

## CONSUMER ATTENTION IS GETTING EXPENSIVE!

RETAIL BRANDS STRUGGLE TO GAIN CONSUMER ATTENTION ON THEIR MULTI-MEDIA CONTENT

### THE COST OF POORLY DESIGNED CREATIVES



LOSING OUT ON SHOPPER ATTENTION AND BRAND RECALL VALUE



DECREASED CONVERSIONS



LOST WINDOW OF OPPORTUNITIES

**\$50BN**

Incurring Losses Globally

**>90%**

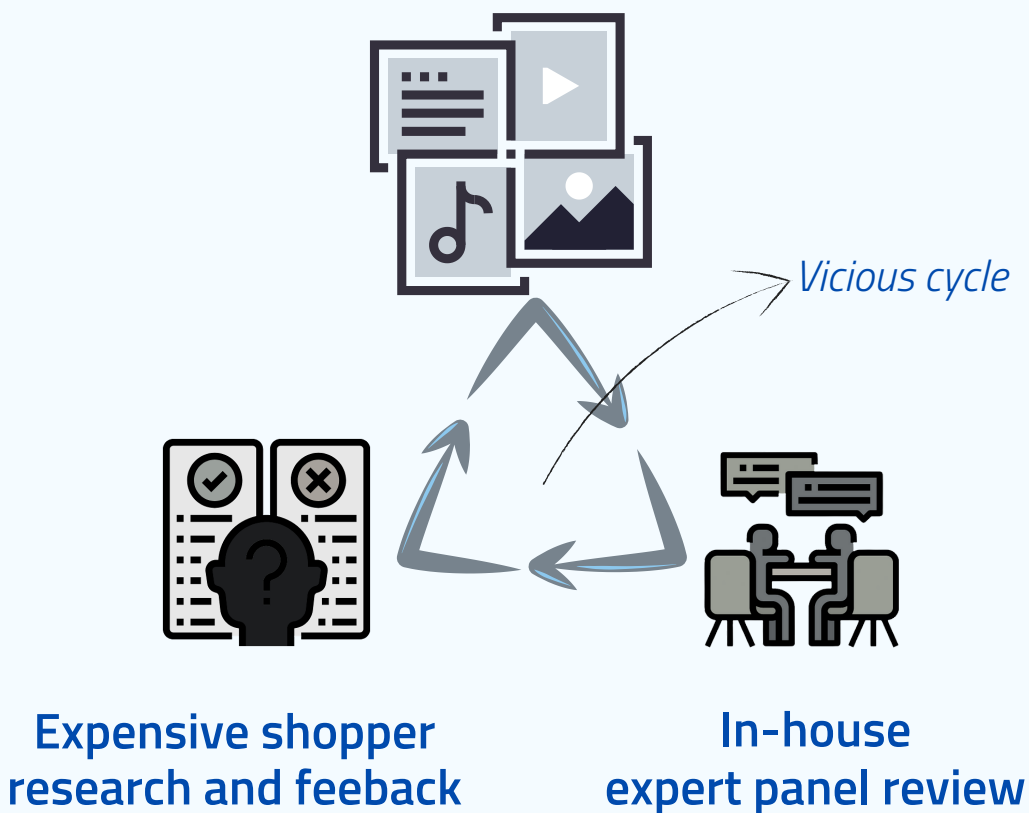
of Ad creatives not evaluated

**1% - 4%**

Drop in sales for poorly designed Planograms

### THE VICIOUS CYCLE OF ITERATIVE PROCESS!

Agency sends designs



With big dollars being spent on branding and promotions, Retail Brands agonize over evaluating the impact of their creative assets on shoppers in cluttered retail environments.

**BUT...THERE IS A BETTER WAY!**

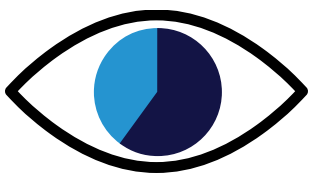


# ARTIFICIAL INTELLIGENCE IN CREATIVE DESIGN ANALYSIS

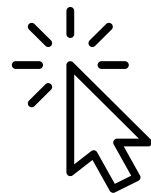
## BREAKING THE CYCLE!



## WHAT IMAGE RECOGNITION CAN BRING TO CREATIVE MARKETING TEAMS



Maximum shopper attention on your creatives



Increase in Click Through Rates



Reduced time & effort in ideating, designing and redesigning creative medias.



Rapidly 'plan and scale' all promotional efforts and grab maximum impressions and CTRs!



More brain space for your marketing and branding teams to be innovative.

GET THE BEST OUT OF YOUR MARKETING AND BRANIDNG

TALK TO US TODAY!