



POWERREVIEWS  
2017 DIGITAL  
COMMERCE  
— SUMMIT —



# Picture This! The Role of Visual Content and How to Leverage it

*Arit Nsemo*

88%

# Agenda

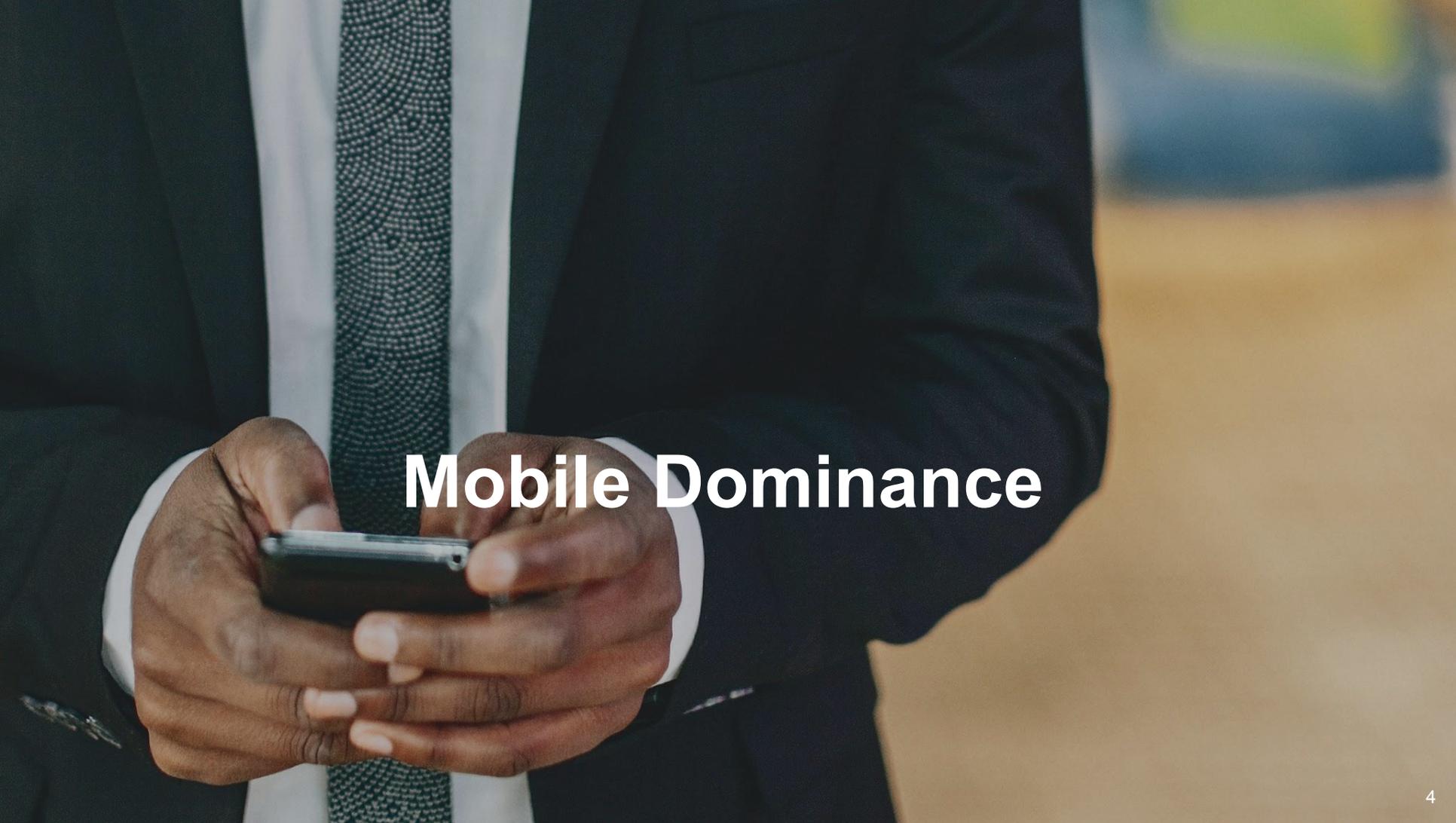


1 How mobile has changed the purchase journey

2 The role of visual content in the shopping journey

3 Collecting more visual content

4 Leveraging the visual content you collect

A close-up photograph of a man in a dark suit, white shirt, and patterned tie. He is holding a smartphone with both hands, looking down at the screen. The background is blurred, showing a light-colored wall and a blue and green object in the upper right corner.

# Mobile Dominance

# Mobile has changed the purchase journey



**29%**

Increase in mobile  
conversion rates

*\* Average across PowerReviews retailers that receive syndicated content*

# Mobile has changed the purchase journey



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**38%**

Of baskets are  
created on phones



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*\* Average across PowerReviews retailers that receive syndicated content*

# Mobile has changed the purchase journey



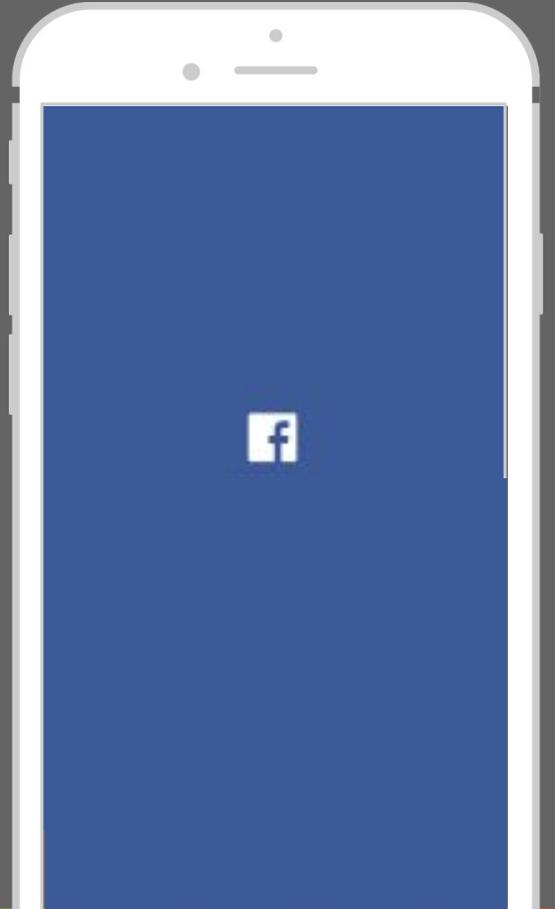
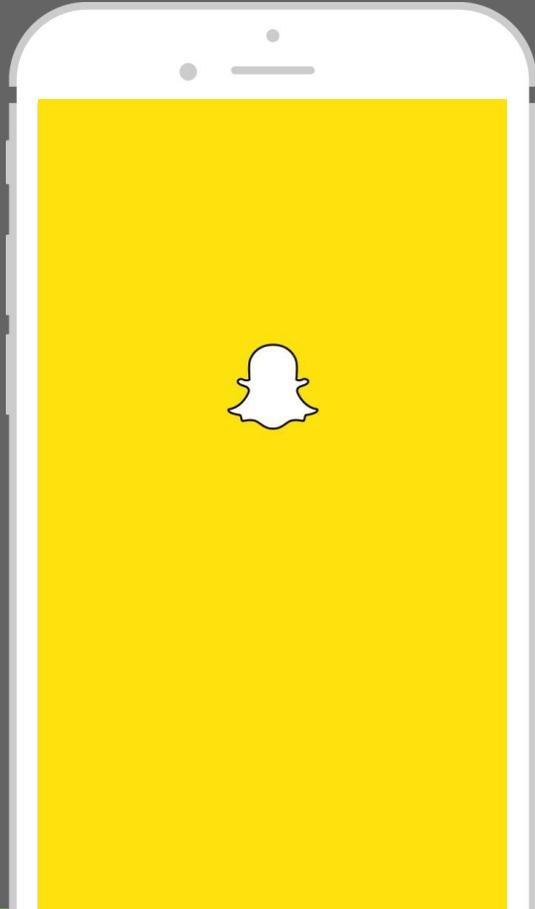
**87%**

Increase in reviews  
submitted on mobile

*\* Average across PowerReviews retailers that receive syndicated content*

A person is sitting at a wooden table in a restaurant, taking a photo of a plate of food with a smartphone. The table is set with several plates of food, including skewers and bread, and several glasses of wine. The background is slightly blurred, showing other people at the table. The text "The Role of Visual Content in the Shopping Journey" is overlaid in the center of the image.

# The Role of Visual Content in the Shopping Journey



# Consumers Seek Out Visual Content From Other Consumers

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**49%**

increase in image volume  
across the PowerReviews  
Network

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# Consumers Seek Out Visual Content From Other Consumers

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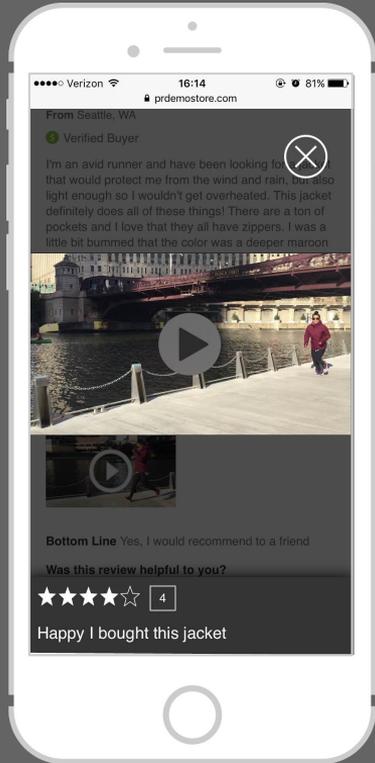
**140%**

increase in video volume  
across the PowerReviews  
Network



# Video

Consumers want to watch video



4X

As many consumers would prefer to watch a video about a product

90%

Of users say that product videos are helpful in the decision making process

# Authenticity



Brianna

Reviews 126

Votes 17

Height 5' 6"

Waist 32

Hips 43

Bra Size 32

Shoe Size 9

Shoe Width Average

Bust 37

★★★★☆ · 2 months ago

*Weird pucker in armpit*

Sadly lavender is not my color :( So I had to send it back. Also, there was a weird pucker in the armpit of the shirt. Would have made it awkward to wear sans cardigan. Otherwise it fit great!

Size L

Color LILAC



Fit

Very Small      Very Large

Length

Very Short      Very Long

Quality of Product

Helpful? Yes · 7 | No · 0 Report

# Visual Content **Drives** Trust



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**65%**

of shoppers are more likely to trust products that have user-submitted photos or videos in their reviews.



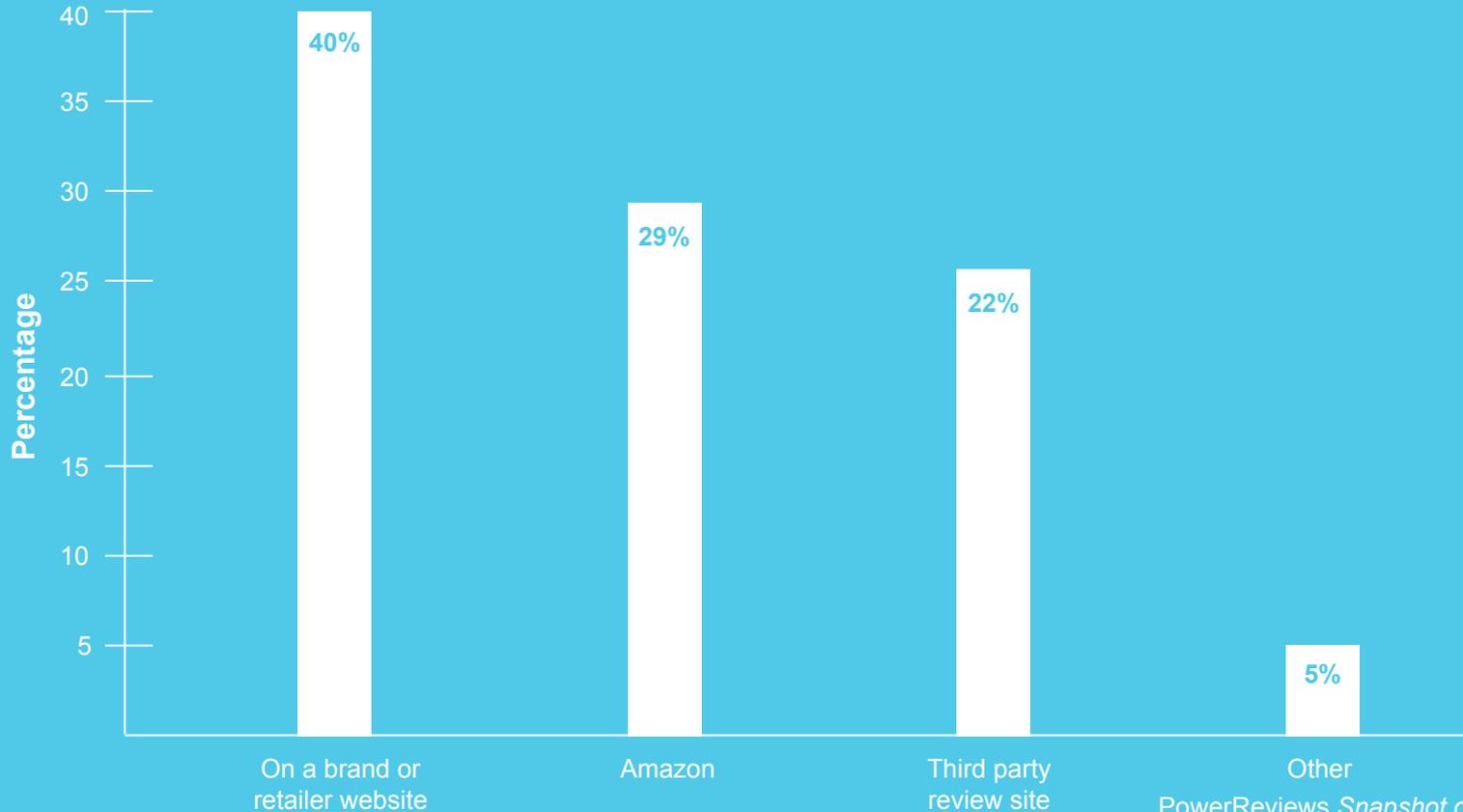
# Mythical



# Authentic



# Where Shoppers Want to See Photos or Videos of Products Directly on the brand or retailer website



# Stock photo



The screenshot shows an Amazon product page for a set of three embossed earthenware flower pots. The pots are blue, green, and brown. The page includes the Amazon Prime logo, navigation menus, and product details.

**Gifts & Decor Jewel Tone Flower Pot Trio Embossed Earthenware**  
by Gifts & Decor  
★★★★★ 235 customer reviews | 20 answered questions

Price: **\$38.76** & FREE Shipping

**Get \$70.00 off instantly:** Pay \$0.00 upon approval for the Amazon.com Rewards Visa Card. [Learn more.](#)

Note: Not eligible for Amazon Prime.

**In Stock.**  
Get it as fast as **Wednesday, Oct. 19.**  
Ships from and sold by **Koolekoo.**

- Striking Ceramic 3 Piece Planter Set
- Brightly Colored in Three Distinct Colors
- Enhances the Appeal of Your Favorite Plants
- Great Garden or Yard Accent Item
- Lovely Gift Item for Any Nature or Gardening Enthusiast

87 new from **\$38.76**

[Report incorrect product information.](#)

 **Earn 5% back every day**  
with the Amazon Prime Store Card  
[Learn more](#)

# Context photo



Gifts & Decor Jewel Tone Flower Pot Trio Embossed Earthenware Planter

★★★★★ Beautiful pots and very carefully packaged

By [M. Pitcher](#) on Jan 17, 2013

I ordered this item on Jan. 13th and it arrived on Jan. 17th.

They were very carefully packaged so there was no worry that they would be cracked or chipped, and they arrived in perfect order. Exactly as pictured.

The large blue one is slightly uneven on the bottom but it doesn't rock on it's own, only with me touching one side. Once it's full of dirt it will rest just fine.

I was very glad there is a drainage hole in the bottom of each one.

Only thing to watch out for is the clay is a little rough around the drainage hole on the outside, you wouldn't want to slide this on a wood floor or table as it would probably scratch it--but if you plan to put a dish under it anyway it'll be fine.

Was this review helpful?

# The Impact of **Visual** Content



Products with consumer images see a

**69%**

**uplift in daily conversion**

Products with consumer images see an

**18%**

**uplift in daily traffic to page**

The screenshot shows the Toys R Us website interface. At the top, there are navigation links for Rewards, Email Sign Up, Weekly Ad, Info Center, Choose My Store, Find a Store, and Help. Below this is the Toys R Us logo and a navigation bar with links for Baby Registry, Wish List, Gift Cards, Gift Finder, and My Account / Sign In. A search bar is present with the text "Search for something fun!". A blue banner highlights a "price match guarantee" with the text "We've got it and we'll match it!". Below the banner, there are links for "Home", "Outdoor Play, Kids Sports, Swimming Pools", "Swimming Pools & Water Toys", and "Sand & Water Tables". The main product is the "Step2 Splash Seas Water Table with Umbrella", which has a 4.4 star rating from 98 reviews. The price is shown as \$70.99, down from \$79.99. A "Good news! This item ships for free." message is displayed. The quantity is set to 1, with a note "Limit 5 Items per customer". Shipping options include "Ship-To-Home" (selected) and "Buy online, pick up today: Select a store". A prominent red "Add to Cart" button is visible. Below the button, there are links for "add to baby registry" and "wish list". The "Shipping" section notes that the item may take longer to arrive. The "Protect it" section offers a SquareTrade Protection Plan and a SquareTrade 2-Year Toy/Bike Protection Plan for an additional \$9.99. The product image shows three children playing in the water table, which features a blue umbrella and various water toys.

Home | Outdoor Play, Kids Sports, Swimming Pools | Swimming Pools & Water Toys | Sand & Water Tables

## Step2 Splash Seas Water Table with Umbrella

★★★★★ Average Customer Rating 4.4 | 98 Reviews

By: Step2 | MFG Age: 18 months and up [Read Product Description](#)

More Images

QTY  Limit 5 Items per customer

- Ship-To-Home
- Buy online, pick up today: [Select a store](#)

**Add to Cart**

add to [baby registry](#) > [wish list](#) >

**Shipping:**  
This item may take longer to arrive. [Details](#)

**Protect it**  
Choose a  
SquareTrade  
Protection Plan  
[Details](#)  
 SquareTrade 2-Year Toy/Bike Protection Plan: +\$9.99

# Authentic & detailed



# Searching for the perfect media cabinet



The screenshot displays the Room & Board website interface. At the top, the brand name "Room&Board" is prominently featured. Below it, a navigation bar includes links for "CONTACT US", "STORES", "CHAT", "SIGN IN", "CART (0)", and "WISH LIST (0)", along with a search bar. A secondary navigation bar lists various room categories: "LIVING", "DINING", "BEDROOM", "ENTRYWAY", "KIDS", "OFFICE", "OUTDOOR", "LIGHTING", "RUGS", "ACCESSORIES", and "CUSTOM". The breadcrumb trail indicates the current location: "Living > Media Storage > Grove Media Cabinets".

The main product section is titled "Grove Media Cabinets" and includes a rating of 4.5 stars based on 10 reviews, with options to "Write a review" or "7 questions". A large image of the "72w 20d 24h Media Cabinet" is shown with navigation arrows. To the right, a sidebar provides product details: "1 SIZE (3 sizes) See product details" with a dropdown menu currently set to "72w 20d 24h Media Cabinet"; "2 WOOD: Walnut See material details" with "Stocked" status and two color swatches; a price of "\$2,799.00 In stock"; and the product name "Grove 72w 20d 24h Media Cabinet" with "Wood: Walnut". Below this, there are "ADD TO CART" and "ADD TO WISH LIST" buttons, along with a "Returns & Guarantee" link.

At the bottom of the product image area, there is a "ROLLOVER TO ZOOM" section with "PREV" and "NEXT (4)" buttons, and a "VIEW LARGER" link. A "SHARE:" section includes icons for email, Pinterest, Facebook, and Twitter, along with a "Print page" link. A "Delivery Information" section at the bottom right features a truck icon and a form to "Enter your ZIP Code to see your delivery cost and availability based on your location.", with "Enter a ZIP" and "SUBMIT" fields.

# Style ideas



# Visual content is key



**24%**

of Millennials won't purchase a product if there are no photos of people using the product.

**40%**

of Centennials won't purchase a product if there are no photos of people using the product.



# Beyond scale, quality or style...



By **RonTheRam**  
from Berkeley CA



## THIS PACK WAS PERFECT FOR MY MOUNTAINEERING

I recently put this pack to the test for my recent mountaineering and I was very impressed with how it held up for such strenuous use that it required a bit of gracious to pack it but it can be attributed to its aluminum frame. I would definitely recommend it though.

**BOTTOM LINE** Yes, I would recommend this to a friend

Images shared by RonTheRam



(2 of 2 customers found this review helpful)

Was this review helpful? **Yes / No** - You may also **flag this review**

The screenshot shows a product page for the BANCHEE 65 backpack. At the top, there is a navigation bar with the North Face logo, categories (MEN'S, WOMEN'S, KIDS', SHOES, EQUIPMENT, EXPLORE), a search bar, and links for 'Find a Store', 'US', 'Help', 'Sign In', and 'Cart (0)'. Below the navigation bar, there is a banner for 'FREE SHIPPING & RETURNS\* SEE DETAILS'. The main content area features a large image of the BANCHEE 65 backpack. To the right of the image, the product name 'BANCHEE 65' is displayed, followed by the price '\$239.00' and a star rating of 4.5 with 8 reviews. Below this, there are sections for 'COLOR' (O-SILVER GREY/COSMIC BLUE) with two color swatches, and 'SIZE' (S/M, L/XL) with two buttons. A red 'ADD TO CART' button is prominently displayed. Below the button, there is a section for 'FREE SHIPPING ON ALL ORDERS' and a 'VIPeak' membership promotion. At the bottom, there are two guarantee sections: 'LIFETIME GUARANTEE' and 'FREE RETURNS'.

# Visual content tells a story

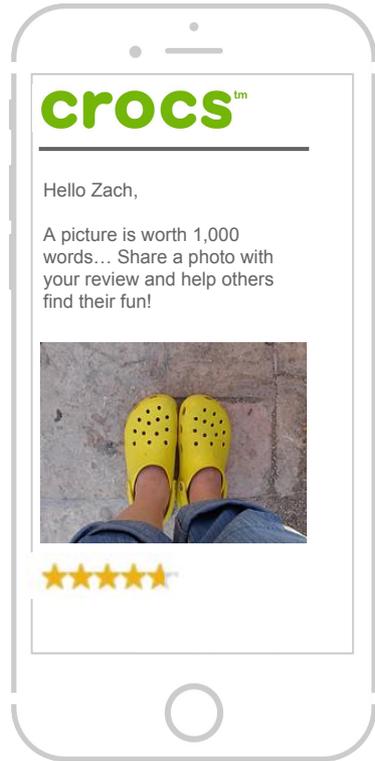
It inspires, intrigues, and sells





# Collecting Visual Content

# Ask!



# 70%-90%

# Make it easy

Enable consumers to submit videos directly on ecommerce sites



PR DEMO STORE

## Submit

WRITE A REVIEW

 Armitage Hazelnut Ganache Truffles

\*Required question

**Review Headline\***

Ex. I would buy this product again and again

**Your Rating\***

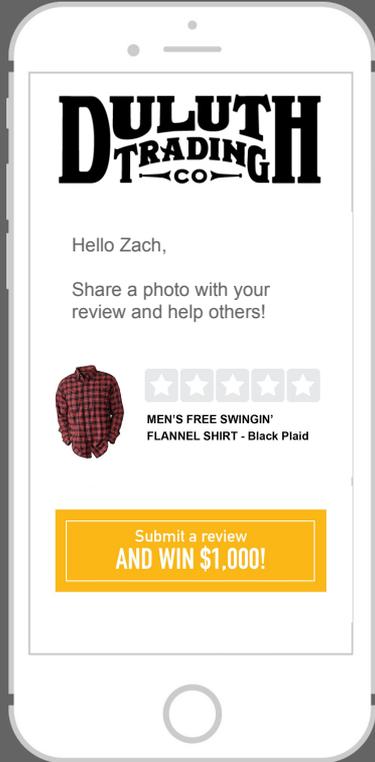
★ ★ ★ ★ ★

**Comments\***

How you use the product, Things that are great about it. Things that aren't great about it.

# Incentivize your customers

Consumers want to watch video



83%

Increase in review collection with sweepstakes

7X

Increase after offering a branded gift card

# Post Interaction Email Best Practices



Best Practice	Benefit
<b>Direct subject line 55 characters or less</b>	Increase open rates
<b>Responsive email</b>	Increase completion rate
<b>Include sweepstakes</b>	50%+ increase in content
<b>Personalize email</b>	Increase open rate
<b>Send a 2nd email</b>	50%+ increase in content
<b>CTA above the fold on mobile</b>	



# Leveraging your content

# Call it out on your category pages



ML MONIQUE LHUILLIER

Ella Dress

\$30 – \$70 *\$498 retail*

Sizes 0, 2, 4, 6, 8...

 [CUSTOMER PHOTOS](#)



NICOLE MILLER

Midnight Sequin Stars Gown

\$70 – \$105 *\$650 retail*

Sizes 0P, 0R, 0L, 2P, 2R...

 [CUSTOMER PHOTOS](#)

BADGLEY MISCHKA

Utopia Maxi

\$70 – \$85 *\$1,100 retail*

Sizes 0P, 0R, 0L, 2P, 2R...



[CUSTOMER PHOTOS](#)



BADGLEY MISCHKA

Curves For Days Gown

\$85 – \$130 *\$795 retail*

Sizes 0P, 0R, 0L, 2P, 2R...

 [CUSTOMER PHOTOS](#)

# Image Gallery

Showcase consumer images in an engaging gallery on product pages



BLACK WHITE CRIMSON

ADD TO CART

Go for a walk in the forest and stay dry during rainy season with this slick jacket fully equipped with top of the line water-resistant technology.

Share Tweet Pin it

Show more photos

# Leverage images on homepage



The screenshot displays a website homepage with a grid of content. The top row includes a product listing for 'Hahnemühle Canvas Metallic', a 'deco by tp-link' logo, an 'Aleratec 1:1 HDD Copy Dock USB 3.0' product with a price of \$66.00, and a review for 'ikan Mylo Lights'. The second row features 'Explora' speakers (4 days ago), a 'New Review' for an LG E6P-Series TV (Recently), a 'New Video' for a Nikon COOLPIX P900 (03/31/2017), and a 'New Customer Image' for an Olympus lens (Recently). The third row shows 'Explora' speakers (10 days ago), an 'Add to Cart' button, another 'New Customer Image', and a 'New Review'. A vertical 'Feedback' button is on the right side.

Hahnemühle Canvas Metallic (24" x 10" Roll)  
Roll marks every 8" on last 4' of roll

Explora 4 days ago

deco by tp-link

TP-Link's Twist on Mesh Networking

Aleratec 1:1 HDD Copy Dock USB 3.0  
Hard Disk Drive Duplicator  
★★★★★ 4  
\$66.00  
Add to Cart

with the ikan Mylo Lights  
Creating Real-World Lighting with the ikan Mylo Lights

New Customer Image Recently

Bose® Goes 360° with SoundLink Revolve and Revolve+ Bluetooth Speakers

Explora 10 days ago

New Review Recently

"Best Picture Quality - End of Story"  
★★★★★

LG E6P-Series 65"-Class UHD 3D Smart OLED TV  
★★★★★ 7  
\$3,997.00  
Add to Cart

New Video 03/31/2017

Why the Nikon COOLPIX P900 is Still Relevant Today

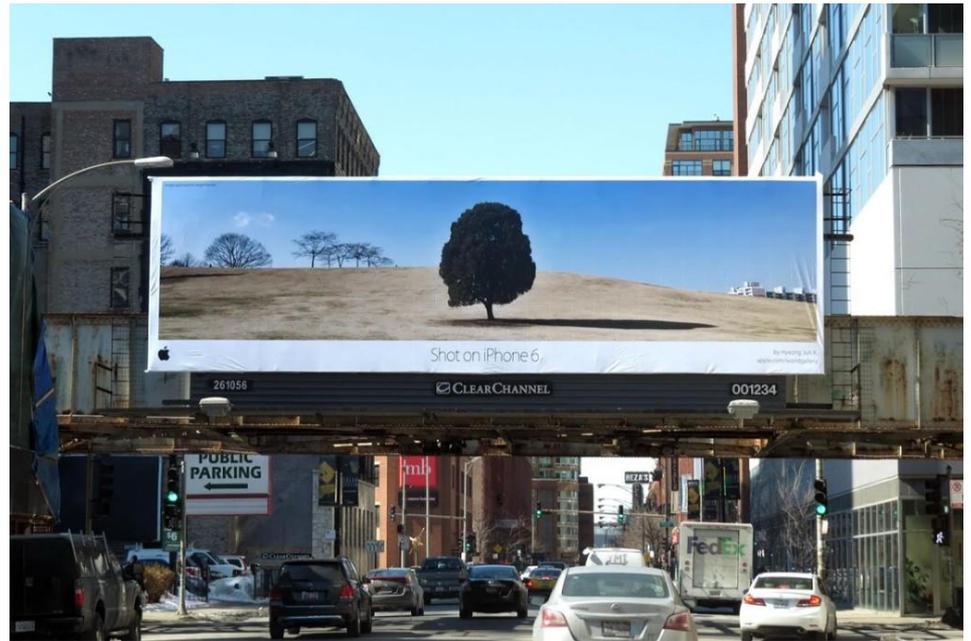
New Customer Image Recently

Olympus M.Zuiko Digital ED 12-100mm f/4 IS PRO Lens

New Review Recently

Feedback

# Leverage user-generated photos in other marketing initiatives



# 5 Takeaways for Success



- 1 Capture visual content natively
- 2 Request photos and videos from your shoppers
- 3 Prominently display user-submitted visual content
- 4 Keep your visual content authentic
- 5 Leverage user-generated photos in other marketing initiatives

# Questions?

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