

Keynote | [Predictive AI] Giving Customers More of What They Love



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Senior Director, Innovation & Strategic
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Shutterstock

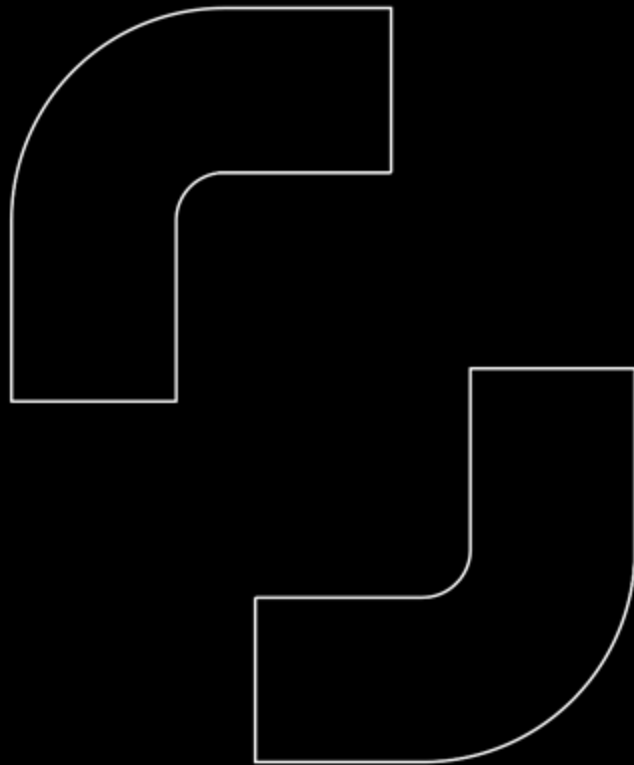


Computer Vision & Predictive AI:

Giving Customers More of
What They Love

Stefan Britton, *Senior Director,
Innovation & Strategic Partnerships*

November 2022



The evolution of tech and marketing



**Why is Shutterstock
talking about AI?**



Our growth in computer vision is shaped by our legacy in content and creativity

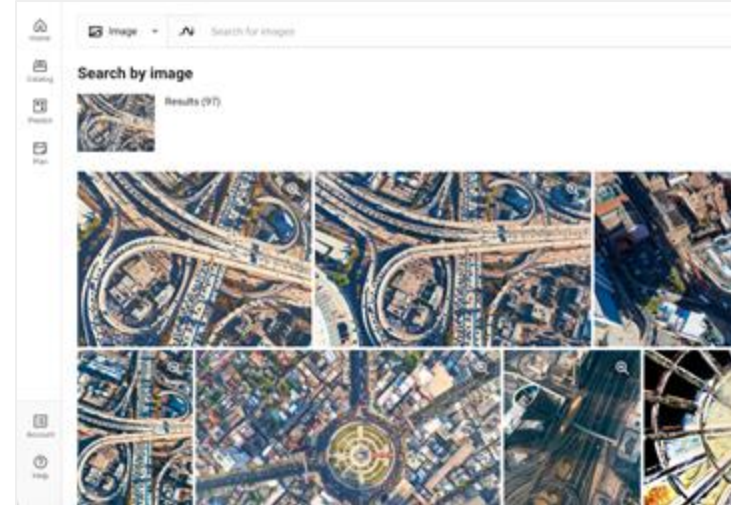


**Images, Footage, Music, 3D Models, Editorial
Content and Custom Productions**

At Shutterstock, CV powers internal processes and consumer experiences



Content review: Human and AI review of content submitted to ensure metadata consistency, 7-50 keywords per asset



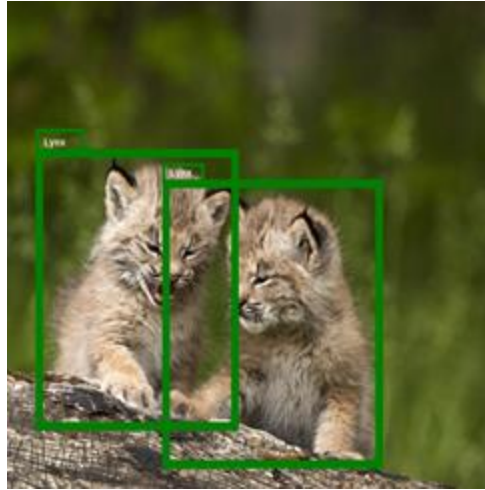
Ecommerce: Reverse image search and other AI capabilities underlie our core online search experience

Content Agnostic

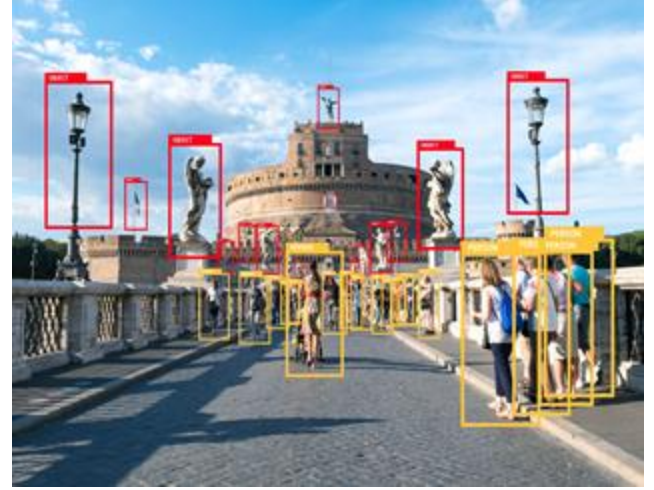
Shutterstock extracts data from content — and we add data back to content (tagging, labeling, annotations, descriptions)



Image description



Commercial: 2000 categories



HUMAN + MACHINE

Predictive Creative Performance



Advertising has a \$500B problem



\$560 billion
spent worldwide
in 2021



4%
remembered
positively



7%
remembered
negatively



\$500 billion
worth wasn't remembered
or even noticed

Content is more in demand than ever...

DIGITAL MEDIA

1/2 of total media
ad spend

VIDEO

10.2% CAGR

MOBILE

3h 12m per day

SOCIAL MEDIA

TikTok facebook

Instagram YouTube

SnapChat

WEBSITE PROLIFERATION



...and more important than ever.

E-COMMERCE

83% Shopify growth
in 2020

SOCIAL MEDIA

x2 CAGR

AD EXPOSURE

15k Ads a consumer
sees every day

ATTENTION

50ms How long it takes
to decide if you
like an ad

ENGAGEMENT

1.7s How long you look at a
Facebook ad you like

56% The effectiveness of
an ad driven by
creative (Facebook)

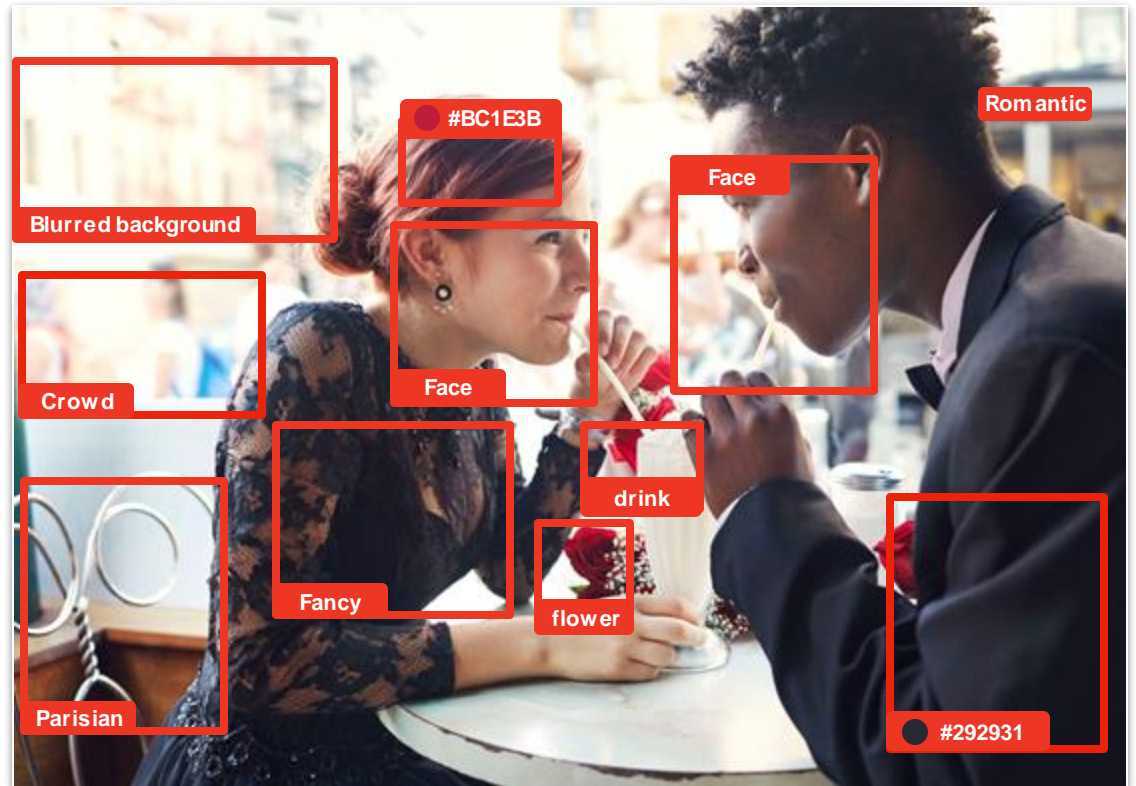
90% of an ad click is
attributed to the
creative (Ipsos)

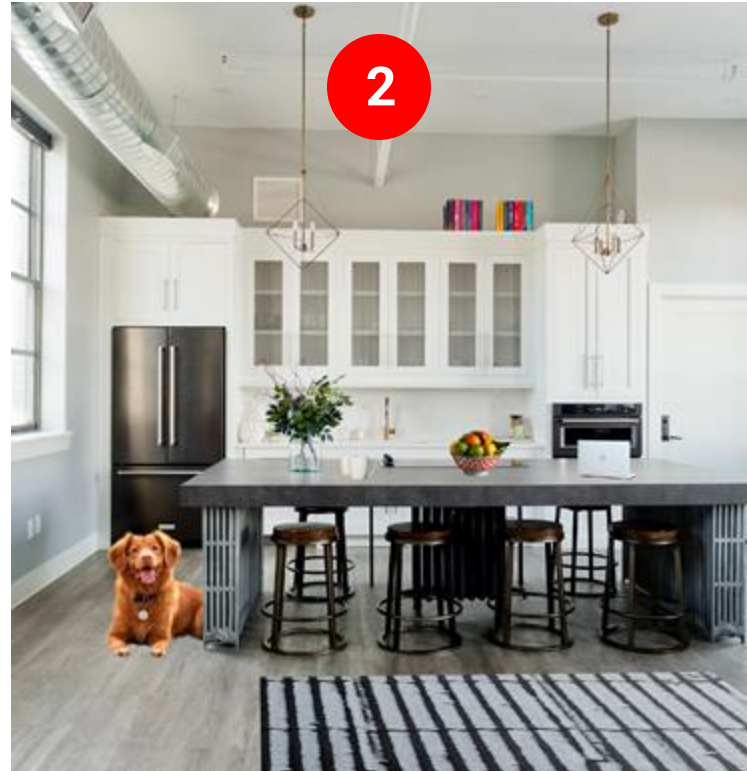
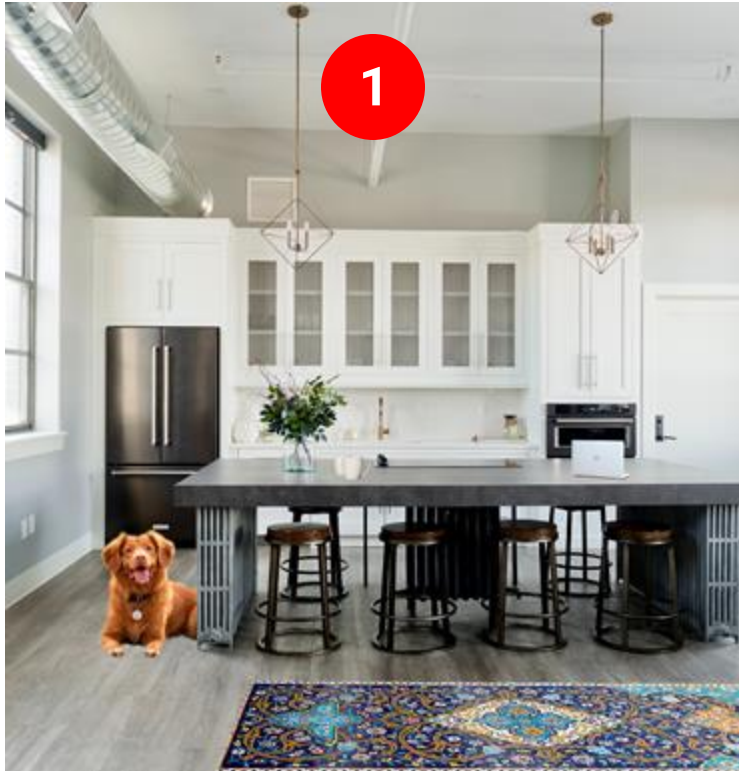


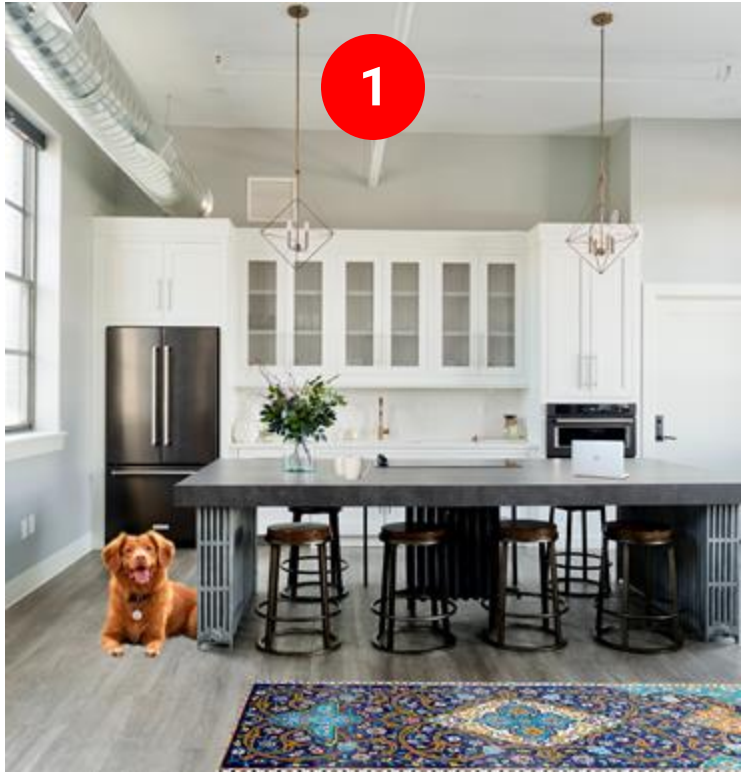


HUMAN + MACHINE

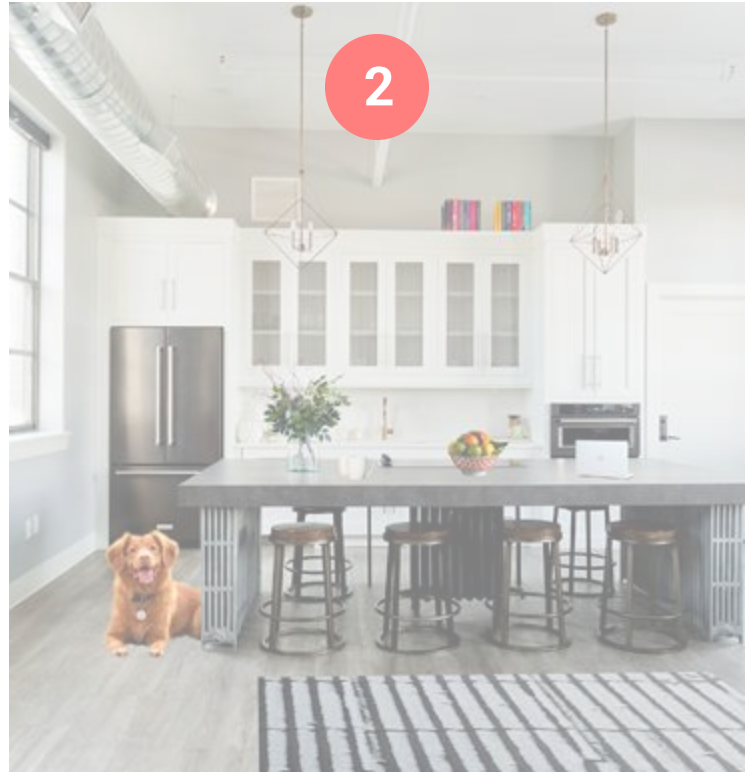
Predictive Creative intelligence







309% better
than average



1

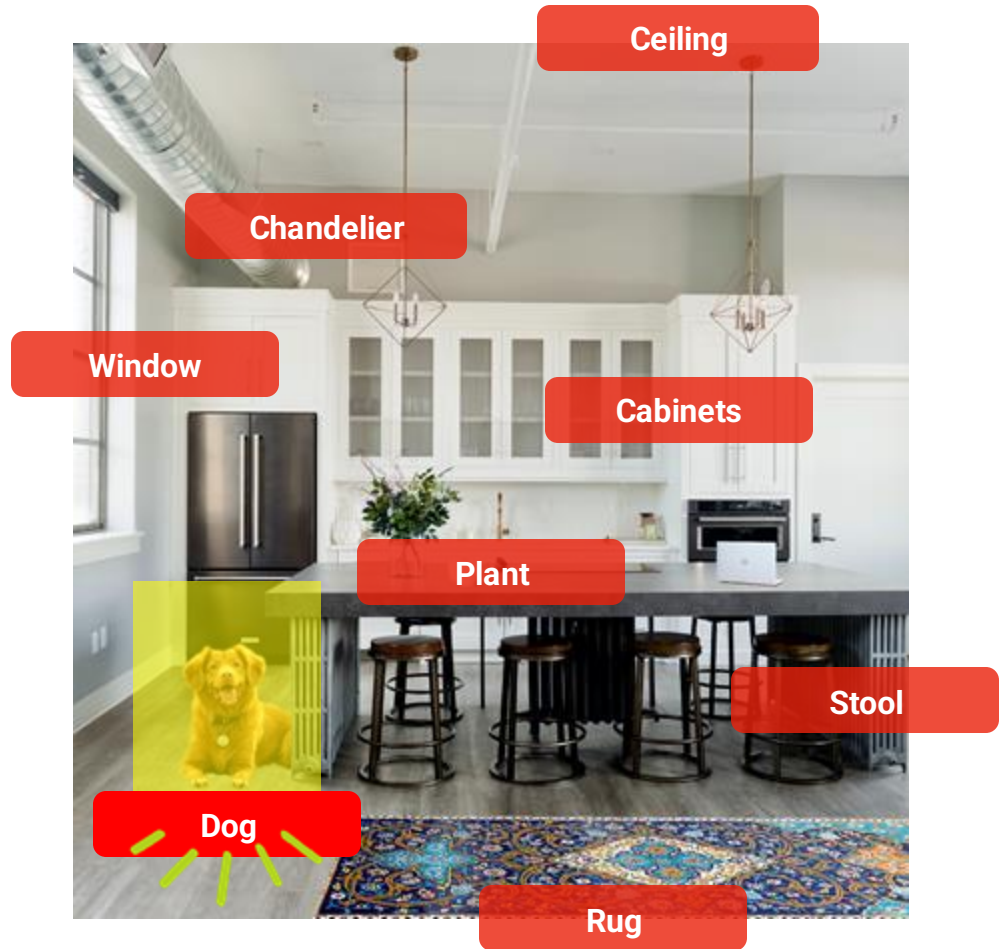
How?

309% better
than average

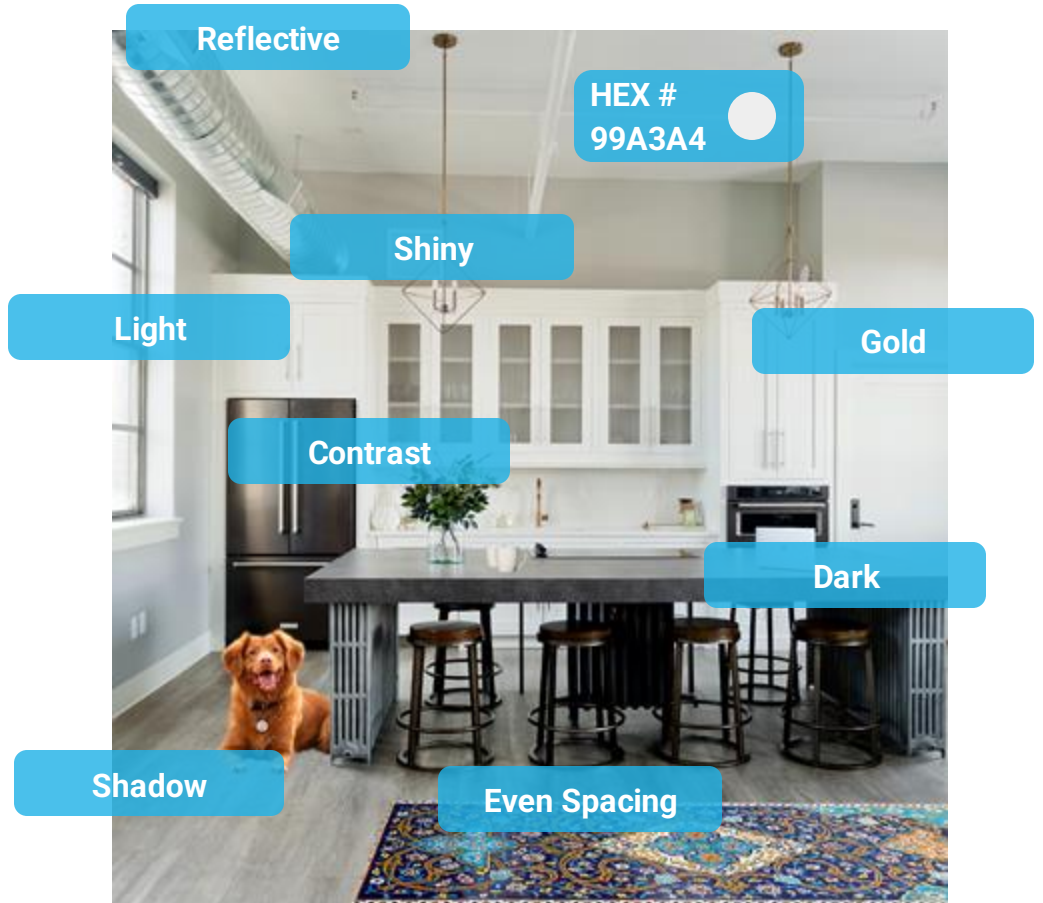
2



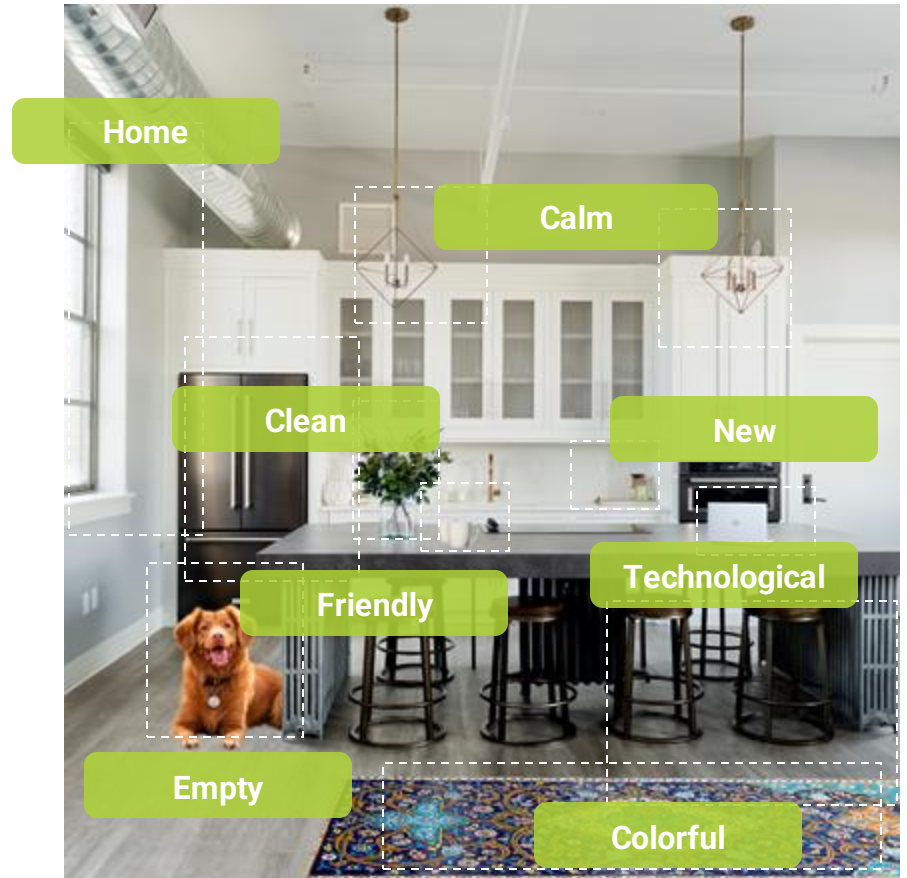
We analyse what
the human can see



...design layers



...and semantic and contextual



Color

Attributes

Number of faces

Contrast

**49,000 dimensions
& billions of data points**

Balance

Video length

Text

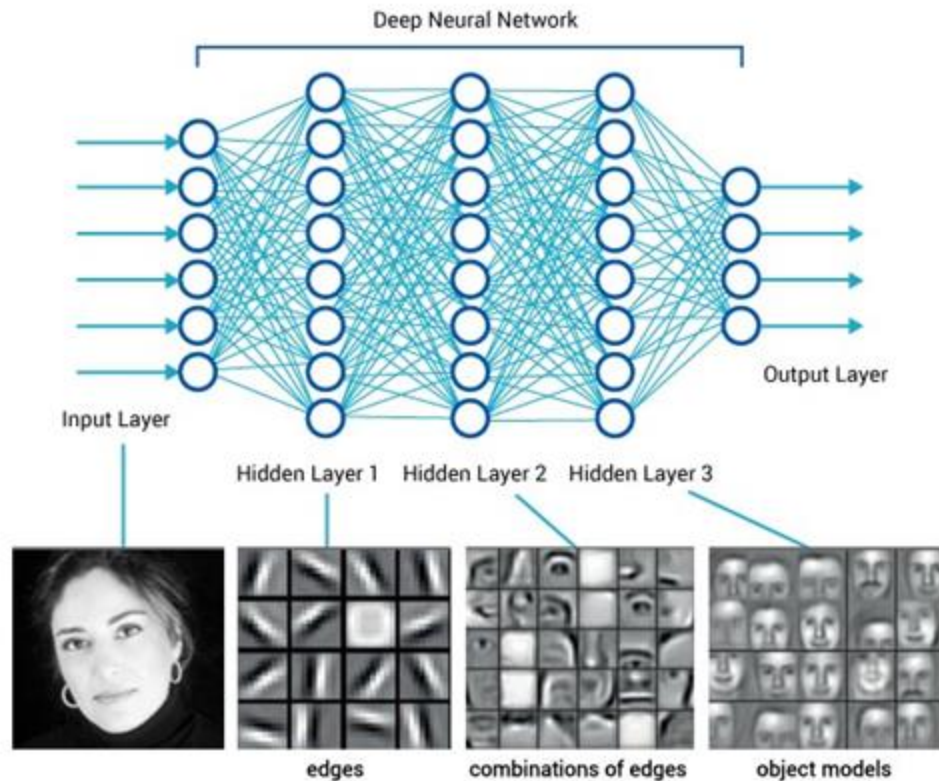


To calculate
a creative,
algorithmic
score.

- Plant +
- Light +
- Chandelier -
- Shiny -
- Shadow +
- Calm +
- Stool +
- Home +
- Dog +
- Empty -



Creating a rich data set to spot patterns in engagement



We power creative decisions with AI

8K+

Brands

600B+

Data Points

\$6B+

Revenue

Predict performance for your

- target audience
- channel
- territory
- goal
- KPI



Our content

Our data

**Creative
Intelligence**

Your content

Your data

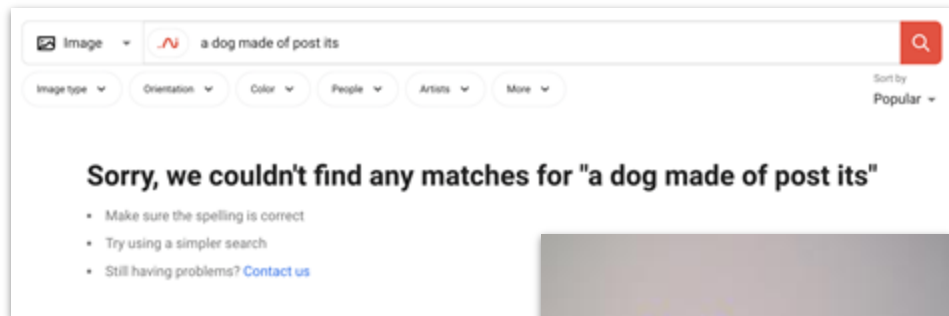
**The next generation of
creativity is here**

Announcing
AI content generation tools
coming to Shutterstock

Coming soon: Image generation



With Generative, Creative Professionals can find *the asset* every time, in real-time



'a dog made of post-it's'



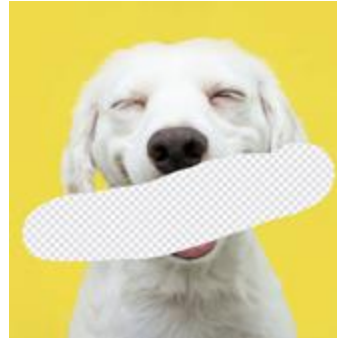
'heavy traffic on the golden gate bridge at sunset on a foggy night'



'an oil painting of a robot playing tennis'

All of these queries return 0 results at Shutterstock


Coming soon: Image editing





AI can augment creative with predictive insights to maximize performance



 86% **Tags**
Golden retriever puppy



Text prompt:
'Make the dog a golden retriever puppy'



New market-ready asset

Shutterstock.AI predictive insight recommends how to enhance existing content

Use in-painting to quickly scrub asset and prompt requested synthetic edits

New asset generated in seconds, incorporating data-driven insights

Check these out...



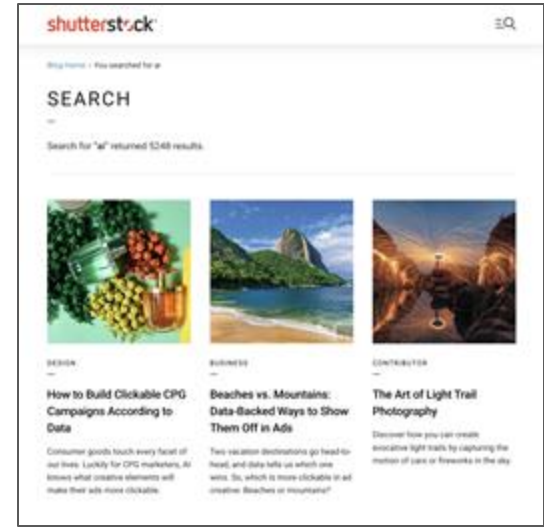
Creative Trends Report

<https://content.shutterstock.com/creative-trends/>




Color Trends

<https://www.shutterstock.com/blog/trends/color-trends>



Blog

<https://www.shutterstock.com/blog/>

A woman with curly hair, wearing a pink top, is shown in profile, looking towards a large, vibrant mural. The mural features a snowy owl perched on a branch, surrounded by large white flowers and green foliage. In the background of the mural, there are blue mountains and a black bird in flight. A large, stylized red logo is overlaid on the right side of the image.

shutterstock

Thank you