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Can Optimized Images Boost Brand Conversions on E-commerce Platforms?

Description

In today's visually-driven digital landscape, compelling images are essential for capturing consumer attention. Imagine an online store without product photos – a bland and uninspiring experience. High-quality visuals are crucial for engaging customers and driving sales.

Do you know that a whopping 1 million people use Google images on a daily basis, and they make up 10.1% of the total Google search traffic? Well-optimised image search results put your products in front of these users.

The technologically advanced world calls for high-profile images and catalogues too. For about 93% of online shoppers, visual appearance is the most important thing that influences their decision to buy something.

Helping brands gain the desired conversion rates.

Visuals are the new currency of ecommerce. High-quality images have become indispensable for driving conversions, with attention spans dwindling and competition intensifying. Studies show that products with professional photos enjoy a 33% higher conversion rate than those with subpar images.

It's a simple truth: people are visual creatures. We process images faster than text, making them more effective at capturing attention and conveying product information. HD images offer a crystal-clear representation of a product, while close-up shots highlight intricate details.

By strategically optimising images, brands can significantly enhance customer engagement and drive traffic to product pages. Let's explore how to harness the power of visuals to your advantage.

Let's take a look at how brands can use images to their advantage

Optimising images to drive conversions

1. Mobile-Optimised and High-Definition Images



Roll over image to zoom in



Source: Amazon India

Make a great first impression on the customer with high-quality images. The hero image, often the first impression, should be a visual masterpiece. Invest in high-definition images that maintain clarity even at zoom. Remember, customers have short attention spans, so make those first few seconds count.

[Mobile optimisation](#) is non-negotiable. With more people shopping on the go, images must load quickly and display flawlessly on smaller screens. Prioritise image compression without compromising quality to ensure a seamless mobile experience.

2. Bring Your Products to Life with Lifestyle Imagery

- **Demonstrating how a product is used is essential.**

Eliminate customer's confusion by showcasing lifestyle images, as it helps establish a sense of emotional connection with the product.

Don't just show the product; showcase it in action. Lifestyle images place your product in real-world settings, helping customers envision themselves using it. Consider incorporating human elements, as studies show faces attract attention and build trust.

For an added dimension, explore [augmented reality \(AR\) technology](#). Allow customers to virtually experience your product, enhancing engagement and purchase confidence.

- **Emotional Engagement**

Engaging customers emotionally through images of the product being used can significantly improve conversion rates. It allows customers to see themselves using the product, fostering a sense of connection and desire.

3. Offer multiple viewing angles.

- **Multiple Product Views**

Source: Amazon India

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Source: Amazon India

Providing images from multiple angles helps customers get a complete view of the product. Instead of just 2-3 photos, **showing the product from various perspectives can reduce uncertainty and increase confidence in the purchase decision.** Brands that offer multiple viewing angles have seen conversion rates increase by 25–27%.

Customers are more likely to be satisfied and loyal when they have a better understanding of what they are buying.

4. Benefit-Focused Images : USPs and Clarity

Source: Amazon India

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Source: Amazon India

Feature-focused images that showcase one benefit or feature at a time help customers quickly understand the product's value. For example, an image highlighting the nutritional benefits of a food product can effectively communicate its health advantages.

By focusing on one feature per image, you avoid overwhelming customers with too much information at once. This approach allows customers to easily gulp down the product's benefits, leading to higher conversion rates.

5. Show All Product Variations for an Enhanced User Experience

Displaying images of all available variants (colours, sizes, and flavours) adds value and trust. When all the products are visible and accessible in one place, they are more likely to find a variant that suits their preferences.

Source: Amazon India

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Source: Amazon India

A well-organised and visually comprehensive product display enhances the user experience, making it easier for customers to make informed decisions.

6. Informational and How-To-Use Images

- Refine Decision-Making with Educational Content

Source: Amazon India

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Source: Amazon India

Adding images that explain how to use a product can guide customers through their decision-making journey. Clear, visually appealing instructional images help buyers understand the product better and make informed decisions.

Educational images not only inform but also reduce potential post-purchase dissatisfaction by setting clear expectations about the product's use.

7. Use appropriate image dimensions.

Ensure your images are appropriately sized for the product theme and the platform they are displayed on. Manually resize images to fit the required dimensions, avoiding cuts or clustering that can distort the product's appearance.

Appropriate images contribute to a professional and polished presentation, enhancing the overall perception of your brand.

8. Maintain Consistent Image Placement

Consistency in image placement and style helps reinforce your brand's identity. Customers become accustomed to a brand's unique visual style, which creates a familiar and welcoming environment. A solid image placement strategy builds trust and recognition, making it easier for customers to navigate your site and make purchases.

9. Video Content & Storytelling

Video content is increasingly popular among consumers, with 87% expressing a preference for video content from brands. Short, informative, and visually appealing videos can significantly boost engagement and conversion rates by 20%.

Videos allow you to tell a more comprehensive brand story, highlighting features and benefits in a dynamic and engaging way. This multimedia approach caters to different learning styles and keeps customers interested.

10. Add 3D Product Images for an Immersive Experience

Take your product presentation to the next level with 3D visuals. Allow customers to explore products from every angle, creating a more interactive and engaging shopping experience. This innovative approach can significantly boost conversions and customer satisfaction.

By implementing these image optimisation strategies, you'll elevate your ecommerce store, captivate your audience, and drive substantial sales growth. Remember, high-quality visuals are an investment in your brand's success

Optimising with Paxcom

In today's digital age, visual storytelling holds sway. High-quality, optimised images hold the power to captivate audiences, influence purchase decisions, and ultimately drive sales success. By implementing the image optimisation strategies outlined in this blog post, you've equipped yourself with the tools to transform your ecommerce store's visual landscape.

But what if you don't have the time or resources to create these compelling visuals yourself? That's where Paxcom steps in.

Dive into [how Paxcom helped a personal care brand scale its business by 35%](#).

At [Paxcom](#), we understand the undeniable impact of impactful visuals. Our team of image optimisation experts is dedicated to crafting high-quality images that not only grab attention but also effectively communicate your product's value proposition. We go beyond aesthetics, ensuring every image is optimised for maximum online visibility and conversion potential.