

Release Notes: Vizit Scoring Engine

Overview

Every image in Pencil can now be scored by Vizit, with a breakdown of what's driving the score and concrete recommendations for improving it — so creative decisions can be made inside Pencil rather than in a separate tool.

Key Features

- **Vizit Score:** Each image receives a Vizit performance score, [generated automatically on creation / on demand via a Score action]. Assets are matched to a Vizit product category first, so scores are benchmarked against comparable creative rather than a generic baseline.
- **Hero Breakdown:** A component-level view of the hero image showing which elements contribute to the score and by how much, so it's clear what's lifting or dragging performance instead of just seeing one number.
- **Spark Image Recommendations:** Vizit's suggested changes for improving the score, drawn from what performs in the detected category. Recommendations surfaced as written guidance.

Workflow: How It Works

1. A user generates an image in Pencil.
2. Pencil sends the asset to Vizit, which detects the product category.
3. Vizit returns a score, hero breakdown, and Spark Idea recommendations.
4. Results appear in the scoring panel UI.
5. The user can act on the recommendations and re-score the revised image.

Access and Roles

Role	Access
[Workspace Admins]	[Enable Vizit scoring for the workspace]
[Workspace Members]	[View scores, breakdowns, and recommendations on any asset]

Location

Configuration: Settings -> Scores -> Vizia

< Settings

Subscription

Alerts

Impact report

Plan & billing

Workspaces

Integrations

Workspace

AI governance

Beta features

Custom properties

Naming conventions

Export history

Manage team

Integrations

Scores

Asset Expiry Settings

Workspace branding

Approval workflows

Account

My profile

Scores

Search by name

By CreativeX

Creative Engagement

This scoring engine evaluates whether an ad as a finished ad, and from a critical standpoint, feel like a "great ad" which uses (1) deep human insight (2) origin...

By Pencil

By Jellyfish

Brand Relevance

This scoring engine evaluates whether an ad as a finished ad, and from a critical standpoint, feel "brand compliant" relative to the rules, guidelines and...

By Pencil

By Brain

QC Age

QC Ager checks c compreh

By Jellyf

Media Performance

Insufficient Data

This score places the selected ad into a percentile of all the ads in ad accounts connected to this workspace for the criteria selected.

By Pencil

Vizit

Vizit scores product images for ecommerce shelf performance — an overall Vizit Score plus, for hero images, a breakdown and Spark Recommendations.

By Vizit

Engine

This sco the all or apple, or

By Joel I

Bright colour score

This scoring engine evaluates whether an ad contain bright colour mentioned in the attached document and provides an overall score.

By Joel Babu

Text score

This scoring engine evaluates whether an ad contain an appealing headline and provides an overall score.

By Joel Babu

Profes

This sco with a 2! london?

By Joel I

Requesting a score:

Editor

Fit to screen

Design Feeds

41

100 200 300 400 500 600 700 800 900



The creative is visually engaging and aligns well with the brand's playful and indulgent spirit, but it currently falls short as an advertisement because it doesn't clearly communicate a brand, product, or call to action.

41 Fair

Average of all scores

Refresh

Brand Relevance

92

Creative Engagement

15

Media Performance

Insufficient data

Vizit

Request Score

CreativeX

Request Score

Text score

0

Enable more scores

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Vizit

Vizit scores product images for ecommerce shelf performance — an overall Vizit Score plus, for hero images, a breakdown and Spark Recommendations.

Choose metric to calculate score

Image Type

Hero

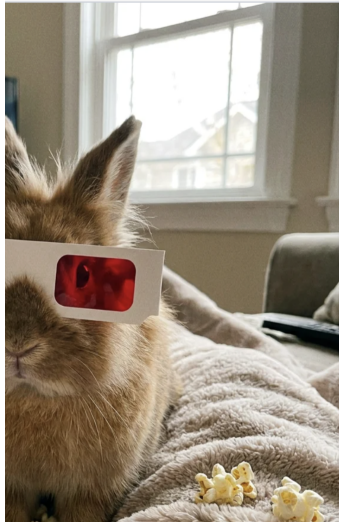
Product Category

3D Television Glasses

Request Vizit score

Design Feeds 39

500 600 700 800 900 1000



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Vizit

Predict how effectively a product image will perform on the ecommerce shelf.

53

Category Hero Image

Vizit Certified No

Hero image Quality Four Ws

Composition 62

Layout Staging 62

5 spark ideas

Re-score

Important Notes

- Scoring applies to still images only; video assets are not scored in this release.
- Spark Image will be added as future improvements.