

# THE IMPACT OF VISUAL PRODUCT EXPERIENCE

Why it pays to invest in what your customers see.

## WE LIVE IN A VISUAL WORLD



**90%**

of the information our brains process is visual.

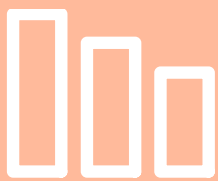
## PEOPLE BUY WITH THEIR EYES

**83%**

of online shoppers say product images were the #1 factor in their buying decision.



## MORE IS MORE



**Up 166%**

Expectations for the number of images per product page went from 3 in 2016 to 8 today.

## CUSTOMIZATION IS KING

**20% More**

The additional amount online shoppers will pay for a product they can customize.



Create better visual product experiences at [threekit.com](https://threekit.com)

