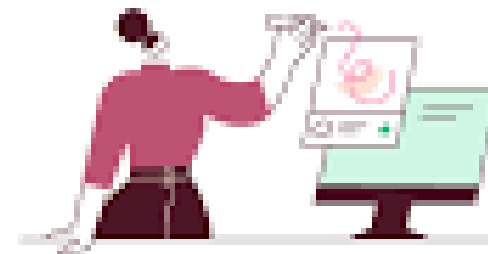




Does image really matter?

(Short answer: Yes)



- ✓ Attractive images get more clicks
- ✓ Well-designed assets earn longer visits
- ✓ Attractive images have been tied to greater revenue generation

- ✓ Consumers associate aesthetics with product quality
- ✓ Attractiveness has been linked with keywords, such as professional, clean, and creative
- ✓ Consumers perceive attractive products as more useful or enjoyable

