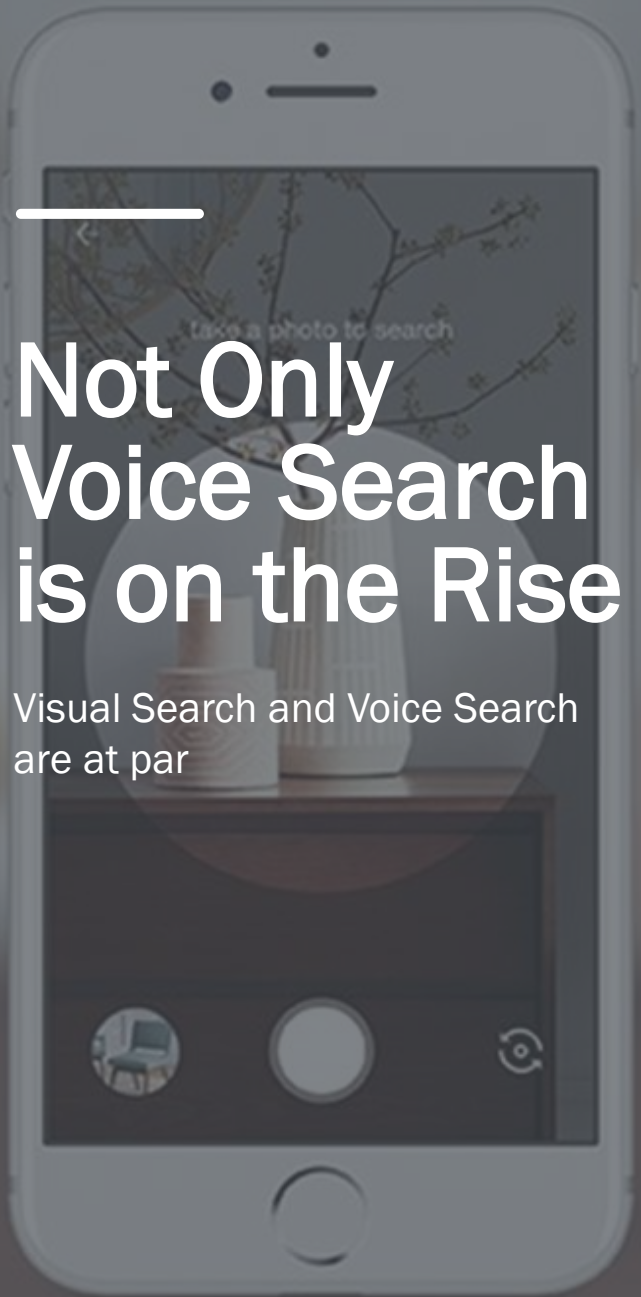


# Visual Search Spotlight

Produced by  **Intent Lab**<sup>TM</sup>  
Presented by Performics & Northwestern University

DSI Spotlight, October 2018



# Not Only Voice Search is on the Rise

Visual Search and Voice Search  
are at par

## Our study revealed:

- 36% of respondents have performed or used visual search which is at the same rate as voice search
- Moreover, 59% of respondents think visual information is more important than textual information across categories (vs. 41% said text search is more important)



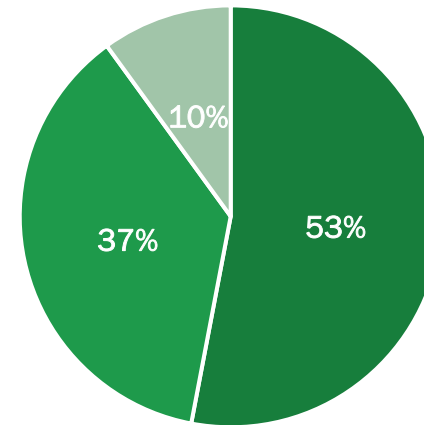
# Mobile is the central device used for visual search

Followed by desktop/laptop

Our study revealed:

- Not surprisingly given its camera incorporation and portability, mobile was selected by 53% of consumers as the main device use for visual search

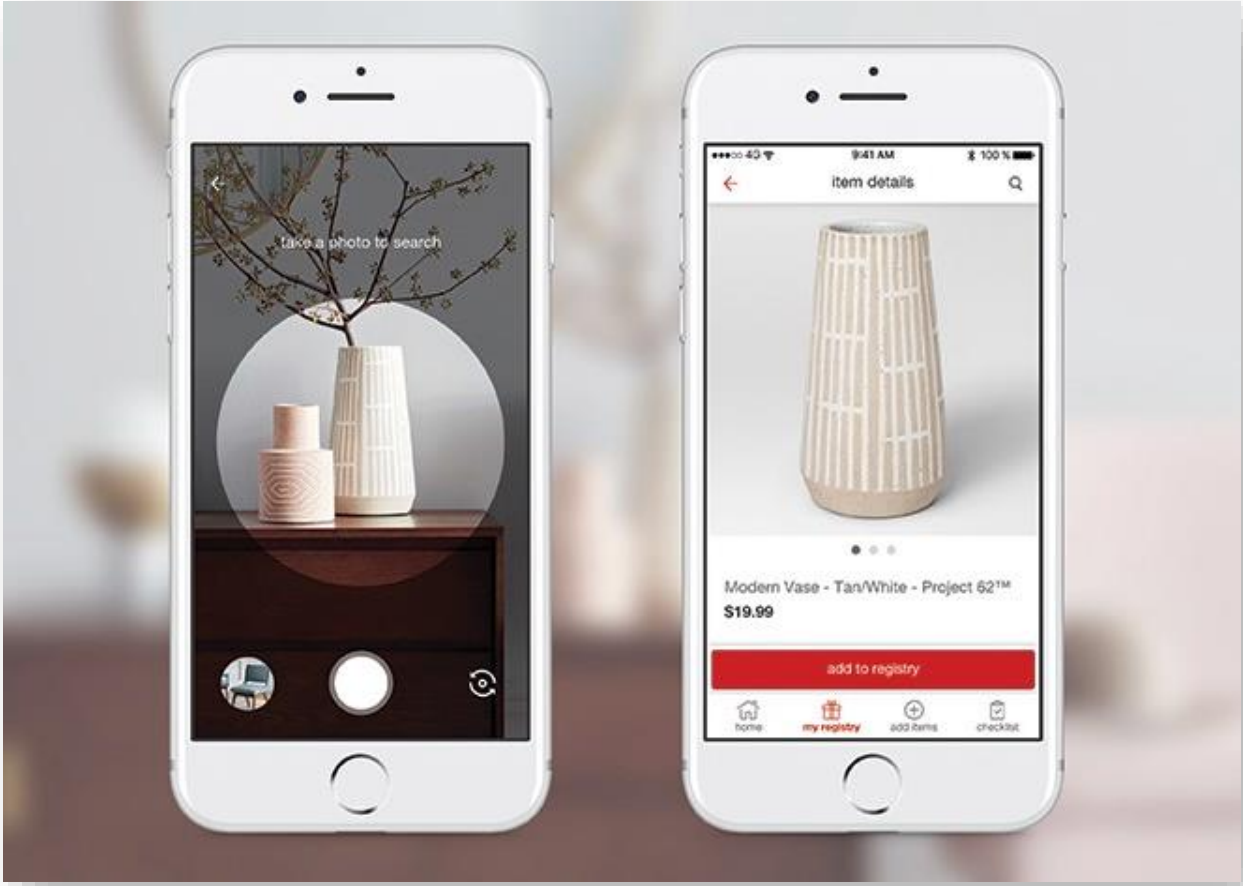
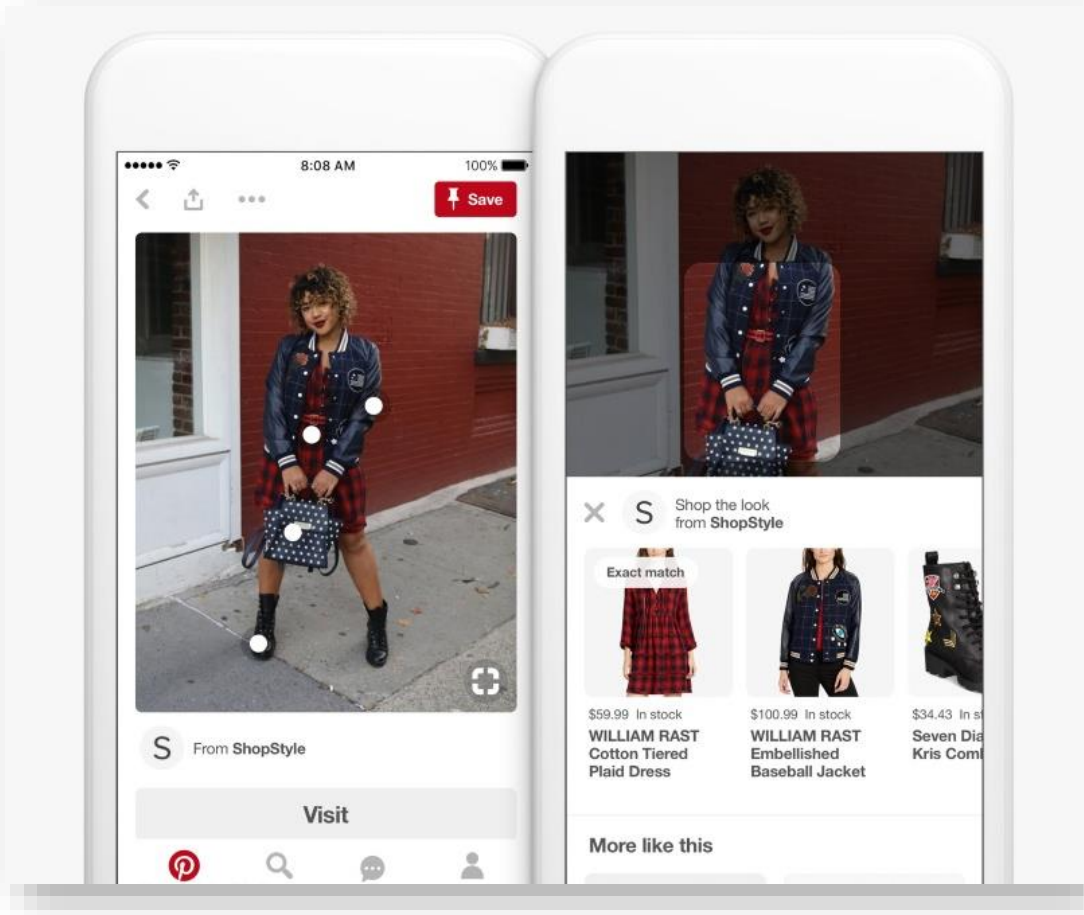
Device Used



■ Mobile ■ Desktop/Laptop ■ Tablet



# Overall, consumers prefer visual information over text when shopping. This is specially true for clothing and furniture



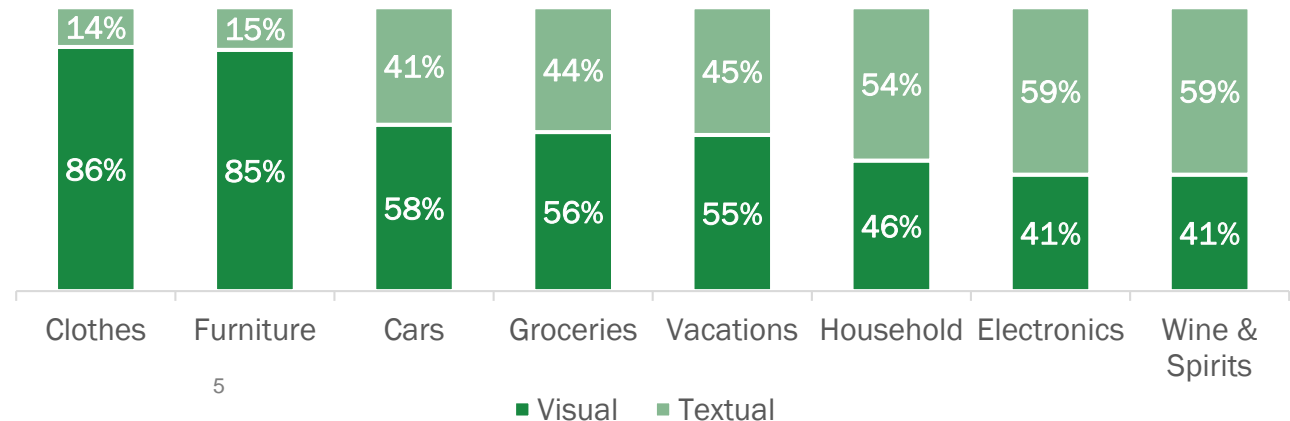
# Visual information is more important for clothing and furniture

Not so much for electronics, wine & spirits and household products

## Our study revealed:

- When shopping online for clothing or furniture, 85%+ of respondents respectively put more importance to visual information than text information
- Overall visual information is preferred over text by at least 50% of respondents in all categories except for electronics, household goods and wine & spirits.

### Visual or Text Information Importance



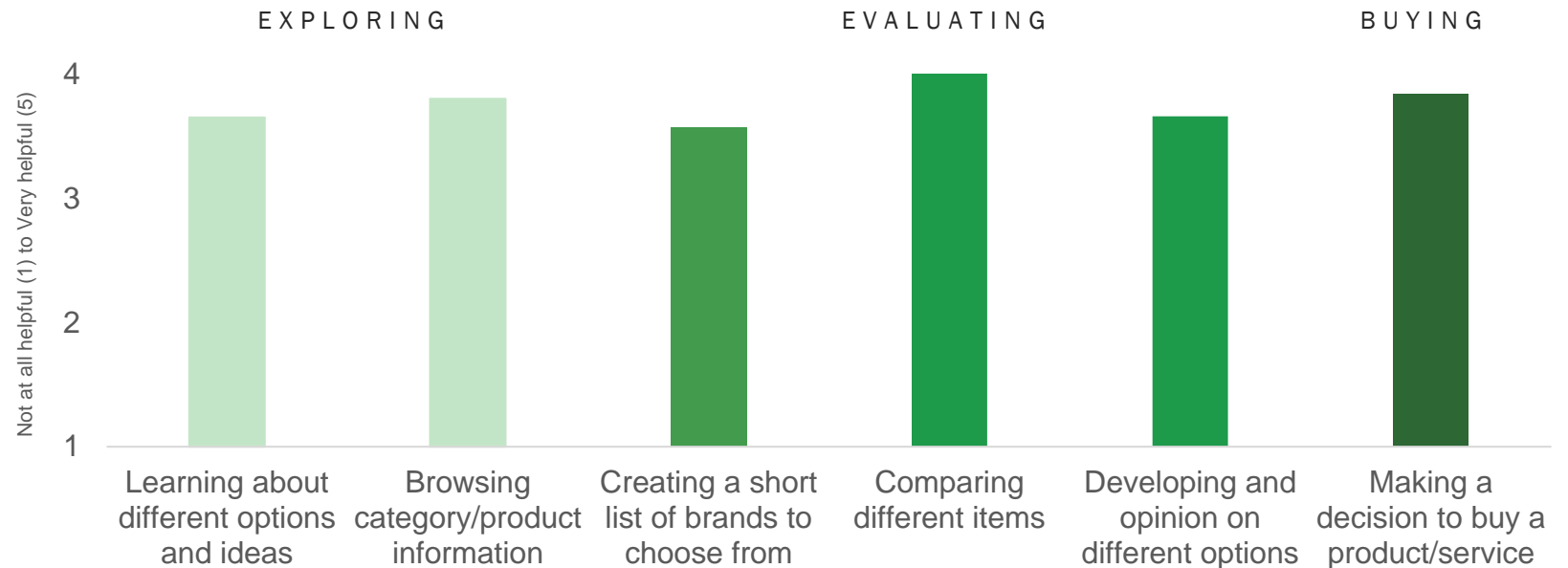


# Visual information becomes more important later in the decision process

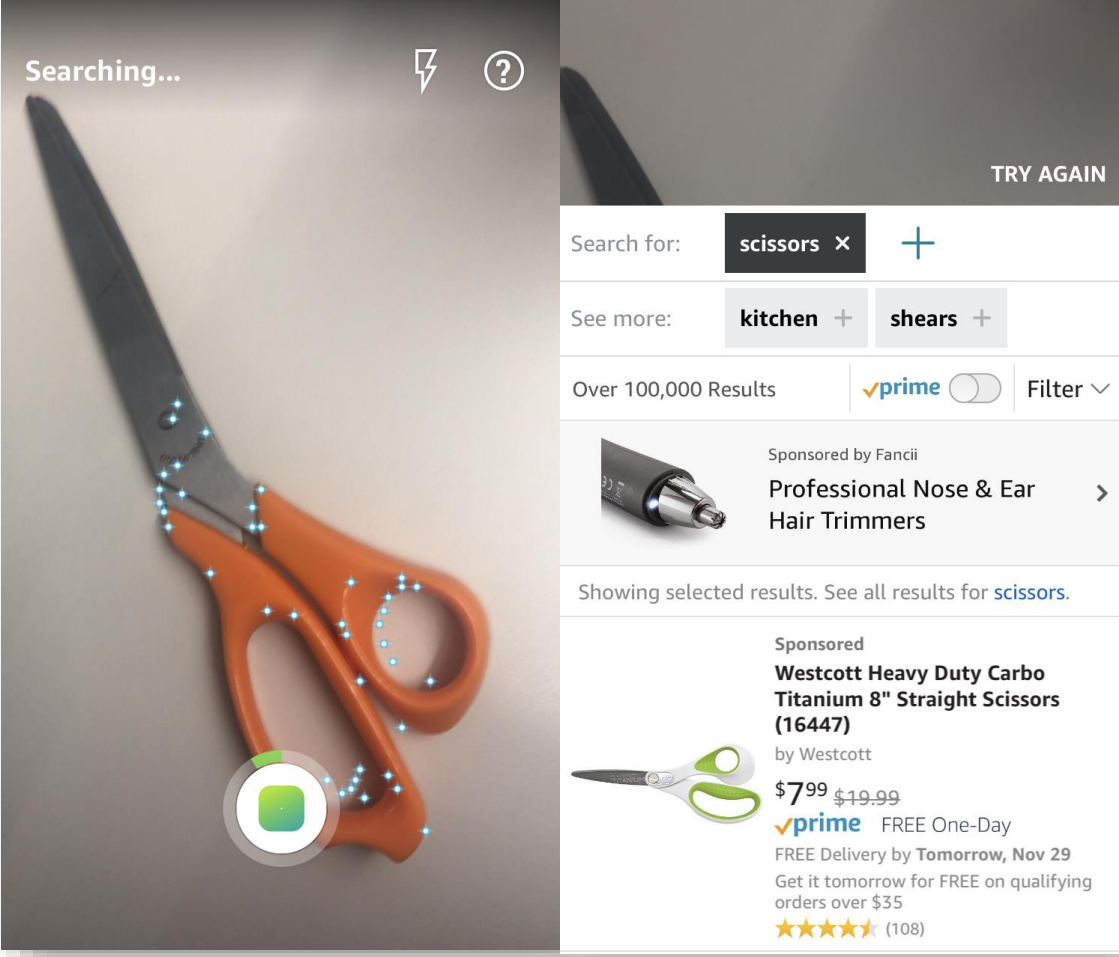
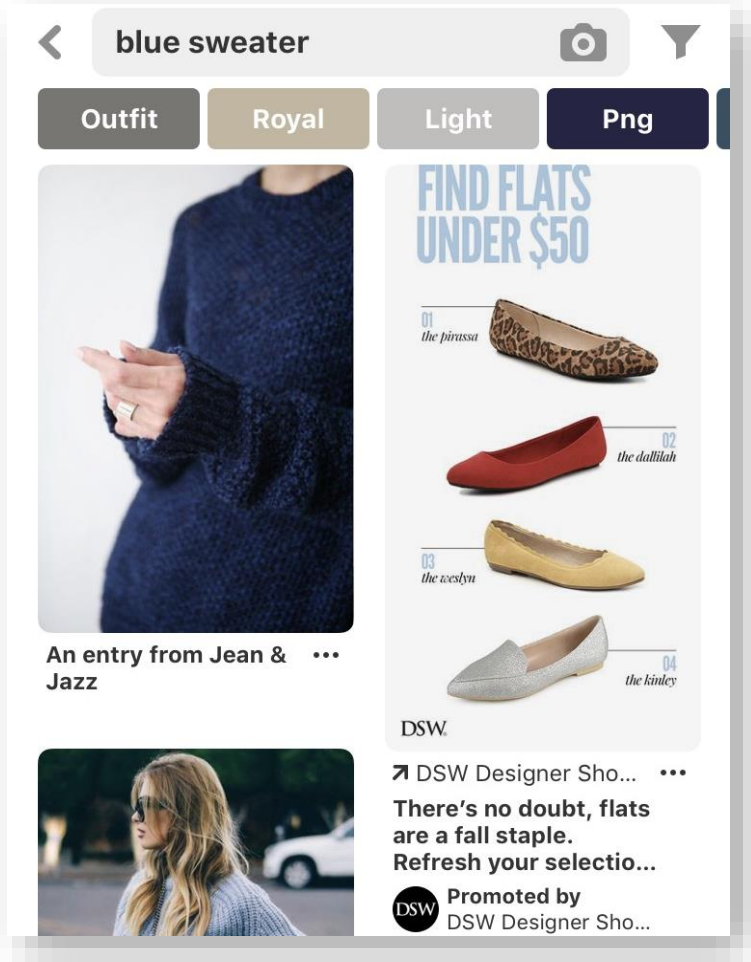
when people are comparing options and making a decision

## Our study revealed:

- Collectively 41% of respondents find visual information very helpful when making comparisons



# Trust in visual search is being jeopardized by promotions of unrelated ads to consumers' intent



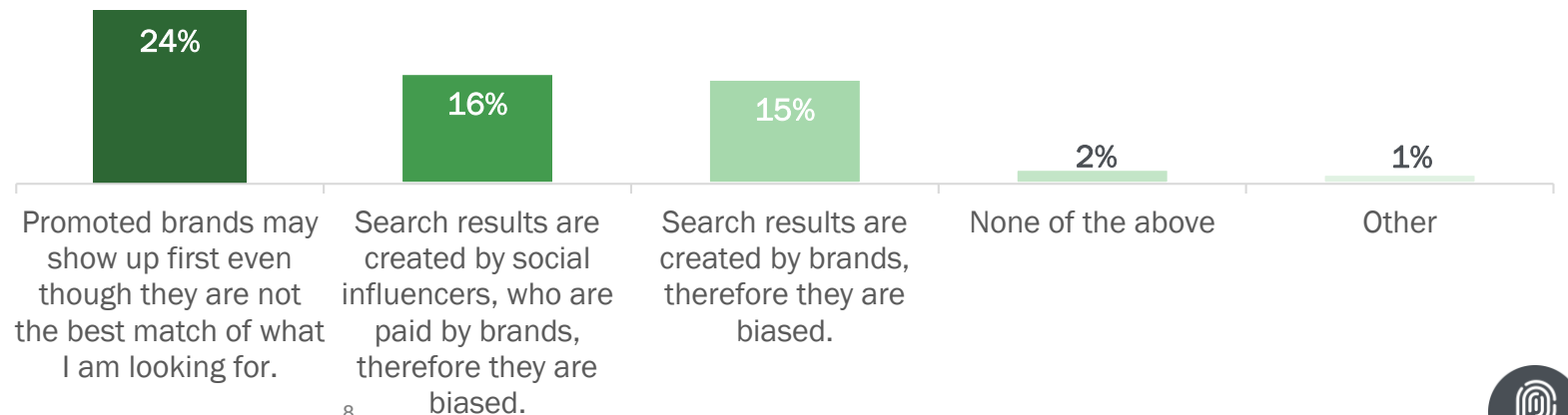
# Trust is the primary factor that prevents people from relying on visual search

Followed by privacy

## Our study revealed:

- 37% of respondents selected trust as the main factor that prevents them from relying on visual search followed by privacy with 26%
- The main reason why trust is an issue is due to advertising that shows up first even when they are not the best match to what consumers are looking for. 24% of respondents picked this option

## Trust is an issue because...







# Brand Implications

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What Does This Mean for Brands?

# Brand implications

## Get ready for visual search

Visual search isn't quite there yet but in visual verticals, consumers are putting more importance to visual results than text results

- Optimize your site to align to visual search queries (image name, caption, relevant keywords, image size)
- Create links from images to the right landing pages
- Clothing or furniture brands could plan for installing visual search in their app

## The opportunity is throughout all the decision journey

Brands should inspire, entice and capture through relevant visual search results

- Most marketers wrongly assumed visual search is only important early on the consumer journey. Our study proved that visual search is relevant throughout all the consumer journey, specially in the evaluating stage in which consumers are comparing their options

## Meet consumers' intent

Display your visual ad only when is relevant to what the consumer is looking for

- Trust is the main turn off for visual search usage. Consumers believe visual search results are highly influenced by paid advertising which they usually perceived as irrelevant to their intent





**Thank you!**

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# Appendix

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# Research Methodology

## DSI

The visual spotlight study is part of the biannual DSI study performed by the Intent Lab. The Intent Lab is a marketing research team composed by Northwestern University and Performics

- Survey with nationally representative, probabilistic and non probabilistic sample validated results at scale in the U.S. (N=1000)
- Sample is refreshed every wave (N=1000)





# Visual search definition

## DSI

The definition of visual search for this study is as follow:

‘Visual search is the ability to search for content in visual media. A typical visual search engine is able to identify items in an image or a video and search across a catalog to find the same or similar items. Essentially, it allows a customer to search for an item (or something similar to it) by simply uploading a picture of it. For example, you see a nice coat an influencer is wearing on social media. By taking a screenshot of that picture, you can later upload it to a retailer of your choice to find the same coat or a similar item.’

