

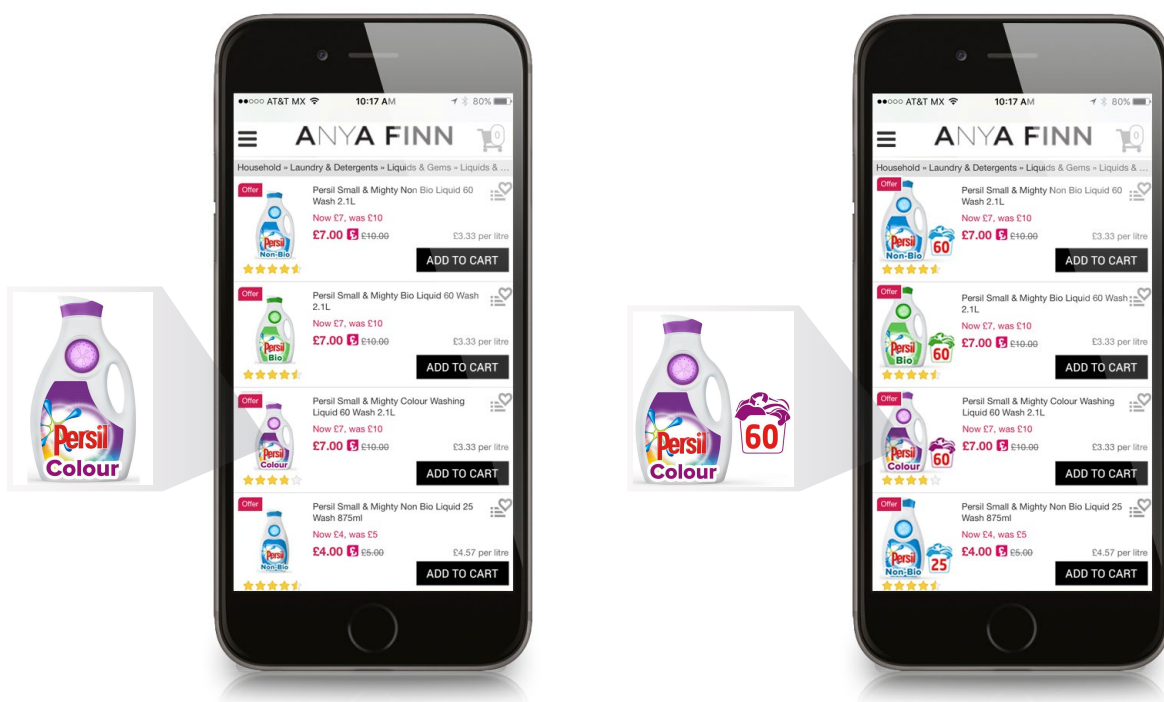


Amplience™

POWERING RETAIL ENGAGEMENT AT SCALE

Amplience Dynamic Media for Mobile Ready Hero Images

The Amplience Dynamic Media solution for the Mobile Ready Hero Image (MRHI) standard makes it easy for online merchandising users to deliver optimized product images that improve engagement and conversion on smartphones.



Key Benefits

- Support for MRHI formats increases conversion by up to 24%
- Using Amplience Dynamic Media reduces MRHI post-production work to zero
- Dynamic Media enabled images drive additional conversion with optimizations
- Scale MRHI support to all markets and locales, at no additional cost

About the 'Mobile Ready Hero Image' Standard

The Mobile Ready Hero Image (MRHI) standard, developed by the University of Cambridge Inclusive Design Group, defines eight enhanced image templates that have been proven to improve engagement and conversion when viewing consumer goods product shots on mobile (and desktop) lister (grid) and search results pages.



The eye-tracking study showed that when consumers browse product images on small screen devices they typically don't use search filters, preferring instead to use a fast scrolling style – 'vegas style scrolling' – to visually scan the list or grid to find the product that they are looking for.

Existing pack shots, which typically show the full product packaging re-sampled down into a very small thumbnail size image – are very hard to process on small screen sizes – leaving users confused as to the Product's Brand, Format, Variant and Size for mobile devices.



Fig 1. The recommendations for one of the 'Mobile Ready Hero Image' Standard layouts.

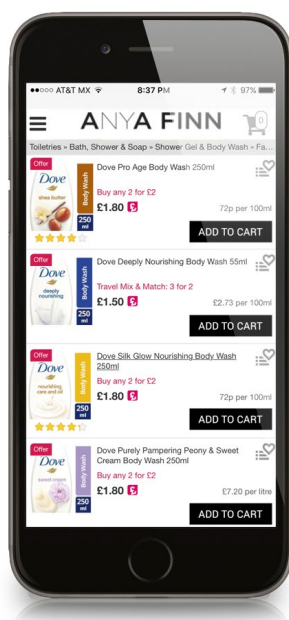
Sales Uplift Results

Eye-tracking and to-basket conversion studies run by Cambridge University and Unilever suggest that the standard's image templates and formats deliver significant benefits, including sales uplift of 24% in some cases. Mobile Ready Hero Images were trialled live against conventional pack shots in A/B split tests with a range of retailers. The Mobile Ready Hero Images typically resulted in positive sales uplift as shown in the image below;



Amplience Solution Overview

The Amplience Dynamic Media solution for Mobile Ready Hero Images (MRHI) makes it easy for brands and retailers to implement the University of Cambridge design templates to improve the effectiveness of product hero images on smaller screens.





Key Features

- Use existing master product images as-is, without post-production
- Support for all eight MRHI image standards 'out-of-the-box'
- Dynamically generate device optimized MRHI images
- Store MRHI label information in metadata for complete automation
- Use Point-of-Interest metadata to auto-crop the product shot
- Support for collaborative workflows and asset internationalization
- Seamless integration with PIM/Product Catalogue

The Amplience Mobile Ready Hero Images (MRHI) solution solves complex production challenges by automating the creation of product images with the required crop, zoom, brand color, category label and pack size information required for to create effective MRHI compliant images.

Ecommerce APIs, can feed the Amplience Dynamic Media solution which includes imaging templates, Point of Interest (PoI) metadata, and image metadata (such as brand and pack size information) from which thumbnail, medium, large and zoom, images can be created from a single master asset, elimination the post-production challenge.

The Amplience Dynamic Media solution includes server based image compositing (sometimes called 'Roundling'/'Badging'). 'Transformation Templates' can be easily created using these templates to encode the design logic to allow the use of parameters to control and manipulate the various layers of the design, including text content, typeface, sizing, positioning and color.

The image below was created using the Amplience Dynamic Media solution at 'request-time' by passing in particular parameter values into the image request, as follows:

Width(w) = 150

Volume = 400

Units = ml

Category = Conditioner

[http://i1.adis.ws/i/bendemo/8414260354321/tresemme-keratin-smooth.jpg?\\$MFHI_Full_v2&w=150&volume=400&units=ml&category=Conditioner&top_rgb=163,31,52&corner_rgb=0,0,0](http://i1.adis.ws/i/bendemo/8414260354321/tresemme-keratin-smooth.jpg?$MFHI_Full_v2&w=150&volume=400&units=ml&category=Conditioner&top_rgb=163,31,52&corner_rgb=0,0,0)



This automated process for optimized image and product variant display vastly reduces the effort of content producers and designers - nearly infinite variations of product can be generated instantly from just this one Template, encoding different designs, logical operators and parameters as required. Once a new template is published, it can immediately be utilized with thousands or millions of product assets.



Fig 2. Dynamic production of optimized images at huge scale for large FMCG brands and retailers.

Additionally, you can apply any of our Dynamic Media commands to the output image i.e. you could make it any size, compression or format including progressive jpg, or webp for optimized delivery.

A further enhancement to the management of this process, is to attach relevant metadata to a product image. The solution allows for fully customizable metadata schemas, so these properties can precisely match the product and design needs. Once the relevant values are associated with a product image, they are then ‘requested’ along with the image itself, such that the parameter values in our earlier example are auto-completed and applied to the Templates, purely using information and assets stored within your Amplience account.

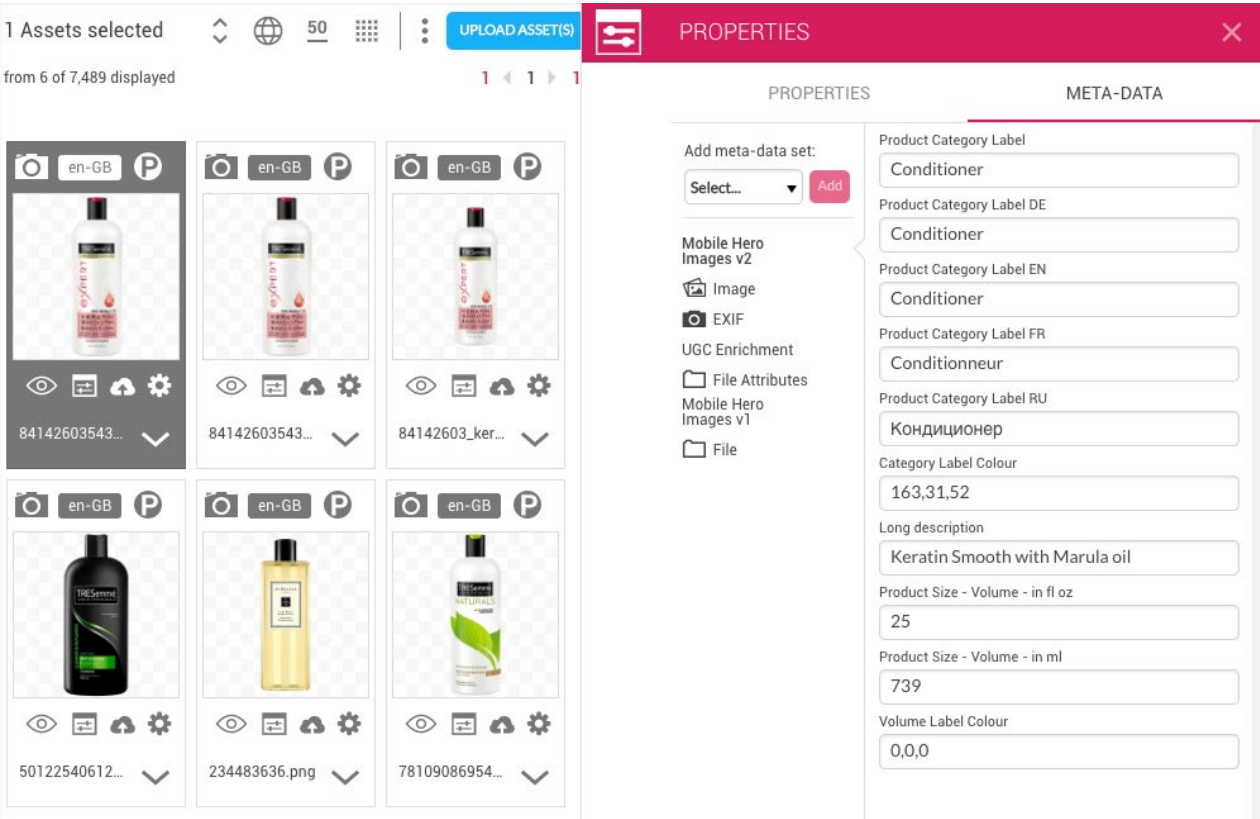


Fig 3. Viewing product metadata in the Amplience Dynamic Media App.

In the example below, all category and sizing information is stored as metadata and automatically referenced by the image requests, along with the appropriate color values for the two background areas. In this case, the top right area has a color matching elements of the product color scheme. Once the asset is enriched with relevant metadata, all variants in both design, and internationalized text and units, can be automated across all base product images.

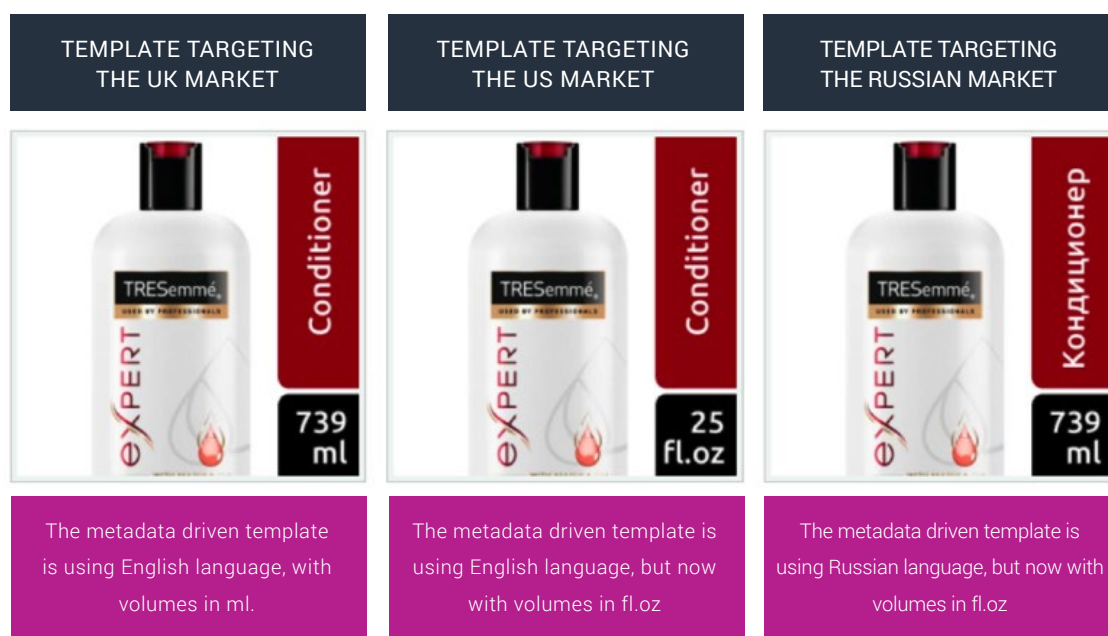


Fig 4. Dynamically rendered product variants using language, locale and size attributes.

Further Reading

Further reading, examples, and interactive demonstrations are available at the Amplience Playground; <http://playground.amplience.com/di/app/#/mobile>

Please contact us at mrhi@amplience.com to schedule a meeting with the team.

About Ampliance

The Ampliance platform signals the end of today's content production and publishing bottlenecks, accelerating processes and transforming assets into reusable, highly engaging digital content that can be delivered consistently across every customer segment, channel and locale. With Ampliance, retailers finally have the velocity of continuously fresh content required to convert customers at every point of inspiration, driving higher sales and productivity -- all without scaling up the team.

More than 200 of the world's leading brands, including Argos, Crate & Barrel, Iceland, and Tumi, benefit from Ampliance's specialized digital shopping expertise. For more information, visit www.ampliance.com

