1WorldSync Guide to Hero Images

11 Reasons to Update Your Image Gallery

NEW

Aroma Floral

1WORLD SYNC™
Laundry Detergent

Aroma Original

1WORLD SYNC™
Laundry Detergent 5L

5L

3 Fresh Scents

Hero image: what is it?

A hero image is an oversized image of a product higlighting important product attributes such as brand, size, quantity and differentiation points. Its purpose is to facilitate the purchase journey in e-commerce and particularly with mobile devices, where conventional images do not work well.

Now that you are familiar with the term, learn about the benefits of hero images to your business

1 Highlight Your Product in E-Commerce

A hero image stands out among conventional images in e-commerce, giving your product an advantage when it comes to grabbing consumer's attention.

2 Enhance Information That Matters the Most to Conusmers

A hero image makes it easier to identify information that is key for consumers, such as brand name, quantity, size, flavor and other attributes.

3 Build Brand Trust

Consumers seek transparency and reliability in online purchases and the hero image enhances brand credibility by evidencing important brand attributes.

4 Improve the Consumer Experience

The hero image makes the consumer journey easier by highlighting information that is needed for a safe and agile online purchase.

5 Communicate Your Full Value

The hero image may emphasize the most valuable trait of your product. It is a way to quickly convey your differentiation points to consumers.

6 Communicate More Than a Text or Title

The initial search for products in e-commerce is very fast and dynamic. Don't expect consumers to read your content information at this stage. At this point, an image is worth a thousand word.

7 Optimize for Mobile

In conventional images, key information competes for space with addtional information, compromising readability in smaller screens. Hero images are born mobile, they are made for mobile devices.

8 Use in Other Media

They are not meant for digital media only. Hero images may also be used on inserts, billboards and other formats and communication media.

2X more tomatoes

Tomatoes Preserves with Basil

1 WORLD SYNC

20 Calories

9 Prevent Complaints and Returns

The hero image makes it easier to access the most important information about your product so that consumers can be accurate when completing purchases. This prevents product exchanges, returns and dissatisfied consumers.

10 Boost Sales

Images replace the physical product in e-commerce, therefore it is essential that they be appealing to build consumer's trust and increase sales performance

11 Engage Fastscrollers

Users tend to scroll through their feed very fast in mobile devices, so images must be appealing and informative to stand out among so many others in a fraction of a second.

Trusted by over 14,000 brands & retailers worldwide

amazon   Walmart   Kroger   Microsoft   P&G   Kellogg's

About 1WorldSync

We are the leading provider of omnichannel product content solutions, enabling more than 14,000 companies in over 60 countries to share authentic, engaging content that empowers confident commerce and intelligent consumer purchasing decisions.

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