

THE POWER OF VISUAL CONTENT

The Internet is undergoing a dramatic visual and structural evolution. Thanks in part to the massive adoption of mobile devices, the days of text-based communication are dwindling. Today, images represent the preferred method of media consumption.

Visual communication, delivered at the exact moment of relevance, creates exciting new business opportunities for brands to engage their customers by putting highly digestible information in their hands.

WHY IMAGES

90% of the information sent to the brain is visual *

Images are processed 60,000 times faster than text *

The brain can process images seen for just 13 milliseconds **



*3M Consumer Study, 9/13 **MIT Journal, 1/14

IMAGES ARE MEANT TO BE SHARED

27 million pieces of content shared daily*

16 billion images have been shared on Instagram*

2x more likes for photo updates vs text on Facebook**



*Nielsen, 6/13

A PICTURE IS WORTH A THOUSAND WORDS

Brands are beginning to understand the power of visual storytelling



67% ○

say the quality of a product image is "very important" in selecting and purchasing a product*

120% ○○

more engagement for photo posts vs. text-based posts**

281% ○○○

lift in purchase intent for users exposed to TripleLift ad vs. those who were not***

*MDG Advertising Study, 8/13 **HubSpot Facebook Brand Study, 10/13 ***TripleLift platform, 3/14