Imagery is key – but poses significant challenges

We surveyed more than 100 VP or C-level executives at large retail companies in marketing or e-commerce roles. Let’s dive into the key findings from the report:

Executives agree: Imagery is critical to online purchases

- 91% agree great product imagery has a clear positive impact across e-commerce performance metrics
- 89% agree images can elicit a powerful emotional response influencing the purchase decision

Retailers typically create about 20 different images for each product

What methods does your company use to create product images for online shopping experiences? Choose all that apply.

- External agency photo shoots: 73%
- Repurpose images from suppliers: 69%
- Freelance photographers: 63%
- User generated content: 63%
- In-house photo studio: 57%
- CGI: 36%

Over half use photo shoots as their primary method to create product images. 86% use multiple types of resources.

But 96% report challenges with image creation

Top challenges include:
- Difficulty keeping images current due to quick changes in products
- Not enough headcount to execute
- Tight timelines
- Difficulty scaling image creation activities
- Difficulty producing enough image options across channels
- High cost of photo shoots

Photo shoots drain resources

- 73% conduct photo shoots at least weekly
- 86% have a photo shoot budget of over $500,000
- 68% go over budget frequently or always

Research Methodology: A total of 104 qualified individuals from the United States completed the survey conducted by Dimensional Research. All were VP or C-level executives working at a retail company with more than 1,000 employees. All had responsibility for online sales, with decision-making responsibility for product images or e-commerce merchandising.