

Consumers are image-centric

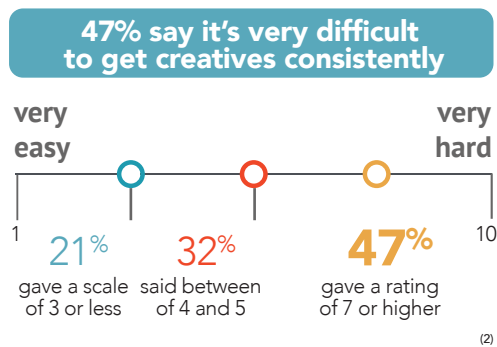
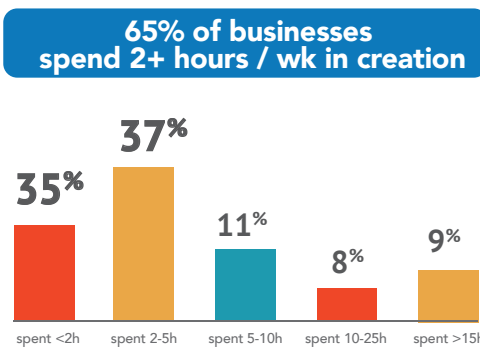
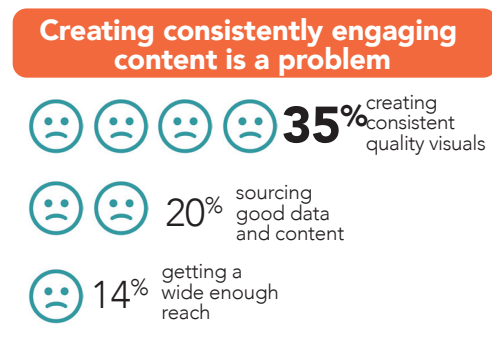
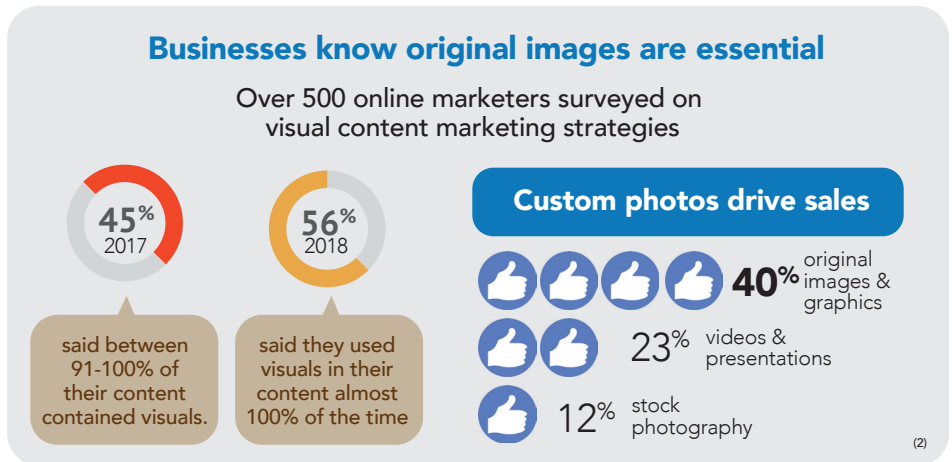
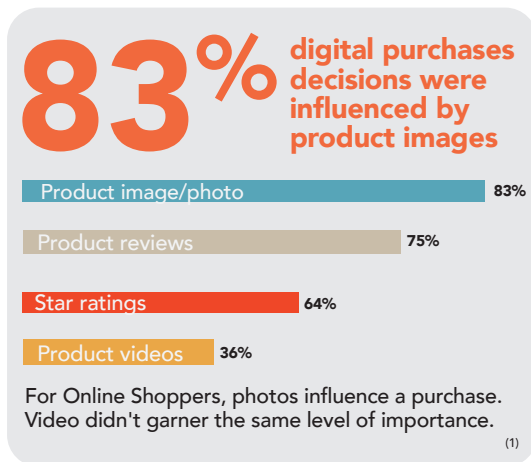
You have to work **2X** harder online to make your products come alive

Only **20%*** actually read website text



*Nielsen Norman Group Eye Tracking, <https://econsultancy.com/why-visitors-only-read-20-of-your-web-page/>, 2015

The right image will grow sales 30-50%



4 MUST HAVES for images to have highest conversion

- 1 QUALITY MATTERS**
Airbnb **DOUBLED** their bookings by adding higher quality photos
- 2 LIFESTYLE REQUIRED**
Set the scene by customizing your product into a lifestyle setting so your end user can see themselves on it, in it or with it!
- 3 BIG IMAGES**
Dell tested a large hero shot. Leads increased 36% over control image.
- 4 FEATURE CUSTOMERS**
One of the more effective image-based conversion tactics is to show the customer using the product or service.

(3)

(1) <https://retail.emarketer.com/article/online-shoppers-photos-influence-purchase/5ad8fd0ceb4000b78fe1506>
 (2) <https://venngage.com/blog/visual-content-marketing-statistics>
 (3) <https://blog.topohq.com/how-images-drive-conversions-15-ways-images-can-improve-conversion-rates>



Krome PHOTOS®

Powerful image optimization solution that transforms any photo into creative, studio-quality images costing 95% less than traditional photo services.



The only solution that gives businesses a consistent stream of quality images customized perfectly.

Krome's business customers say yes



"A Kromed photo increases clicks/likes/shares by over 600%. Yes, it's true."

Juliana Lucas CEO & Founder, Canterbury Paint



"Finding the time and skill to create great photos is challenging. Now, I can take great shots from my phone and trust that Krome will put my product in the best light."

Mark Mian Owner, Alter Alter Rations