



How do you bring more clarity and focus to your creative output?

Instincts and urgency collide

Productivity remains paramount. And the best way to amplify it is to free your storytellers to tell your story. But all too often, this freedom can be undercut by a creative process that's defined in no small part by guesswork.

You've traditionally relied on your instincts to guide you toward the assets you think will perform the best. But as fine-tuned as those instincts are, you still might not get it right the first time. And now that you only have a split second to make your case before your audience moves on, an immediate, memorable impression is more important than ever.

When you're under pressure to think—and act—so quickly, you can't spend time poring over the available options and considering every angle. If you're too slow to market, you could miss on an emerging trend or opportunity while it's still untouched by your competitors.

Plus, you'll move too slowly to learn and iterate as you go. And that can put your ability to build revenue—and solidify your competitive advantage—in jeopardy.

But what if you could **add data to your creative instincts?**



Add data to your creative instincts

The world is moving too fast—and your audience's attention span is too splintered—for you to make decisions based solely on gut instinct any longer. When you partner with Shutterstock, you can marry your experience and intuition with the power of comprehensive data and actionable insights.

With Shutterstock, you can:



Make more confident bets

When you work with Shutterstock, you can draw upon our wealth of first-party data, rich intelligence, and insight around how people are interacting with the platform. You'll see what they search for, the collections they create, the actions they take, and the assets they download. Plus, you can arrange all of this data into living taxonomies that continually classify user behavior. This way, you'll take actions that drive a marked increase in revenue and traffic—without wasting time or money.



Spot trends before everyone else

With Shutterstock, you can predict—and capitalize on—key trends before everyone else. With help from our Creative Trends Report, which is built from research and surveys we conduct with our customers, contributors, and marketer partners, you'll get a clear view into how change is reshaping the market and the challenges it's creating. With these insights in hand, you'll be able to innovate in a much more targeted, transformational manner, so you can reach new audiences well ahead of the competition.

To see where data can take your creative instincts, [please visit us online.](#)

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