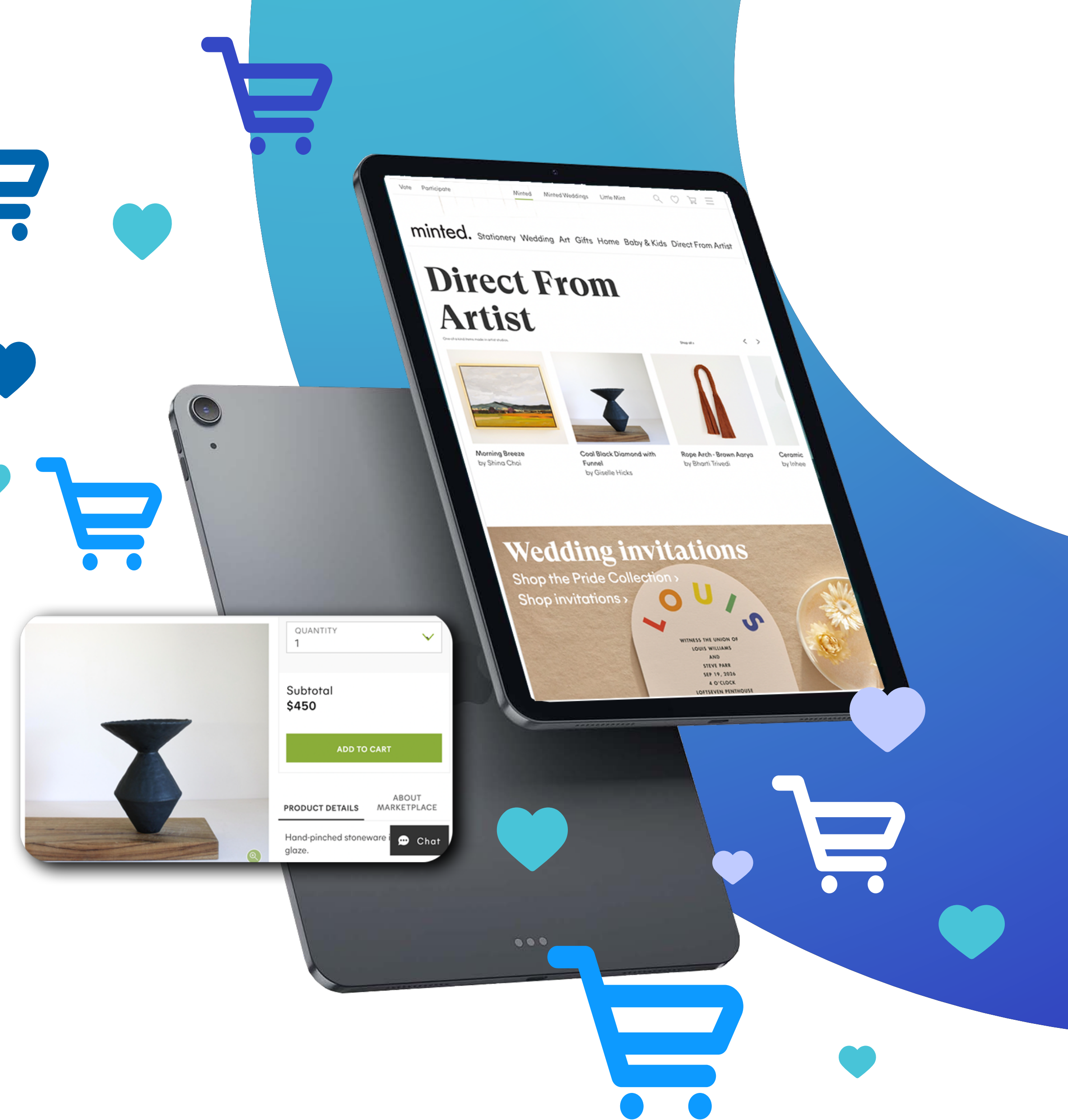


# The Business Impact of Visual Content for Retailers

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 on all devices and channels

57%

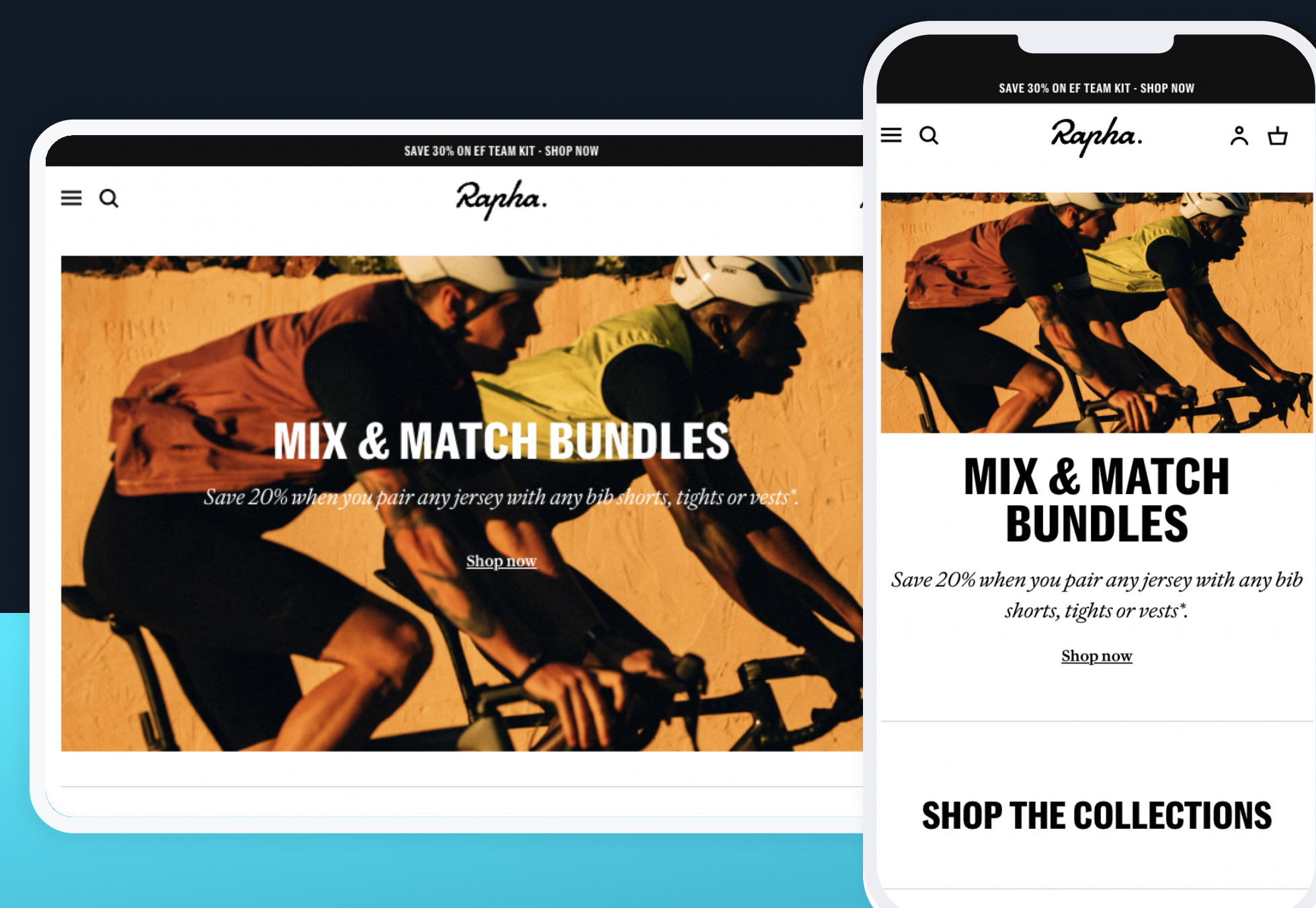
prefer researching and buying products online

28%

prefer researching online and buying in store

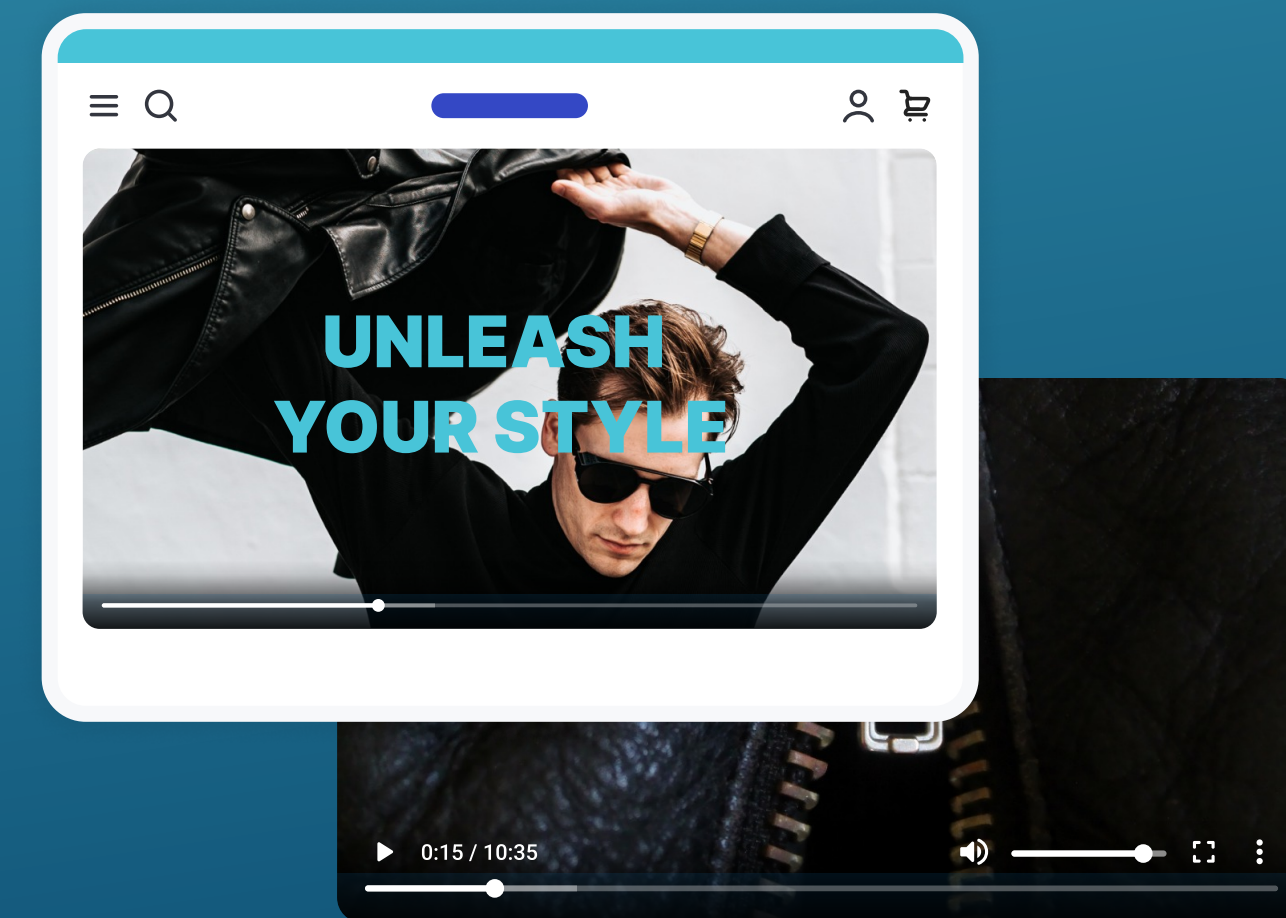
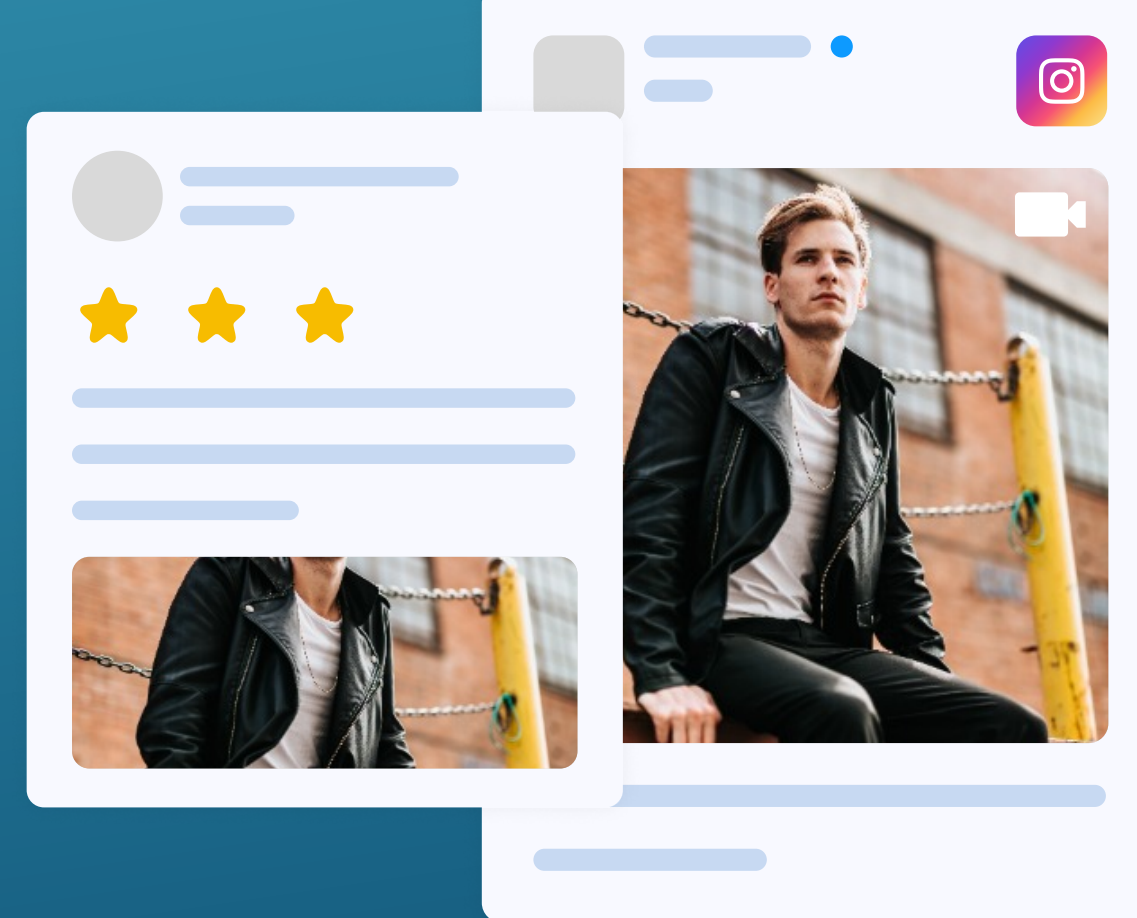
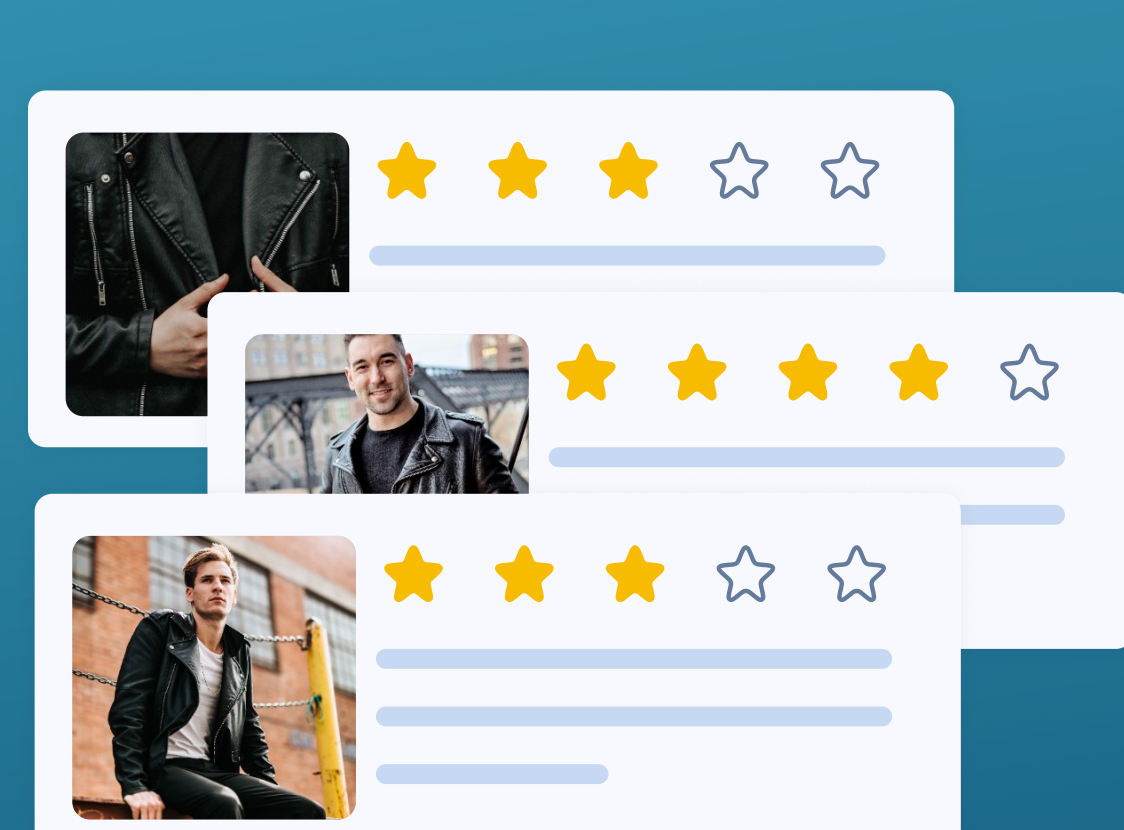
3 out of 4

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



## Give the People What They Want

Before making a purchase, consumers like 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%

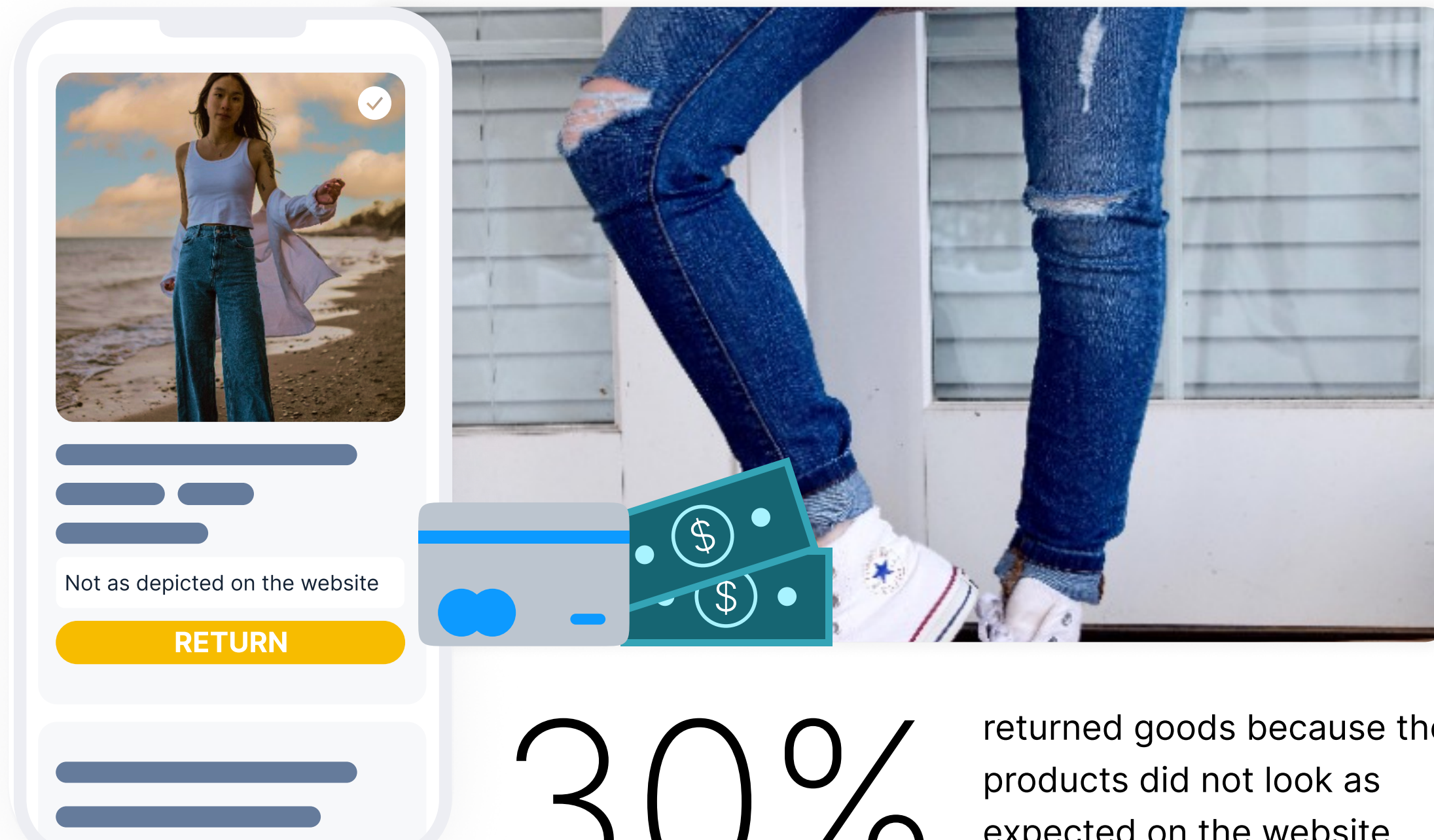
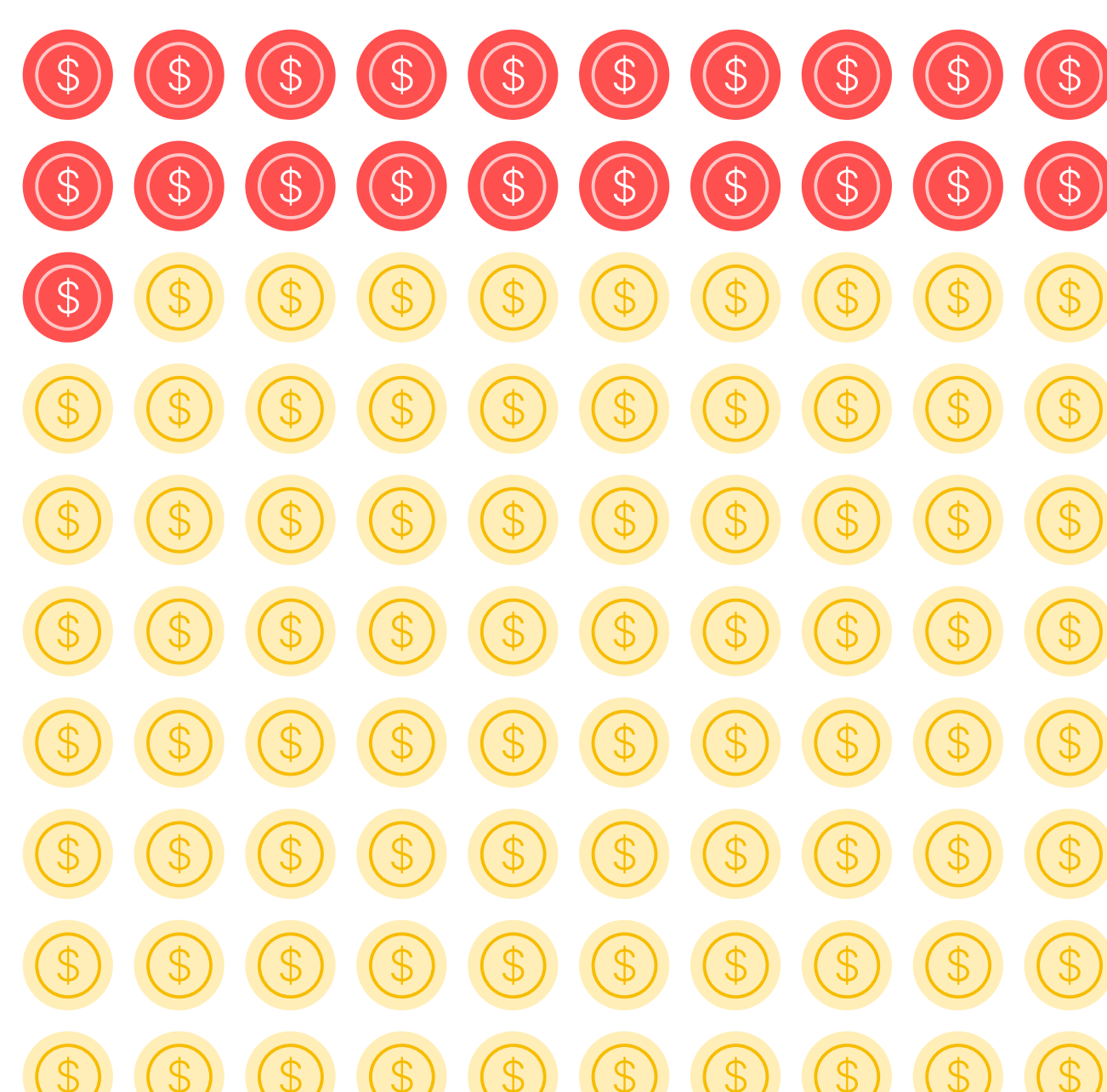
would be more likely to buy items in their cart if they had access to rich media such as 360-degree images (57%) 3D models (53%) and UGC videos (50%)

## Reduce Returns

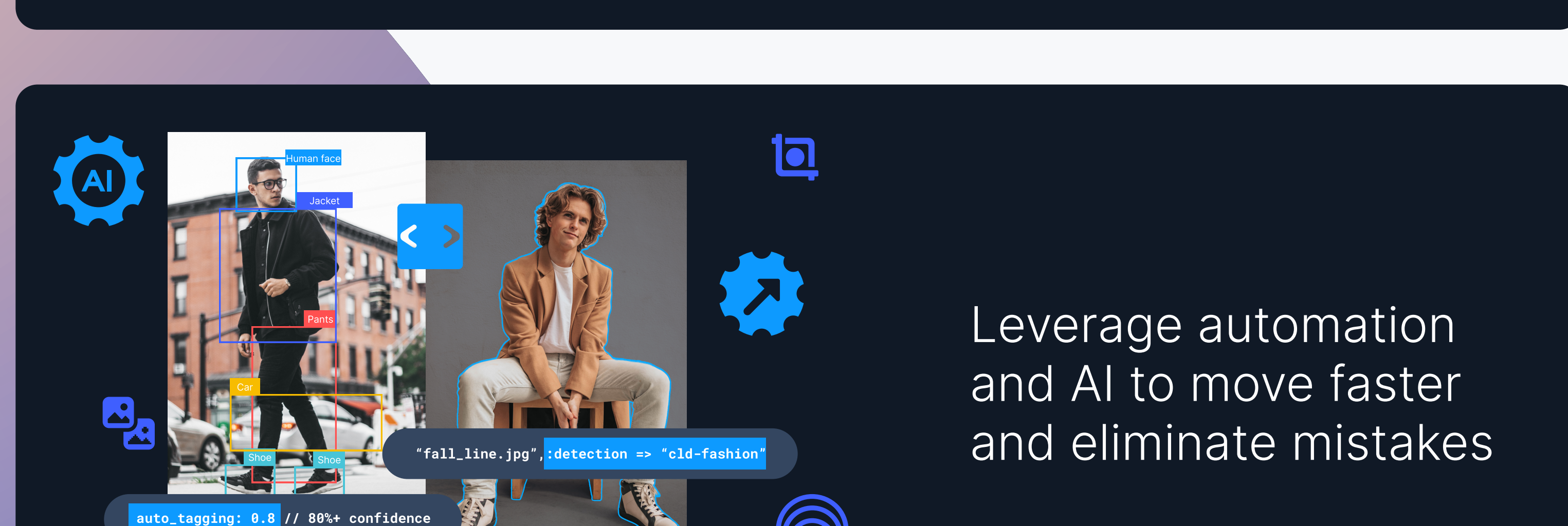
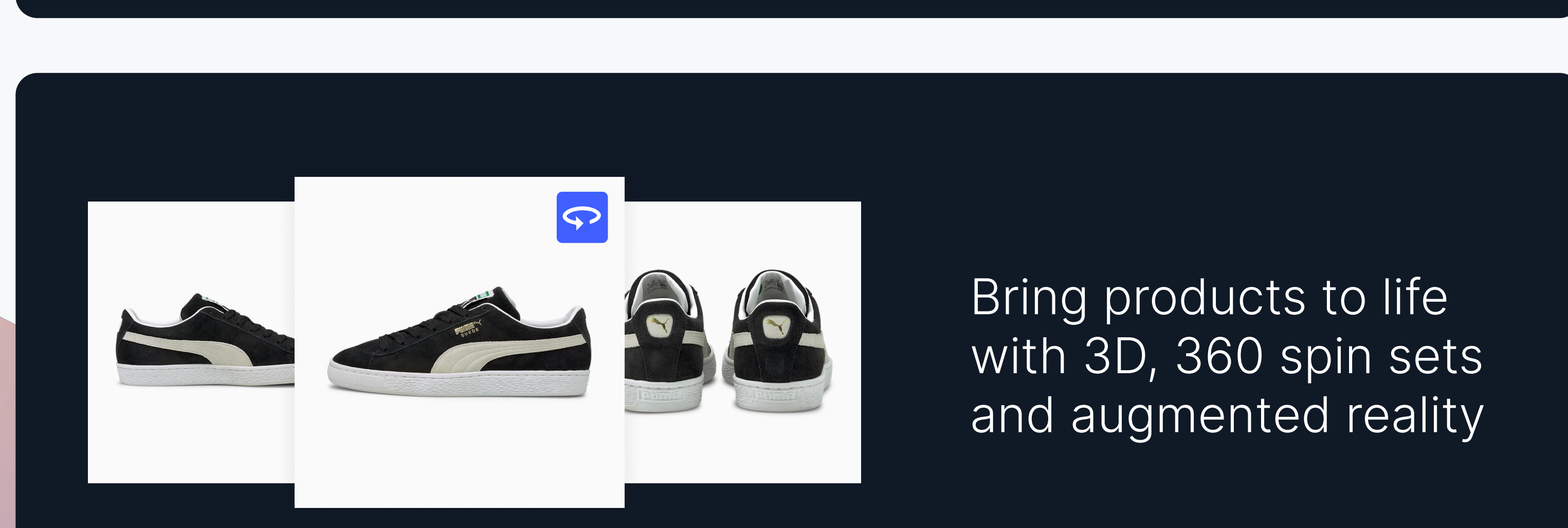
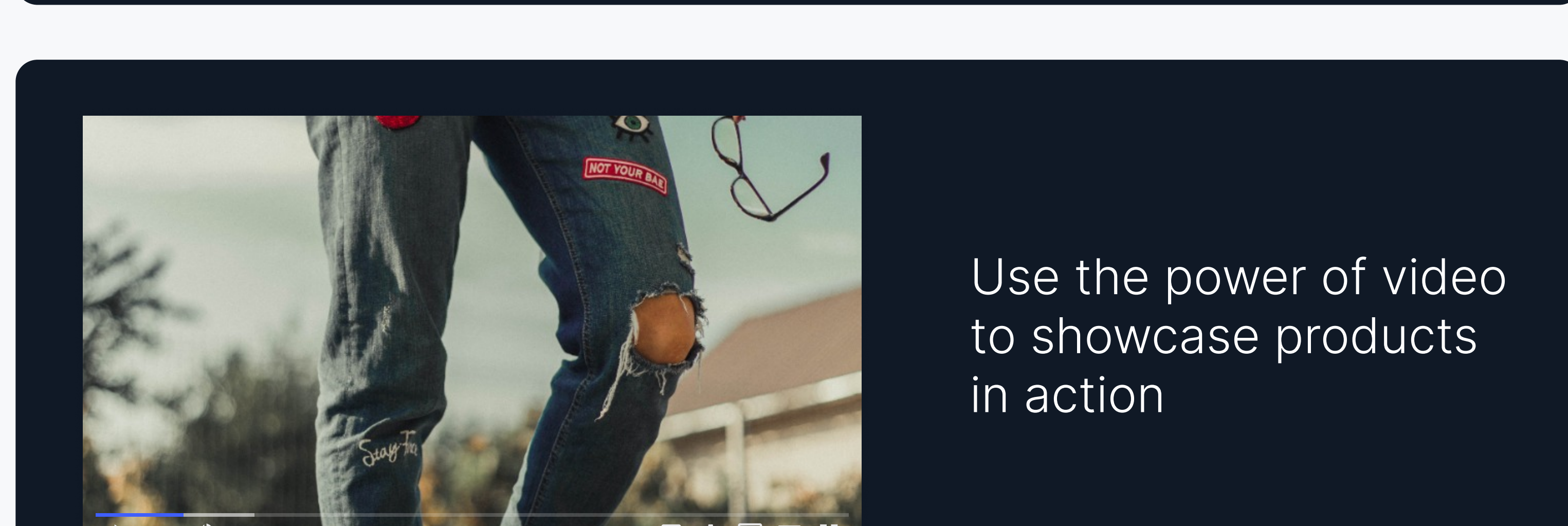
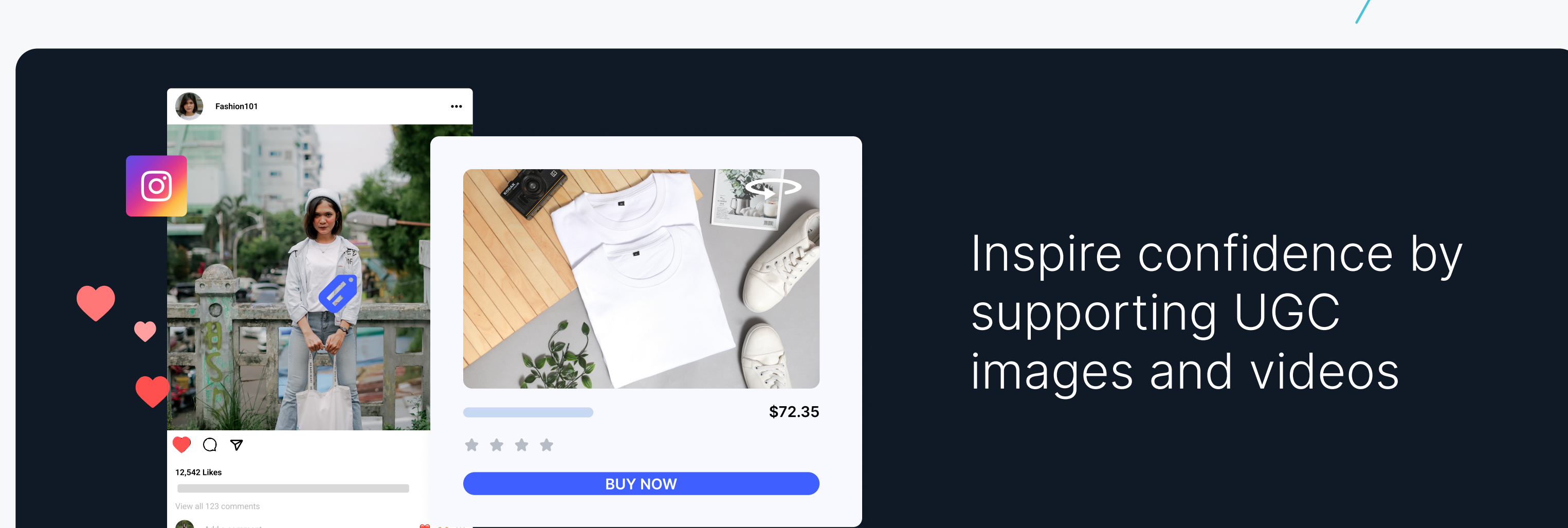
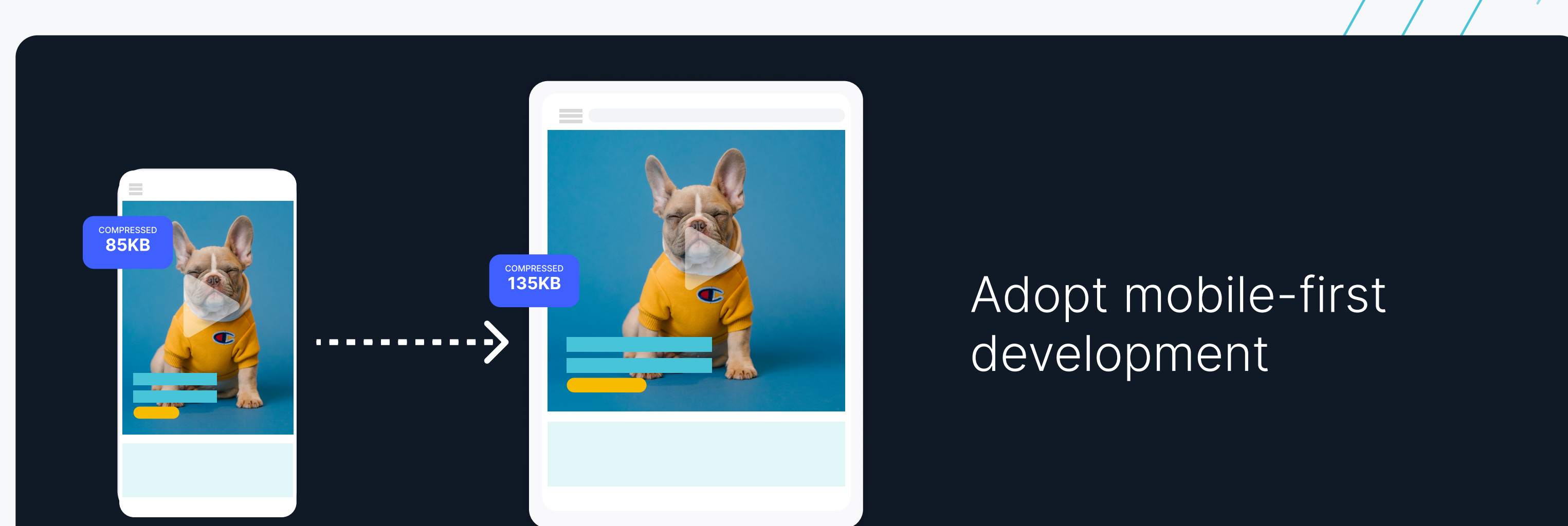
Detailed, realistic product images and videos protect brand reputation and limit revenue leaks

21%

of total order value is consumed by return costs



## 5 Ways to Win with a Visual-First Strategy



## About Cloudinary

With more than 1.5 million users and 10,000 customers worldwide, Cloudinary has quickly become the leading image and video platform for developers and marketers alike to manage images, videos and other media assets and deliver an optimal end user experience.



For more information, visit [www.cloudinary.com](https://www.cloudinary.com).