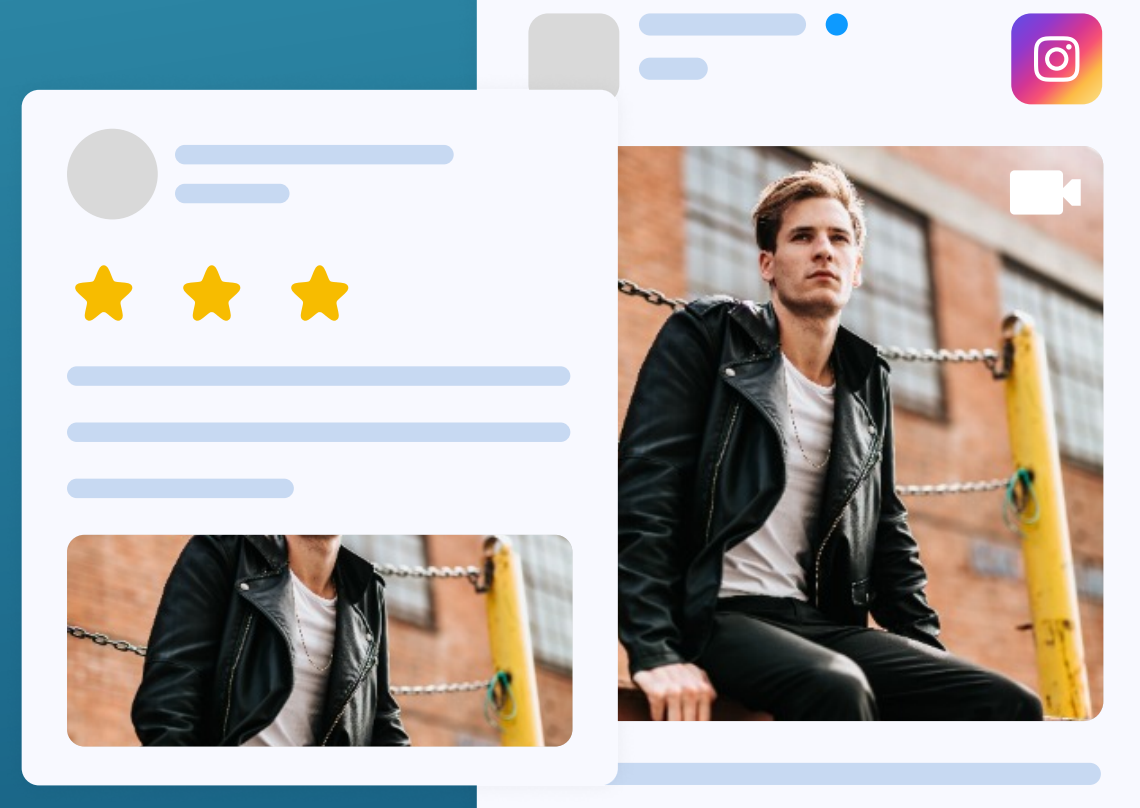
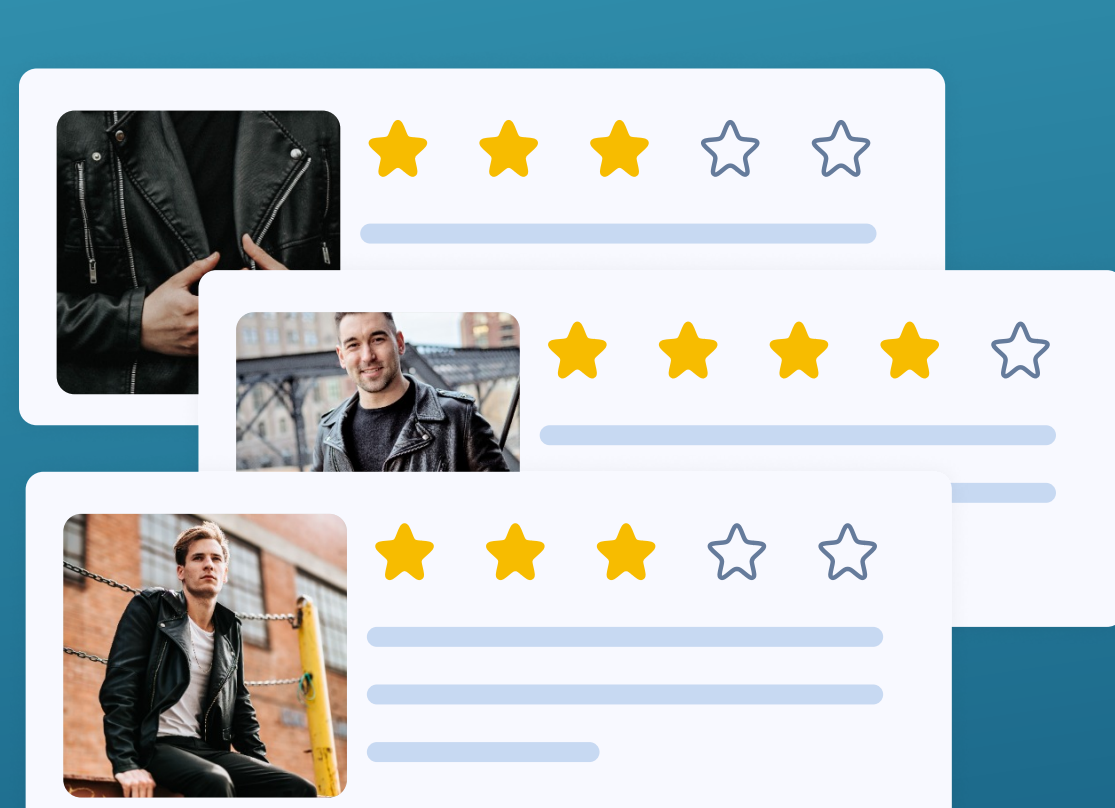
3 out of 4

Gen Z and Millennial consumers use smartphones for most of their online shopping



Give the People What They Want

Before making a purchase, consumers want to see products in action



57%

say user generated content (UGC) containing images has been part of their best online shopping experience

37%

consider UGC videos a top priority

25%

say branded videos are a must-have

Boost Conversions with More Accurate Visual Media

Brands of all sizes make more sales when providing shoppers with diverse visual media



47%

bought from an unknown brand because of UGC images

46%

abandoned carts because they were unsure if the items would fit

+50%

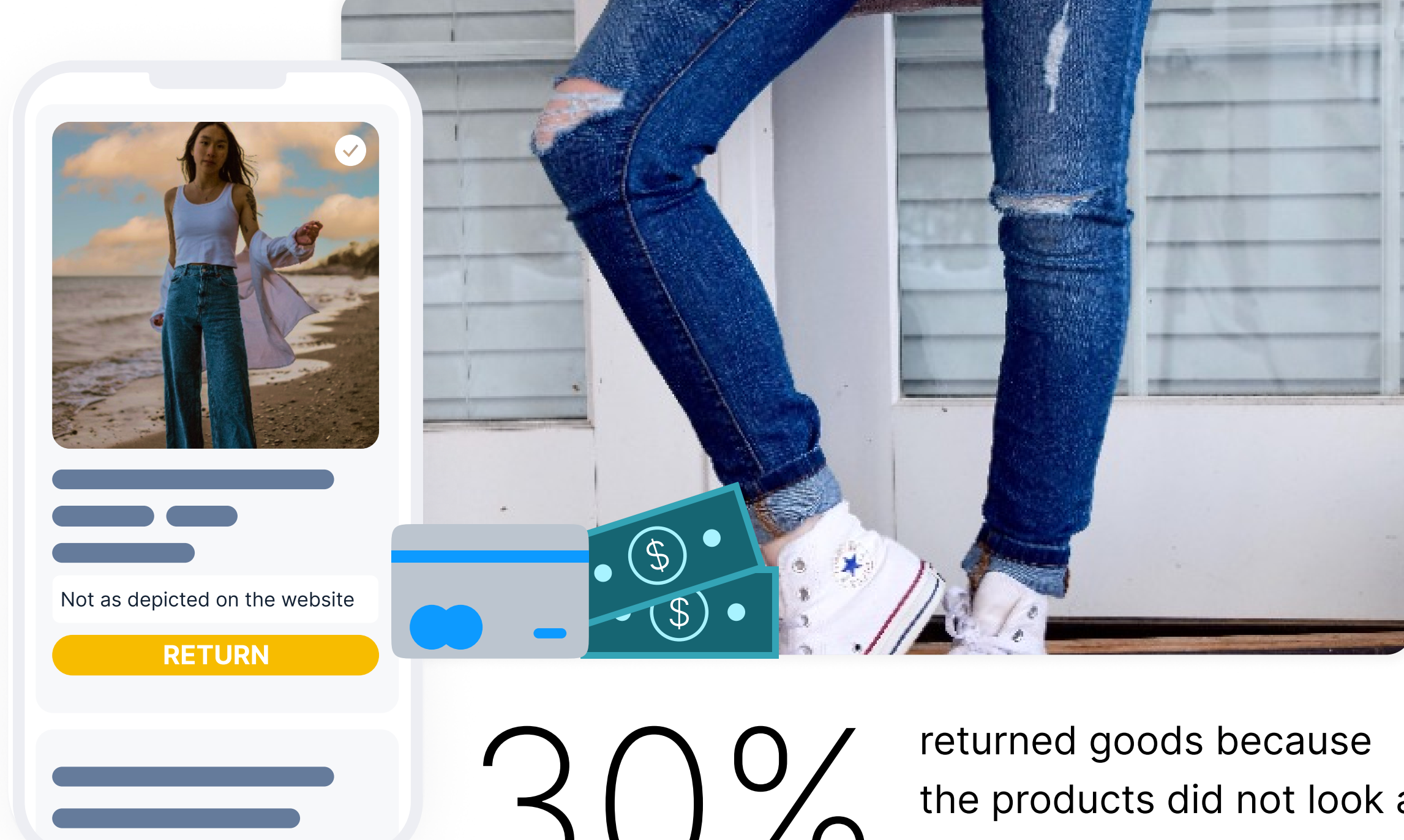
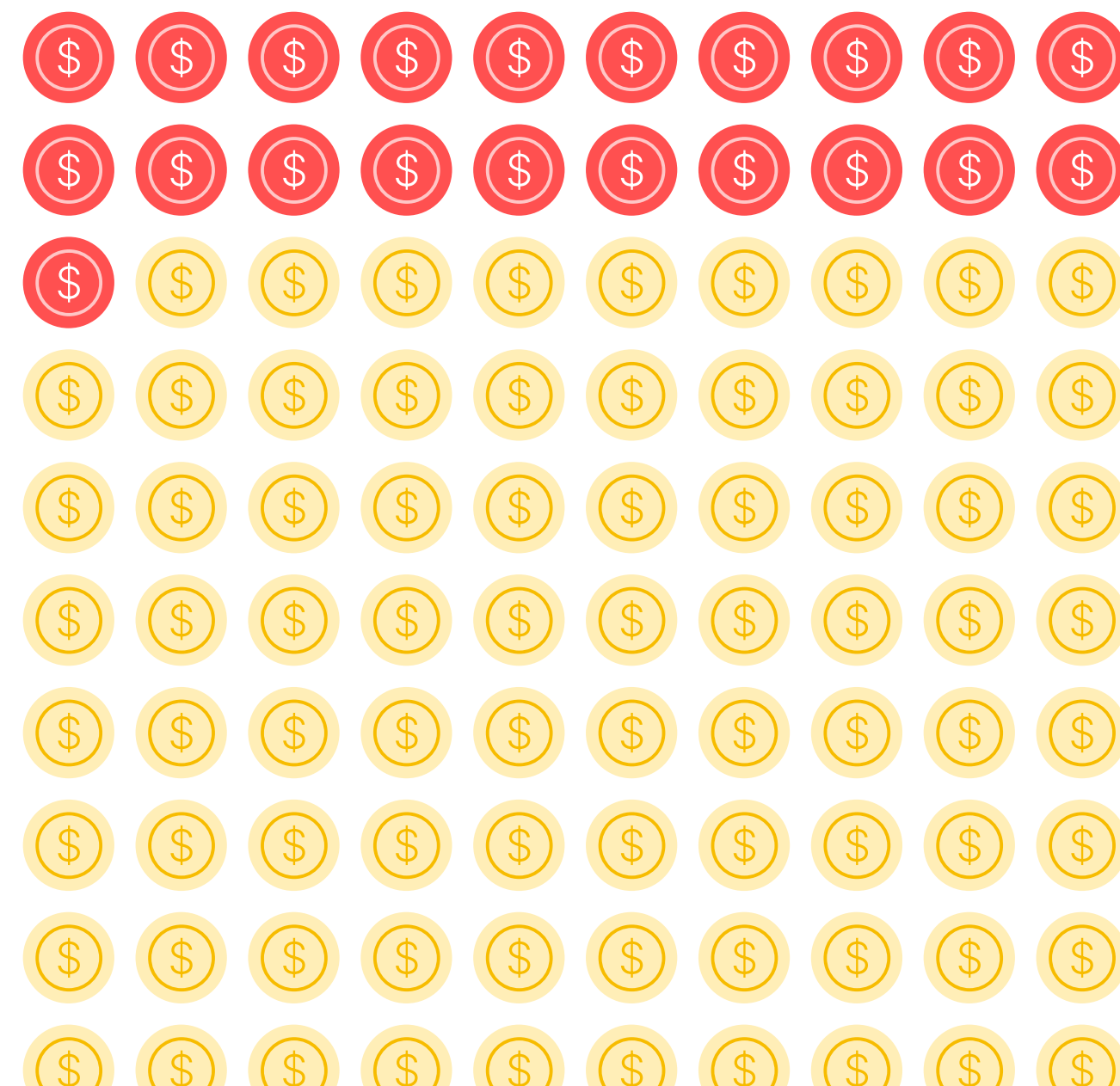
would be more likely to buy items in their cart if they had access to rich media such as 360-degree images (57%) 3D models (53%) and UGC videos (50%)

Reduce Returns

Detailed, realistic product images and videos protect brand reputation and limit revenue leaks

21%

of total order value is consumed by return costs



30%

returned goods because the products did not look as expected on the website

5 Ways to Win with a Visual-First Strategy

Adopt mobile-first development

Inspire confidence by supporting UGC images and videos

Use the power of video to showcase products in action

Bring products to life with 3D, 360 spin sets and augmented reality

Leverage automation and AI to move faster and eliminate mistakes

About Cloudinary

Cloudinary is the image and video technology platform that enables the world's most engaging brands to deliver transformative experiences at global scale. More than 1.5 million users and 10,000 customers rely on Cloudinary's image and video APIs, backed by industry-leading artificial intelligence and patented technology, to bring their campaigns, apps, and sites to life.



For more information, visit www.cloudinary.com.