



THE GROWING IMPORTANCE OF VISUAL SEARCH:

Why e-commerce brands
must adopt it?



INTRODUCTION

While many industries are still trying to recover from the brunt of the global pandemic, e-commerce has boomed like never before. After the initial surge in 2020, the market still stands strong.

\$5.7 trillion

Retail sales in 2022 crossed **\$5.7 trillion** with predictions for steady growth in the future.



With such rapid growth, e-commerce brands today need continuous improvement to compete and remain profitable. As consumers prioritize speed and convenience, product search and discovery are undergoing rapid changes.

By cracking search and discovery, brands can create loyal followers from regular customers and gain first-to-market advantages. In this e-book, we will cover:

- 1 | The rise of visual search
- 2 | Advantages of visual search for e-commerce brands
- 3 | Addressing important use cases
- 4 | Case studies
- 5 | Consumer behavior and preferences
- 6 | The future of visual search in e-commerce

Let's begin with a brief overview of the e-commerce landscape and the significance of search technologies that you can apply to your brand.

THE RISE OF VISUAL SEARCH

As more and more users flock to the internet for all kinds of purchases, it's difficult not to prioritize investments that help improve sales online. We shop with our eyes first, so it makes sense that visual search is not going to be another passing trend.

Most shoppers now prefer visual search to be a part of their favorite brands' home pages, and even those who haven't tried it are extremely intrigued by the idea of it. Visual search allows people from all over the world to forgo language barriers and make a quicker decision based on the product's visual appeal. So you can apply visual search to almost all industries, from beauty products to automobile accessories. The logic is quite simple--the quicker they find, the faster they buy.

Traditional keyword-based text search queries are often more time-consuming and can lead to frustration with inaccurate results.

Visual search provides precision and accuracy in a time-saving manner and gives modern customers the kind of seamless shopping experience they crave. The global visual search market is expected to cross ~\$33,000 million by 2028. Needless to say, it comes with a lot of advantages for the brands that choose to invest in it early.

Visual search results



ADVANTAGES OF VISUAL SEARCH FOR E-COMMERCE BRANDS

Visual search is an intuitive solution to shorten your customer's path to purchase, and we can see a lot of big and small brands starting to invest in this technology to improve their customer experience. In particular, there are seven advantages of using visual search with respect to the e-commerce industry:



Streamlined product search: Visual search eliminates the long text-based search queries that could result in inaccurate results for the customer. When inspiration strikes, they can click a picture with their device camera or upload it from their gallery and search your website for similar products.



Optimized for mobile devices: Younger customers not only spend more money shopping online but also use their mobile phones to scroll social media. Visual search is optimized for them to go from product discovery to purchase on the same device with ease.



Better engagement rate: Visual search can go a long way in helping customers feel engaged and immersed in their shopping experience. This could potentially lead to an increase in the average order value (AOV) and repeat purchases.





Better brand loyalty: Visual search improves customers' average satisfaction and leads them to form a bond with you online. This simplified and seamless shopping experience helps create a loyal pool of followers for your brand in the long run.



Improved conversion rate: When you show that you care about your customers by investing in their interaction with the brand, they are likely to reciprocate. With visual search, you reduce the number of steps it takes for them to buy from you, thereby increasing the conversion rate.



Access to first-party data: With visual cues added to your standard customer's demographical information, you can begin to collect a ton of precious first-party data. This can be useful when formulating strategies, trying to improve sales, and building your brand's reputation.



Hyper-targeted marketing: As customers share pictures of products they like and want to buy, you can utilize that information for better-targeted marketing efforts. With better marketing, you also automatically boost your campaign's effectiveness and drive growth.

From enhancing the user experience to amplifying your brand's visibility, visual search has proven to be a worthy investment.



ADDRESSING USE CASES

A fashion clothing brand can help its customers feel like their favorite celebrities and influencers on a budget. With visual search, they encourage customers to upload pictures of the celebrity outfits they like and build a digital wishlist with the clothes according to the personal styles they want to own.

Every time there is a matching item from their wishlist on sale, the brand can push notifications to invite buyers in and create sales. This also ensures that customers feel motivated to come back to the brand's website and app regularly to update their wishlist and shop for more clothes.

Similarly, a home decor brand selling furniture can add a visual search feature to help make their customers' shopping frictionless. With a single picture, the brand can display several matching and similar pieces of decor. This way, the customer feels in control of their decision without being overwhelmed by choice and the brand can boost its revenue too.

In all these use cases, brands enable shoppers in their specific scenarios with a visual search tool to find their desired products. Customers can also add filters for style, pattern, color, and price to buy exactly what they are looking for.



CASE STUDIES

As long as you have an inventory of products you want your customers to discover and buy, visual search can help your brand skyrocket. It presents a multitude of use cases catering to industries like electronics, furniture, eye wear, etc. Let's take a look at two case studies that showcase how incorporating this feature helped them tackle their unique problems and resonate with their customers' needs.

CASE STUDY #1:



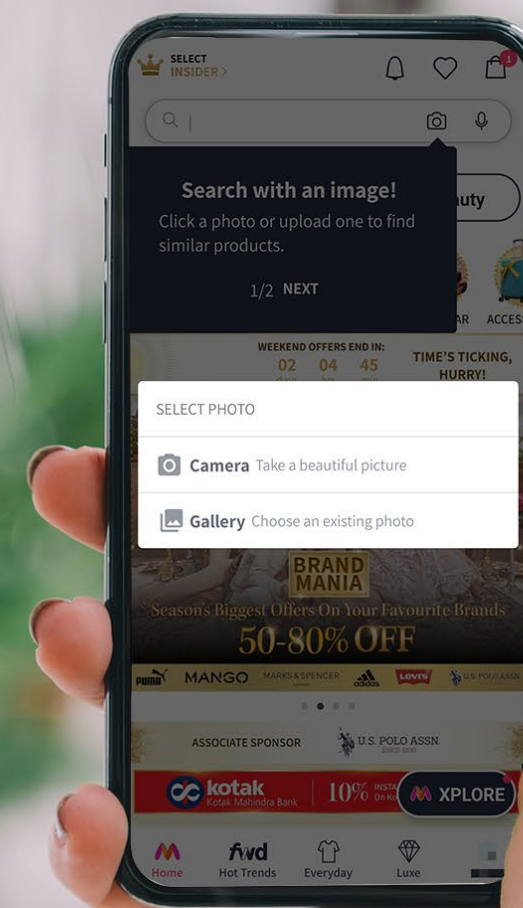
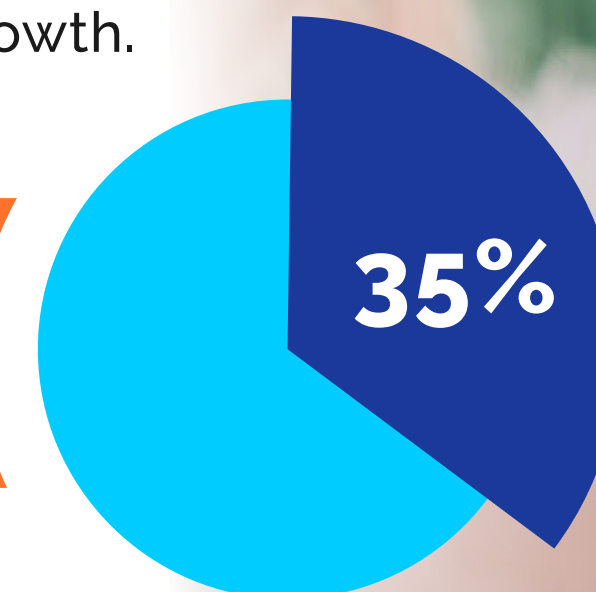
[Myntra](#), one of India's leading fashion e-commerce platforms, was on the lookout for the perfect visual search and recommendations partner who resonated with its mission and vision to provide "a hassle-free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.

The solution?

ViSenze enables Myntra's customers to find what they want faster using a photo, saved image, or screenshot with its AI-powered Smart Visual Search, unlocking more revenue.

In addition to a quicker product discovery process, Myntra leverages ViSenze's 'Similar' recommendation engine to curate a collection of similar items based on visual attributes like the style or color of the item end-users are looking at. Also, for driving complementary product recommendations, Myntra uses the 'Look' recommendation engine to showcase more products from the model images supporting AOV growth.

Myntra's image search traffic has grown by 35% over the last 12 months contributing significantly to conversions and revenue per user.



CASE STUDY #2

Showpo.

[Showpo](#) is an Australian fashion e-commerce brand with over 4 million social media followers from all over the world. They knew that their young and tech-savvy audience wanted an infinite number of style possibilities to choose from, and with a wide variety of products in their inventory, they wanted a solution to tie in visual discovery with every customer's journey.

With ViSenze, the brand was able to showcase its entire collection to potential customers with high-quality images. This way, its customers had access to a range of similar and complementary items based on their purchasing behavior.

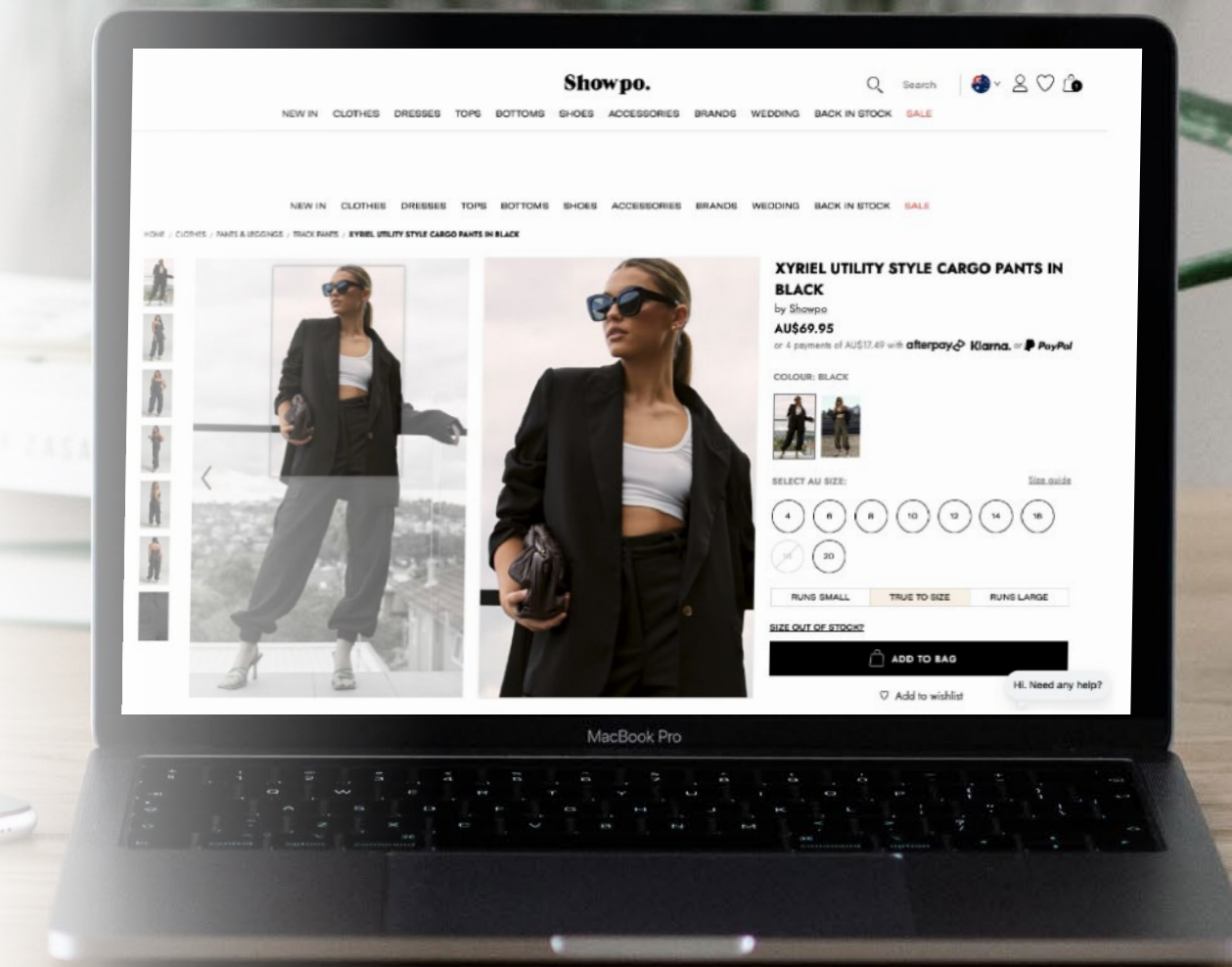
The solution?

ViSenze Smart Discovery Suite. After beta-testing it, customers could now upload a single photo or screenshot of what they were searching for and view all of Showpo's matching products with automated tags. This made multiple product searches and supplementary product recommendations easier for the brand and the customers.

Showpo's success with visual search became apparent with metrics like the conversion rate getting a 10% boost.

With brands that maintain a vast catalog of styles, it's important to be able to generate sales in all categories by displaying the right items to the right visitors. Alongside sales opportunities like promotions and seasonal discounts, this ensured that the brand was meeting and exceeding customer expectations with every purchase.

These are just two of the millions of case studies possible that demonstrate the success stories of e-commerce brands that have successfully integrated visual search into their unique marketing and sales strategies.

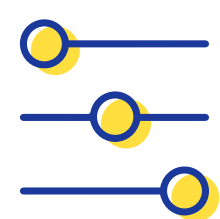


CONSUMER BEHAVIOR & PREFERENCES

When it comes to online shopping, customers today expect a much more seamless experience from the brands that they spend their money on. Analyzing these trends and expectations, brands have realized the common theme—visual illustrations are powerful tools when harnessed to their full potential. Here are five types of consumer behavior and preferences to note:



Instant gratification: In this fast-paced digital age, your customers expect their queries to be addressed immediately. With visual search, you can help them replace text-based search with a picture upload that's quicker and shows precise results.



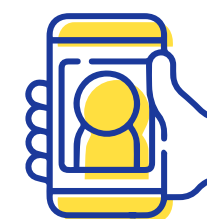
Personalization: With so many brands to compete with, customers will only choose you when they feel they are treated special. Reward their purchases and loyalty with tailored shopping experiences like personalized product recommendations, and you will notice an increase in repeat purchases.



Easy visual inspiration: When you curate your customer's product display screen based on their likes and past purchases, you make it easier for them to discover new products and buy their favorites regularly. This helps you play to your strengths by increasing chances of purchase and quickening their decisions.



Data privacy: Customers are protective of their confidential data, especially visual images they upload to your website for shopping. Give them the security of treating their data fairly and maintain transparency to establish that you're a trustworthy brand.



Virtual try-on: Technology has now made it possible for your customers to see how your products will blend into their lifestyle online. With AR and virtual try-ons, you can help them get a feel of your brand and make confident purchasing decisions.

Once you know how your customers want to interact with their ideal brand, you can take active steps to outperform the competition and make sure you create a lasting impression that forms a bond with every customer who chooses to visit your website or mobile app.



THE FUTURE OF VISUAL SEARCH IN E-COMMERCE

Machine learning and artificial intelligence are evolving every day. Brands in the e-commerce space know that keeping up with these changes is the key to staying profitable in a competitive market. Today, we see visual search as one of the most cutting-edge technologies for your online business, but the development is constant.

The future of visual search can have innovations like multi-search for your customers to feel as immersed in their online shopping as they would in an offline setting. Combining the capabilities of visual search with algorithms empowered by natural language processing, multi-search engages every customer to automatically understand their intent and match them with their desired products.

Not long from now, we can expect customers to search for the exact item they want and buy it with little to no friction thanks to this feature, and incorporating this within your brand can only ensure that your products keep getting added to carts and purchased by all your shoppers seamlessly.

The long-term impact of visual search on the e-commerce industry points in the direction of massive growth. Changing customer demands make it imperative for brands to stay on their feet to future-proof their business.

CONCLUSION

Whether you are in the fashion, home furnishings, eyewear, electronics, or sporting equipment business, visual search empowers your customers to engage with you more meaningfully and helps you drive growth opportunities. Today, adopting this tool has almost become a necessity to enhance user experiences and increase sales.

Simply put, the importance of adopting a visual search for e-commerce brands and its potential to drive success cannot be overstated.

If you're looking to begin your journey with visual search to help your brand both online and in-store, get a free trial with ViSenze today and take the first step!





ViSENZE

Smartest Product Discovery
Platform for Retailers

Book A Virtual Demo



ABOUT VISENZE

ViSenze is a leading AI-powered visual search and recommendations platform that enables the world's leading retailers to help their customers simply 'See. Style. Shop'. ViSenze's cutting-edge products are used by Myntra, Ajio, Meesho, Rakuten, Zalora, Mango, Target, and others to power their product discovery for shoppers. ViSenze processes over a billion queries a month from retailers, helping them increase conversions and amplify revenue growth. Know more about ViSenze here - [Smart Search and Recommendations | ViSenze](#)

[VISENZE.COM](#)

