

High-Quality Product Photos and Videos Drive Significant Sales Growth on E-commerce Platforms

High-quality product videos and photos drive e-commerce sales. Segmind's scalable AI workflows enable brands to create impactful visuals efficiently.

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EINPresswire.com/ -- As e-commerce competition intensifies, companies increasingly turn to high-quality product photos and videos to differentiate their offerings and drive sales. Studies reveal that these visual tools help consumers make faster, more confident purchasing decisions, directly contributing to increased sales.

A study from Wyzowl found that 82% of consumers report being convinced to buy a product or service after watching a video, demonstrating the strong persuasive power of video content in e-commerce. Another survey by Vidyard echoes this impact, noting that 87% of marketers report a direct increase in sales thanks to product videos. These statistics underscore how product videos not only explain product features more effectively than photos or descriptions alone but also create an emotional connection, which influences purchasing behavior.

Platforms like Amazon and Shopee are leading the way in deploying product videos at scale, using them to enrich product listings and engage shoppers. According to Shopee, including videos in product listings can increase views and conversions by as much as three times, allowing brands to stand out in crowded marketplaces. Creatively Squared, an e-commerce marketing agency, further confirms that demo videos can increase revenue per customer by up to 17% by effectively demonstrating product usage and benefits.



BBQ Grill, plain white background image

Product visuals are particularly valuable in building consumer trust and overcoming barriers to purchase. As highlighted in Vidico's 2024 Video Marketing Statistics, 90% of marketers say video helps increase brand awareness, and 86% note it brings more web traffic by keeping users engaged longer and encouraging additional exploration on the site.

In addition to improving sales and customer engagement, product videos are now recognized as essential elements for building a reliable e-commerce brand. By offering detailed views of products and showing how they fit into everyday life, companies like Amazon, Shopee, and many others are setting a high standard for customer experience in online shopping.



BBQ grill on an outdoor balcony, image generated using Segmind's Product Photography Workflow

About Segmind's [Advanced AI Solutions for E-Commerce](#)

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These tools allow brands to produce high-quality visuals efficiently, helping them better connect with customers and drive sales in an increasingly competitive online market.”

Steven Lee, Chief Operating Officer at Segmind

Segmind is a cloud-based platform that's redefining what's possible in the world of Generative AI. It offers developers and creators an arsenal of cutting-edge tools, from powerful APIs for seamless deployment to Pixelflow, a no-code tool that makes building complex AI workflows a breeze. Segmind supports a range of AI-powered solutions for e-commerce, including AI-Generated [Product Photography](#), [Product Videography](#), Photo Relighting, and Editing tools, making it easy to create high-quality, conversion-boosting visuals.

“Our team is thrilled to offer a versatile suite of AI-powered tools for Photo and Video Creation tailored for e-commerce,” said Steven Lee, COO of Segmind. “These tools allow brands to produce high-quality visuals efficiently, helping them better connect with customers and drive sales in an increasingly competitive online market.”

As a reliable and scalable platform, Segmind has already processed over 20 million API requests, demonstrating its capability to handle enterprise-level demands. With its Serverless APIs, companies can quickly scale their applications as needed, ensuring smooth performance regardless of traffic surges. Segmind's platform also caters to a growing community of over 200,000 users, empowering them to experiment, innovate, and scale with generative AI for projects of any size.

For more information, visit Segmind's website, join their Discord community, or follow them on LinkedIn and Twitter to stay updated on their latest developments.

Steve Lee

Segmind

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BBQ grill on a porch, image generated using Segmind's Product Photography Workflow



BBQ grill in the backyard, image generated using Segmind's Product Photography Workflow

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