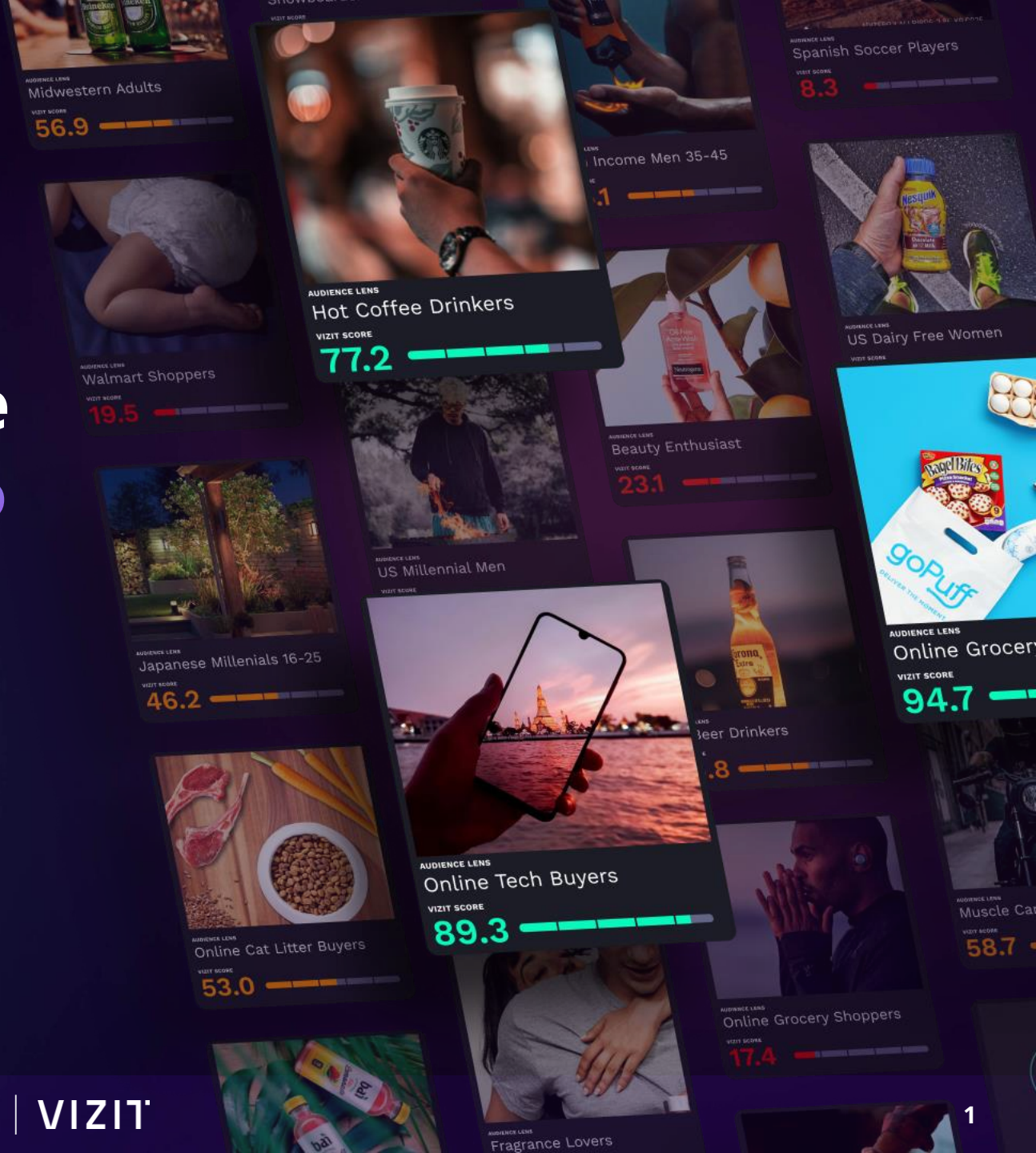
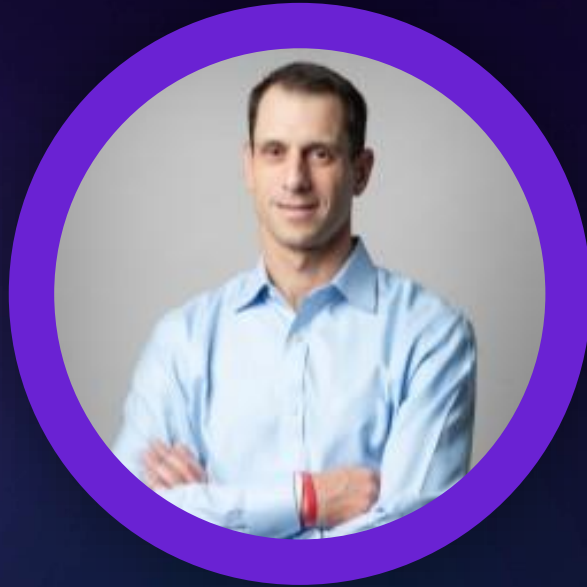


Leveraging AI to Bring the View of the Customer Into the Insights and Design Process



Leveraging AI to Bring the View of the Customer Into the Insights and Design Process



Jason Jacobson
Director of Consumer Insights



Adam Colasanto
Head of Client Services







200+ Emails a Day



A man with dark skin, wearing large black headphones and glasses, is shown in profile. He has a distressed expression, with his right hand covering his eyes and forehead. The background is dark and out of focus, suggesting an office or home workspace.

36,000+

**Decisions a
Day**

300+ Feet of Content a Day



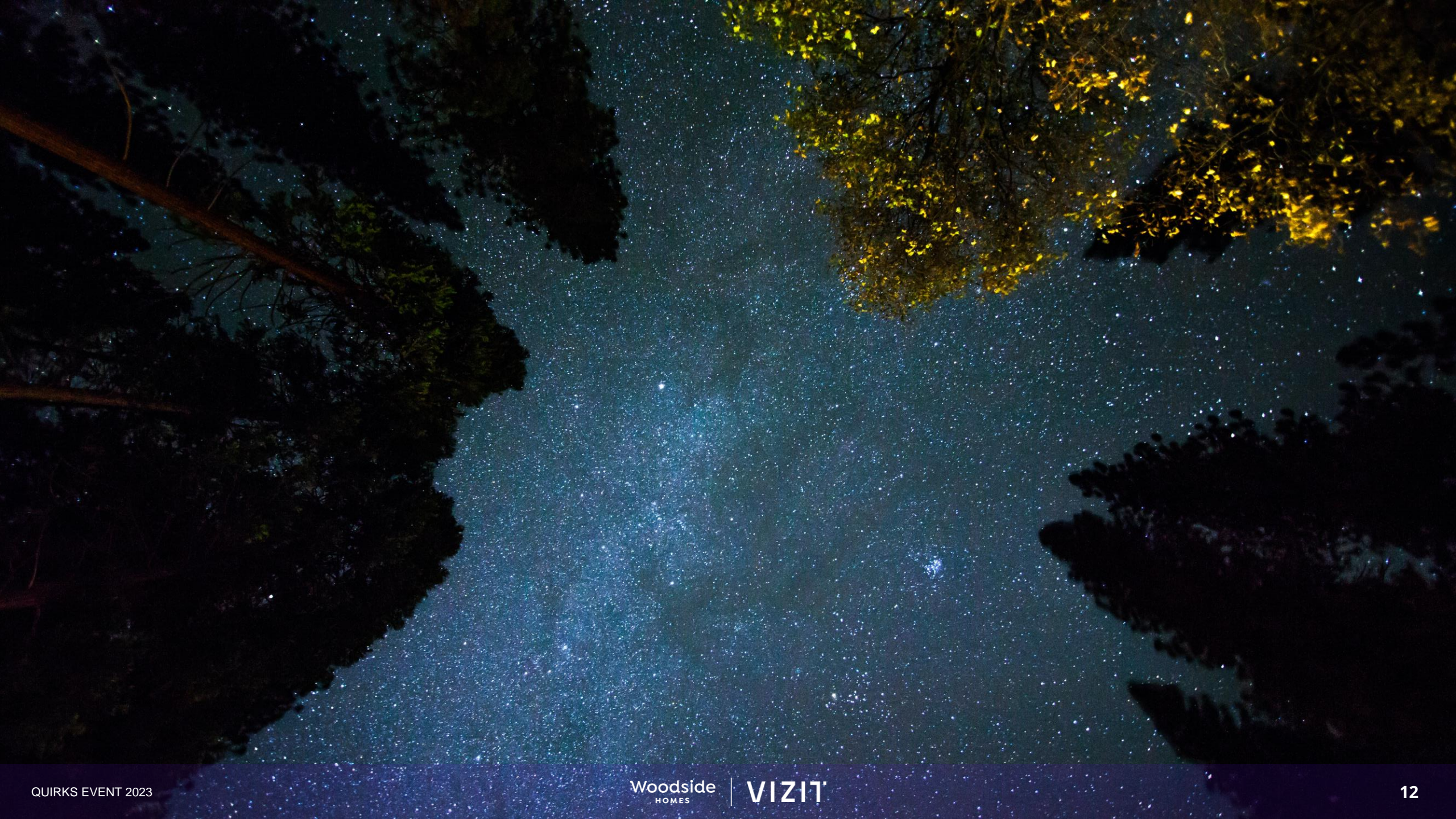


A photograph of two women sitting on a couch, looking at a laptop. The woman on the left is smiling and looking at the laptop. The woman on the right is wearing glasses and also smiling. There are several wrapped gifts around them. The background shows a white wall with a light switch and a door.

People shop **with** **their eyes**

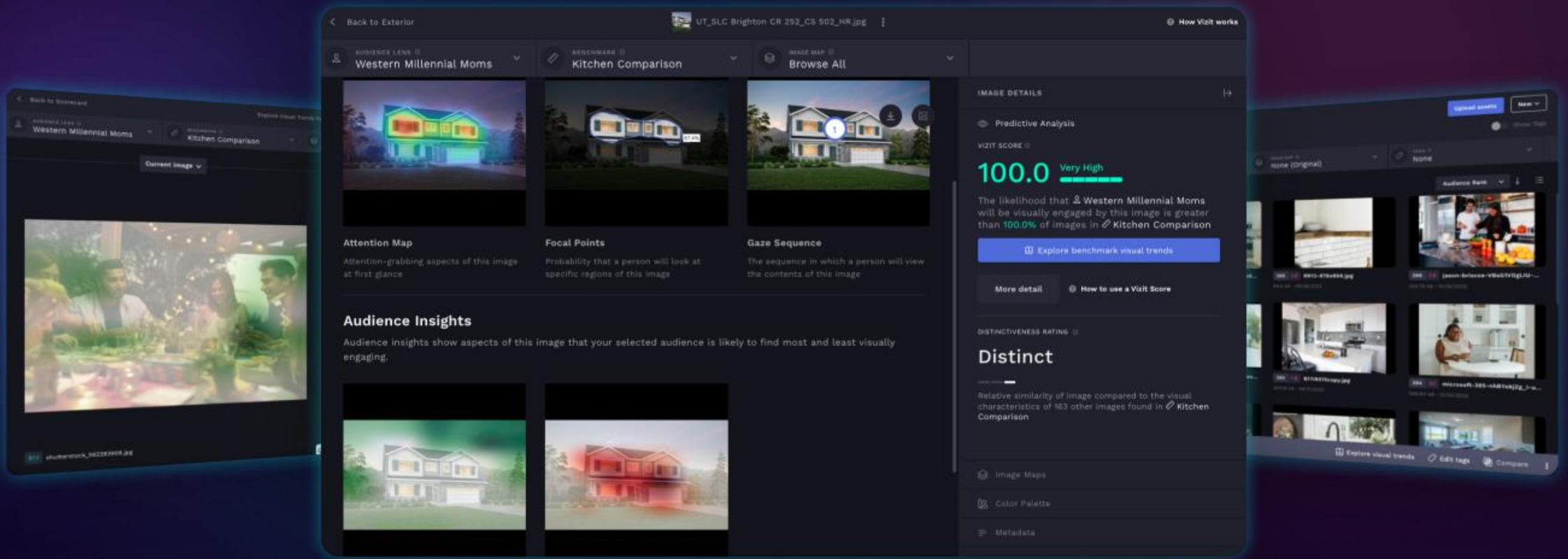






Enter Vizit

AI technology platform that **measures visual content for effectiveness.**



We created Vizit because **real-time analytics** to optimize visual brand performance **did not exist.**



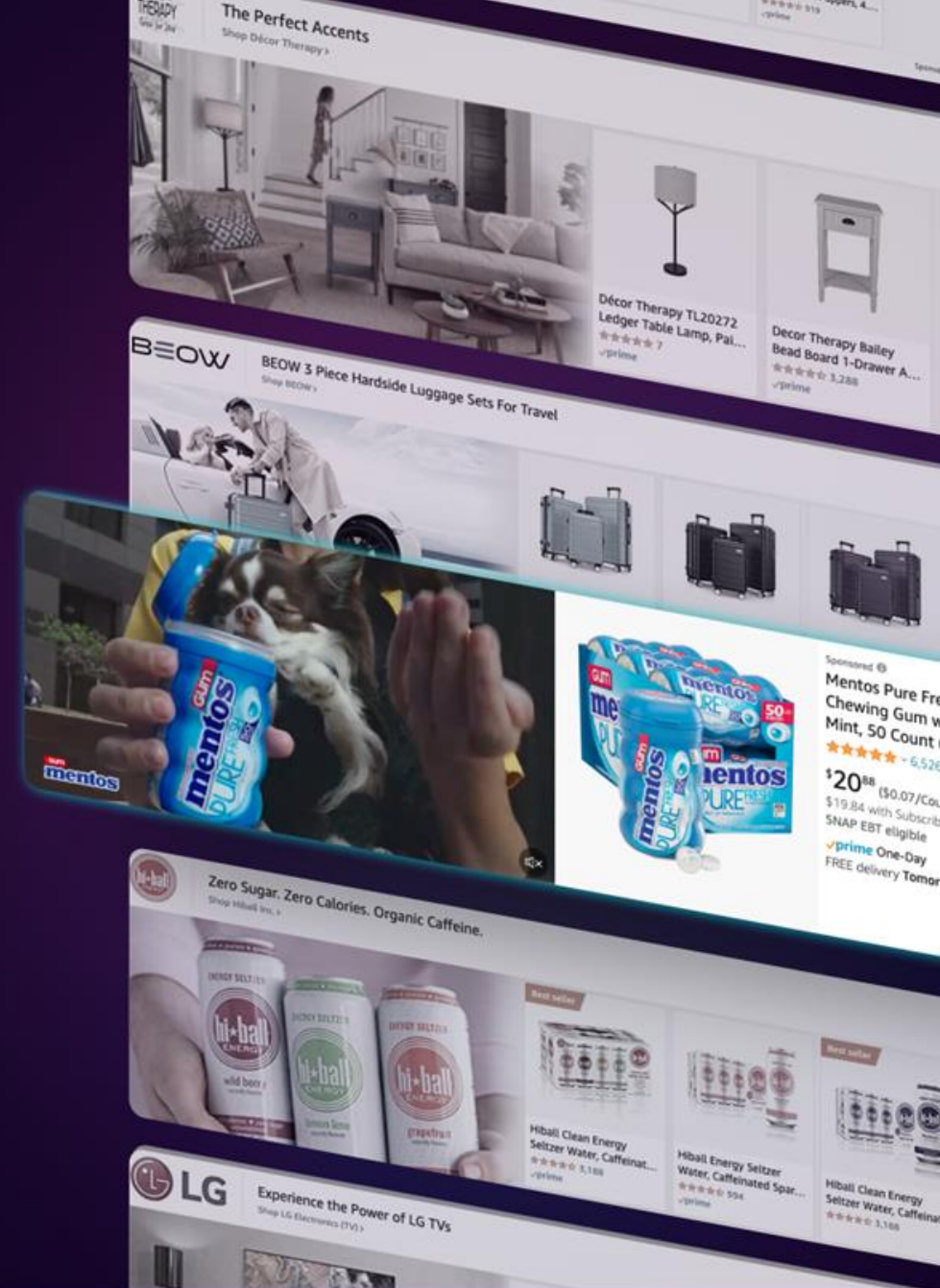
Surveys and focus groups are **too expensive** and **time consuming** to scale.



No ability to predictively measure visual content effectiveness.



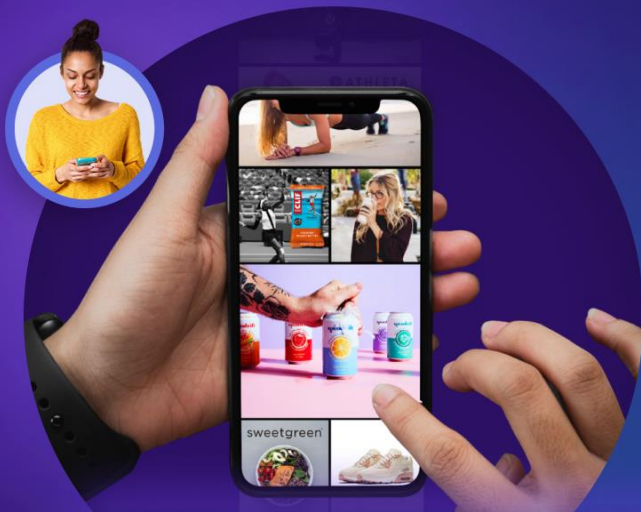
A/b testing happens too late and can't help you optimize performance against competitors.



An AI-driven approach to measuring visual effectiveness

01

Vizit collects data on your target audience.



AUDIENCE LENS
Millennial Women
NE, USA

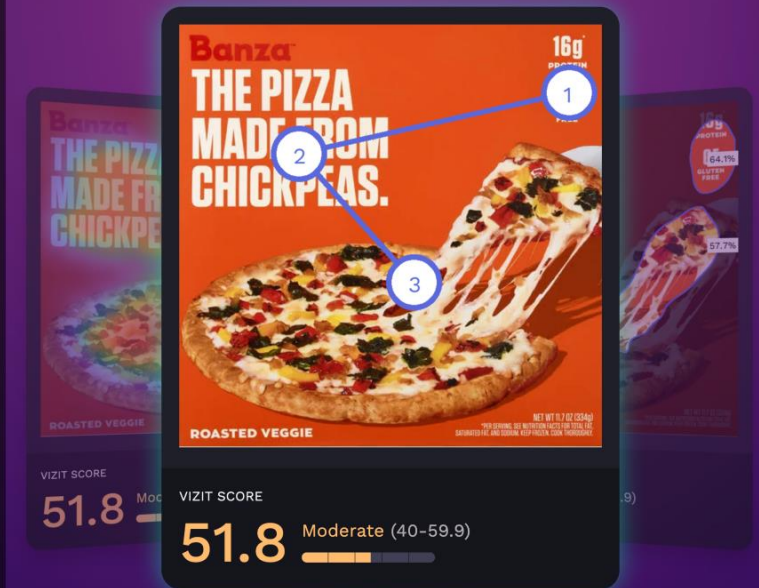
02

Vizit analyzes aspects of content they are exposed to online, and behavior patterns.



03

Vizit scores & compares new content for predicted effectiveness.



Scoring Visual Content for Unique Consumer Audiences

The VIZIT Score (0-100) is a proprietary predictive measure that determines the effectiveness of visual content with a specific target audience.



Back to Lifestyle Imagery AdobeStock_251381041 1:32:08 PM.jpeg How VIZIT works

AUDIENCE LENS: Western Millennial Moms BENCHMARK: Woodside Images: Great R... IMAGE MAP ID: Browse All

Image Maps

Attention Insights

Attention insights show how consumers view specific contents of this image.

Attention Map
Attention-grabbing aspects of this image at first glance

Focal Points
Probability that a person will look at specific regions of this image

Gaze Sequence
The sequence in which a person will view the contents of this image

Audience Insights

Audience insights show aspects of this image that your selected audience is likely to find most and least

Image Details

Predictive Analysis

VIZIT SCORE: **90.2** Very High

The likelihood that 2 Western Millennial Moms will be visually engaged by this image is greater than 90.2% of images in Woodside Images: Great Room

[Explore benchmark visual trends](#)

Predicted Visual Engagement of 77 Images in Woodside Images: Great Room to Western Millennial Moms

AdobeStock_251381041 1:32:08 PM.jpeg 90.2

Number of Images vs. Engagement Score (Very Low to Very High)

Ushering in new AI technology

Creating the Woodside Way Playbook

do 👍

back wall and bed in view with a slight turn

standing eye level

cropping/angles - primary bedroom

slightly turned, bed showcased, slightly lowered angle

do not 👎

tip: ¾ turn with bed in view at eye level or a touch lower, w part floor and ceiling

angle too high, feeling of floating

image does not showcase room or space feel

image pulled too far back, too much floor in foreground

primary bedroom 13



Increased
Open Rates



Decreased
Unsubscribes



Increase in
CTR's

Before



Our [Brady Vineyards communities in Roseville](#) offer fresh and contemporary home designs with seven different floorplans ranging from 1,785-2,931 square feet, with unique offices, lofts, and fitness rooms thoughtfully placed for your best at-home lifestyle. They also feature beautiful kitchens, spa-like primary baths, high ceilings, extra storage and functional flex spaces. The private, gated community also provides several amenities including natural open spaces with walking paths and a small neighborhood park with a children's playground.

We have a couple homes ready for move-in, that you can tour today!

*PS. Ask about available Special Financing options!

Schedule My Tour



After



Hey there Valued Partner,

As buyers thaw out from rising interest rates, our Nor-Cal hot sheets are refreshed and ready! Let's make 2023 a year to remember.

We've updated our hot sheets to showcase [three of the hottest floor plans in some fantastic communities](#). Don't forget, many of our Nor-Cal communities offer a variety of living well solutions and healthy home features which can help your clients stay cool during those scorching months ahead.

Featured Communities and Floor Plans



Rancho Cordova | Acacia

[4057 Salt Point Way Available NOW](#)

- 5 Bedrooms, 4.5 Bath
- 3 Car Garage
- 3523 Sq Ft
- Bonus room, dedicated office



**+28.81%
Traffic**



**-4.08%
Bounce Rate**

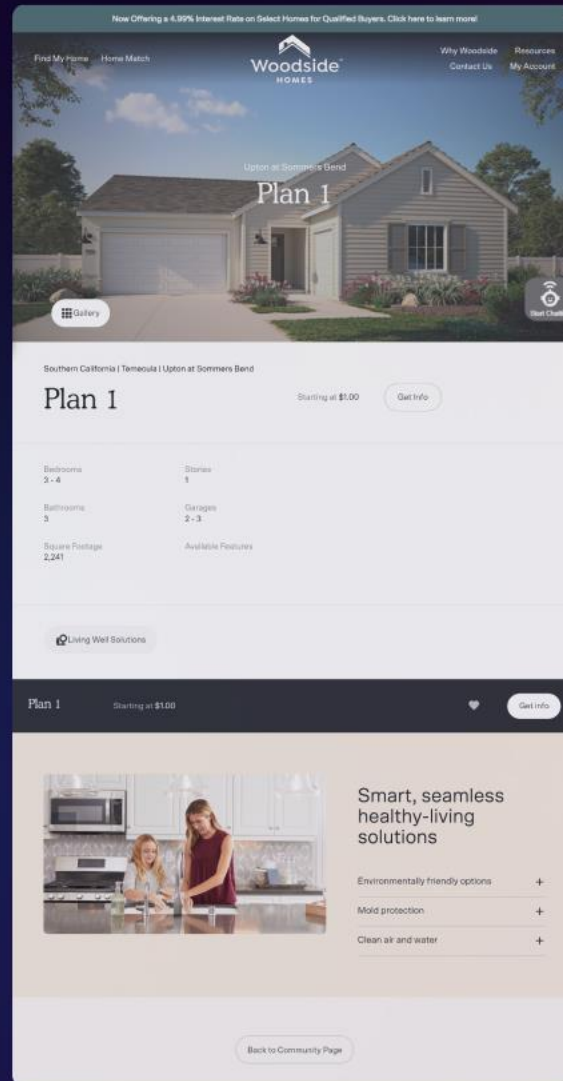


**+9.62%
Pages/Session**

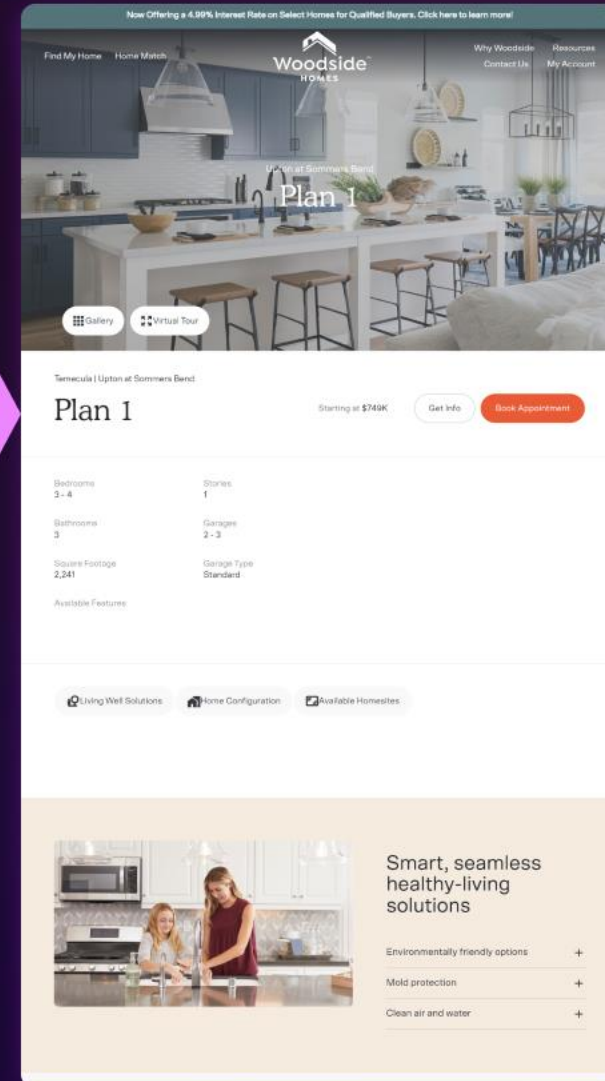


**-1.46%
Time
to Convert**

Before



After



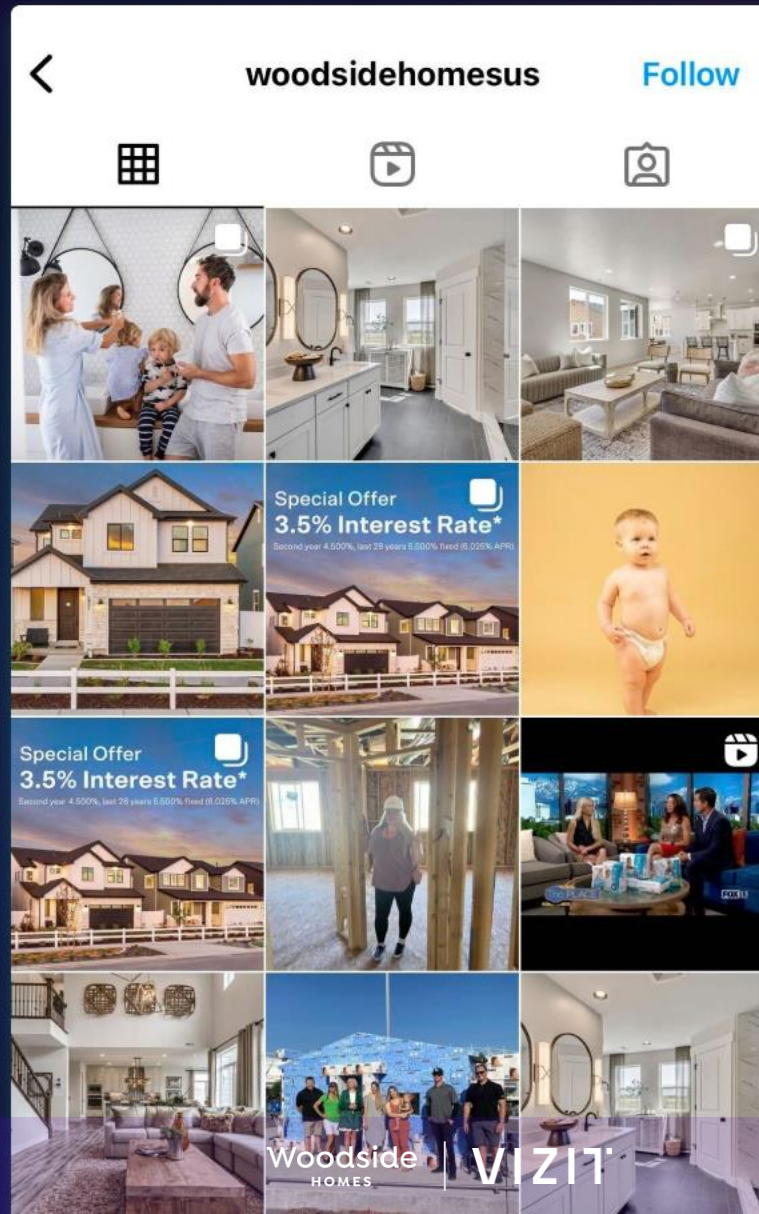


Increase in followers

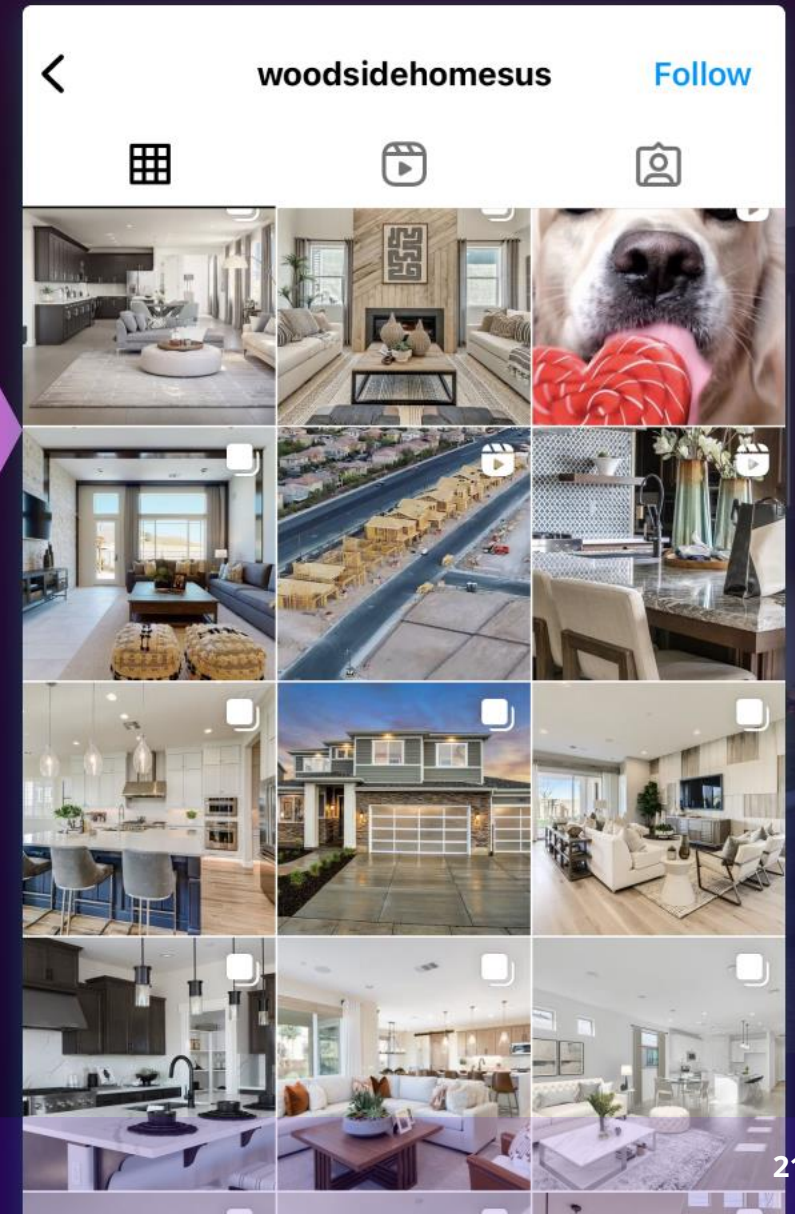
Increase in likes

Increase in shares + comments

Before



After





Informing **Live Photoshoots**

Influencing every visual touchpoint

Every **email** sent

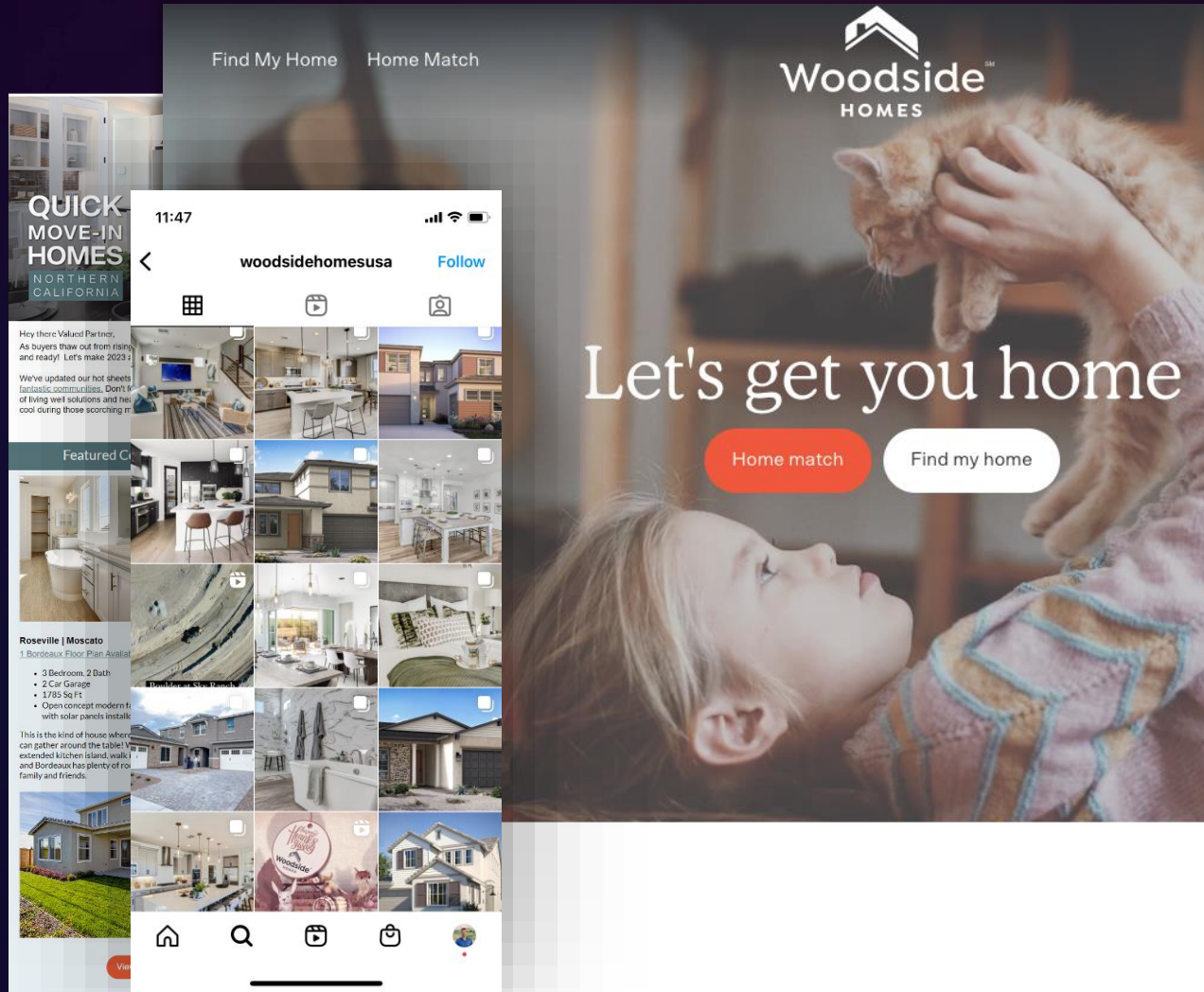
Every **social post** created

Every **ad** on every **channel**

Every **marketing campaign**

Every **new home**

Every **model home merchandising**



Visual content that is 15-25%
higher scoring on Vizia than competitors
can increase conversion by up to 30%.

Based on more than 100,000 customer transactions that were impacted by Vizia-optimized digital images, as measured by Vizia Scores.

The biggest brands in the world win with VIZIT...



MARS



Perrigo



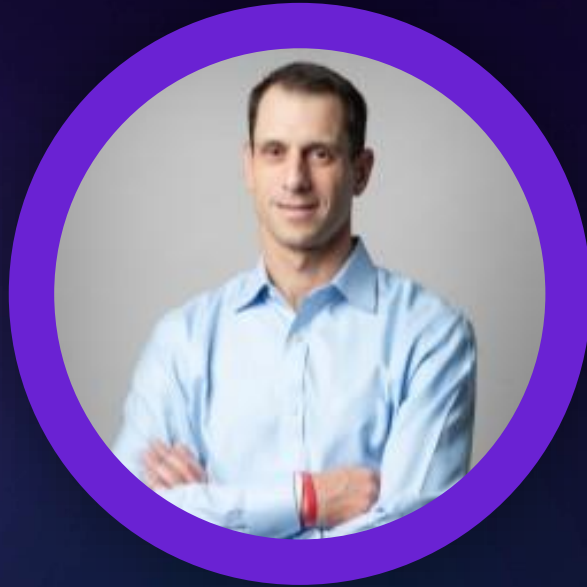
MOEN

**Ben's
Original**



CLIF

Q&A



Jason Jacobson
Director of Consumer Insights



Adam Colasanto
Head of Client Services





Meet with Adam by emailing adam@vizi.com or request at vizi.com/demo

VIZIT'



Come see Jason's talk tomorrow back in **room 4** at **10:15 am**



SEKISUI HOUSE

