

Product Images with StackCommerce

Success guide to images for your physical product

stackcommerce

Intro to Images

Great images that tell your product's story are often the **key to a successful sale**. They not only help draw a user into your sale, but they can also give the confidence to buy.

Images to Provide:

2-8

On-white product
shots *per variant*

+

1-8

In-use or
lifestyle image

All Images:

Hi-res only
(min. 1280px wide)

+

JPG or PNG
only please

Included in this Guide:

How We Use Images
Guide to Product Shots
Guide to Lifestyle Images

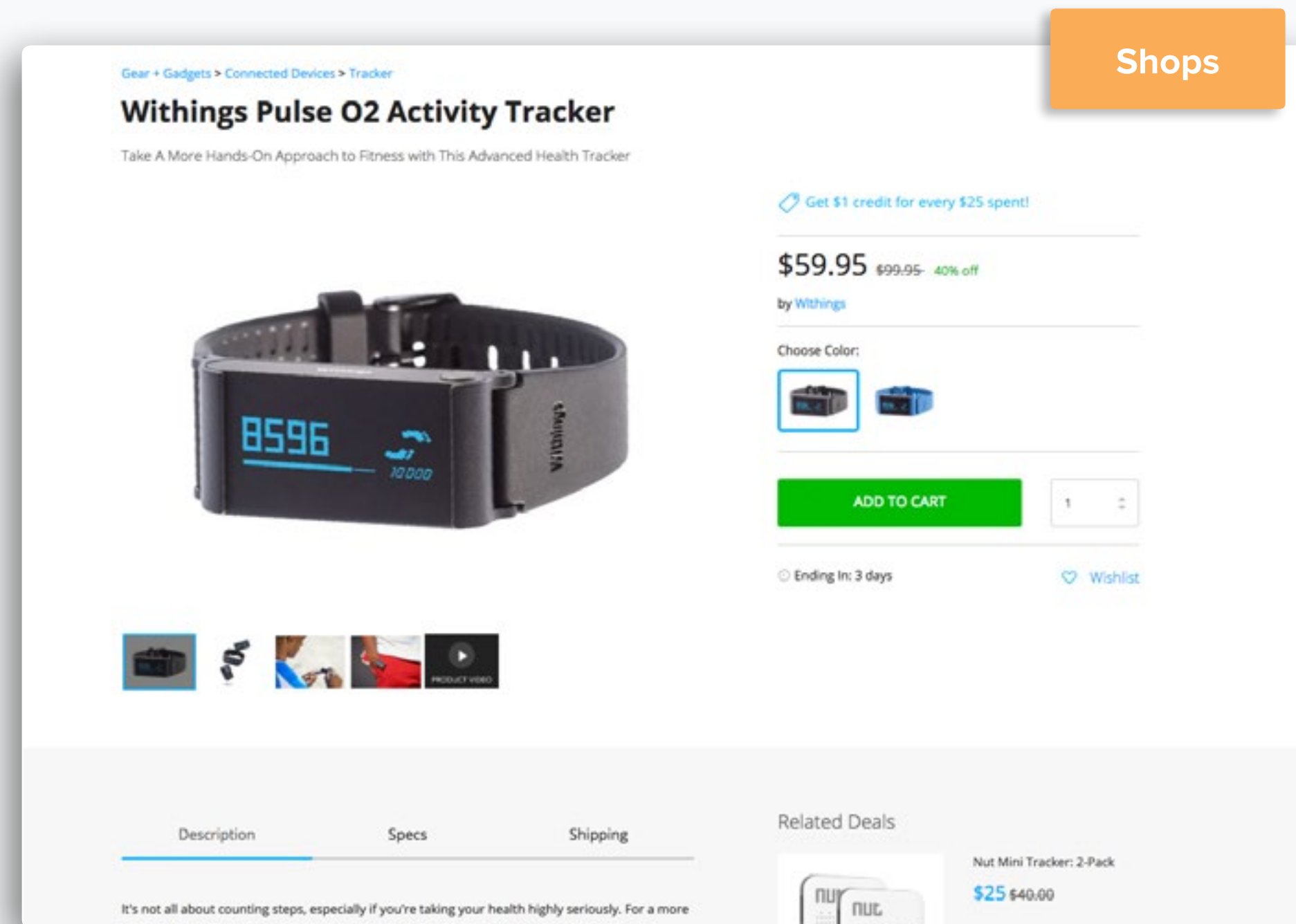


How We Use Images

Shops

images of your product will live in our network of online Shops.

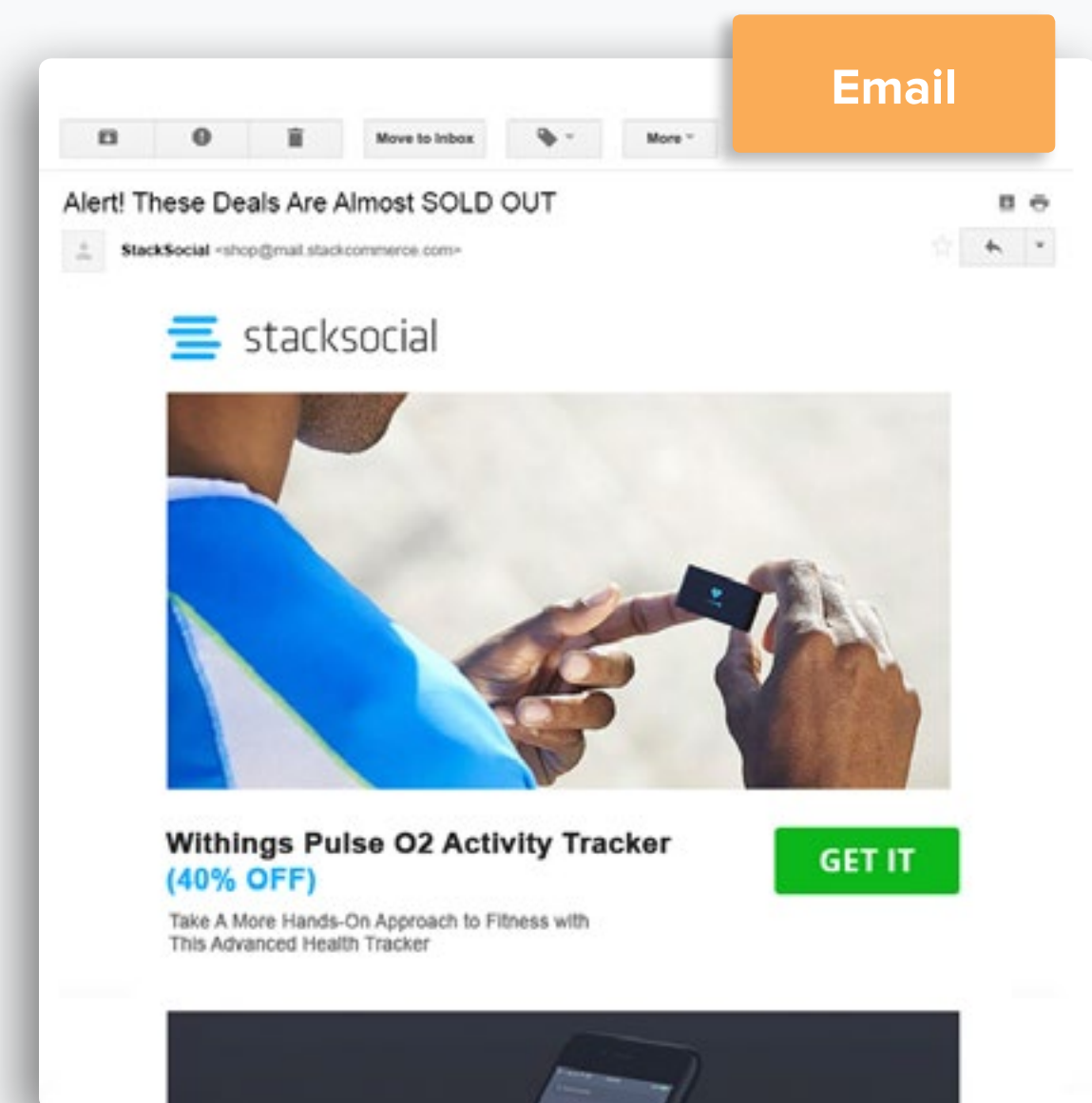
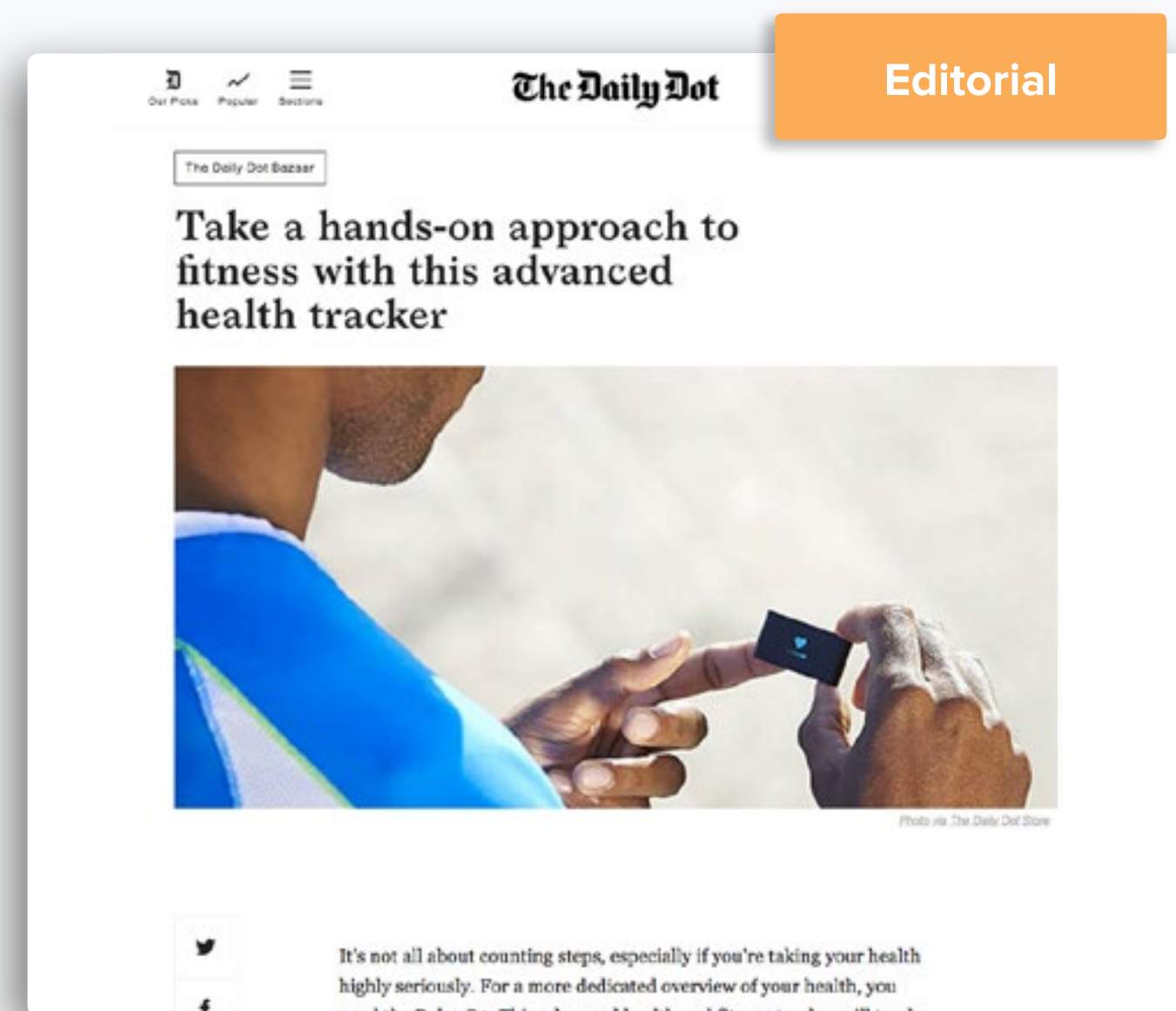
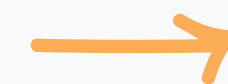
It's important that the images in Shops not only sell your offer, but also **accurately and fully** describe the product being sold (correct specs & colors, show all relevant angles, etc).



Marketing Promo

We also use your product's images in editorial, email and other promotion that may be scheduled for your offer.

The best marketing images are usually **lifestyle shots**. Lifestyle images help tell your product's story and better fit in with the style of content they're promoted in (a publisher's homepage, for example).



Guide to Product Shots

Product shots showcase your product on a solid background (preferably white).

Great product shots:

- ✓ are taken with a high-quality camera
- ✓ show the product straight-on
- ✓ show multiple angles of your product
- ✓ leave ample negative space around the product

Do not send images that:

- ✗ are too dark/bright, or have otherwise odd lighting
- ✗ are too cluttered (leave out the wires)
- ✗ are inaccurate (show wrong colors or features)
- ✗ have odd or textured backgrounds
- ✗ show unrealistic shadows or reflections
- ✗ are cropped too closely to the edge
- ✗ are blurry or pixelated



Provide 2-8 product shots *per variant*

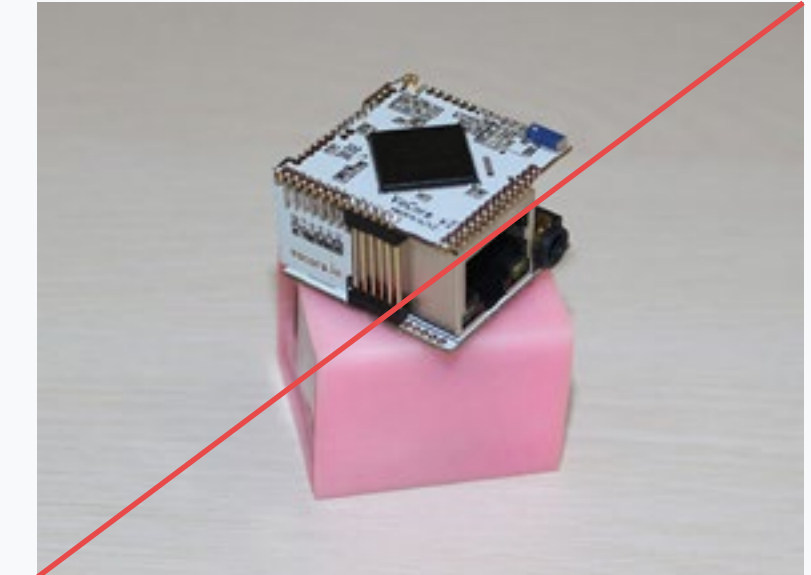
Hi-res only

.JPG or .PNG

✓ Good Examples



✗ Low quality / cropped too closely



✗ Low quality / poor lighting



✗ Unrealistic shadowing



✗ Overlaid images with unnatural effects



✗ Poor contrast + lighting



✗ Poor lighting / too cluttered / bad angle

Guide to Lifestyle Images

Great lifestyle images are what help SELL your product and can often *make or break* conversion rates.

Great lifestyle images:

- ✓ are taken with a high-quality camera
- ✓ show off your product's main functions + features
- ✓ show your product in a relevant, **natural** setting

Avoid sending images that:

- ✗ are taken with a low-quality camera
- ✗ are too dark/bright, or have otherwise odd lighting
- ✗ are too cluttered or show irrelevant props
- ✗ are cropped too closely to the edge of the product
- ✗ have text or other images overlaid on top



Provide 1-5 landscape lifestyle images

Hi-res only (at least 1280px wide)

.JPG or .PNG

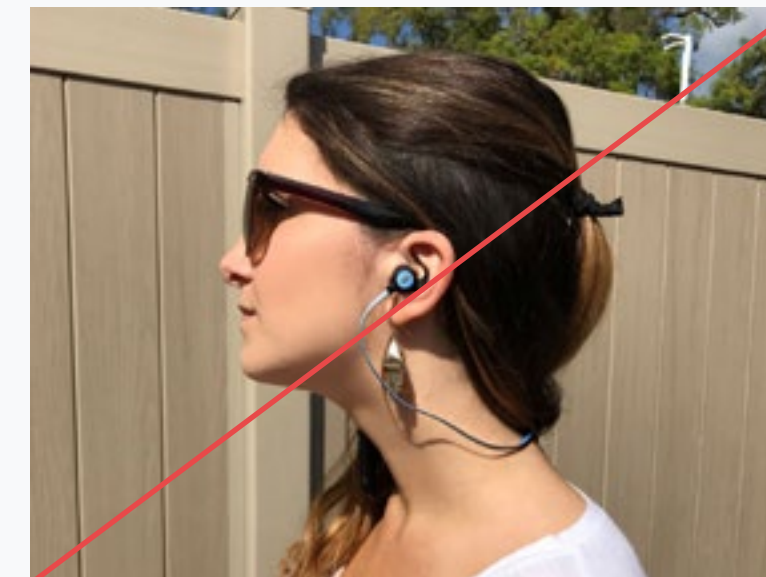
✓ Good Examples



✗ Low quality / cluttered background



✗ Product is cropped too closely



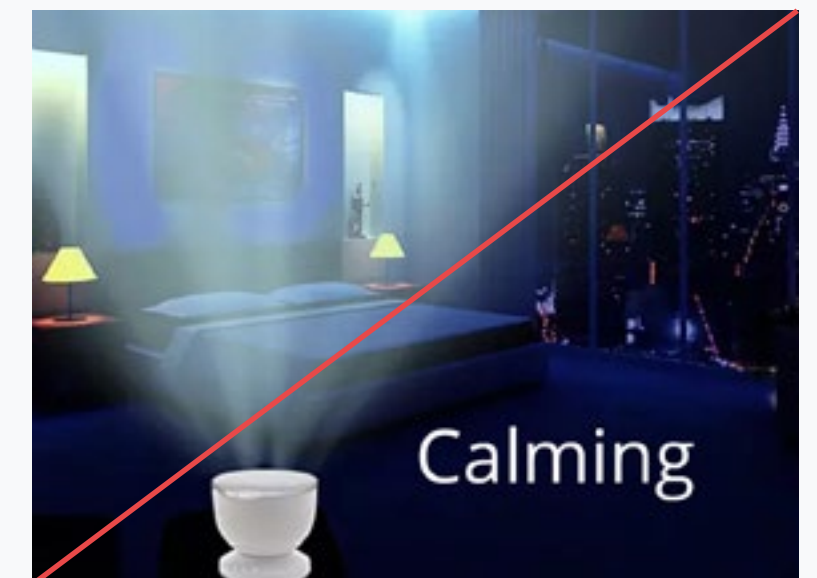
✗ Low quality / poor lighting



✗ Low quality / unnatural setting



✗ Overlaid images



✗ Overlaid images / text on top