



**Drive sales and stand out  
on Target.com with  
user-generated content**

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# Target + Bazaarvoice

Brands that sell products on Target.com can leverage Bazaarvoice to collect and showcase guest reviews, star ratings, and Q&As. Our Visual Syndication Network (VSN) also allows the sharing of user-generated visuals across platforms, including Target.com, boosting visibility and empowering shoppers to make confident purchasing decisions.

## Bazaarvoice at a glance



### World's largest network

12K+ brands and retailers



### More content, more conversion

2.5B+ total reviews



### Innovation for global reach

1.3B+ billion monthly shoppers



### Expert moderation in action

250+ experienced moderators authenticate content



### Content integrity and security

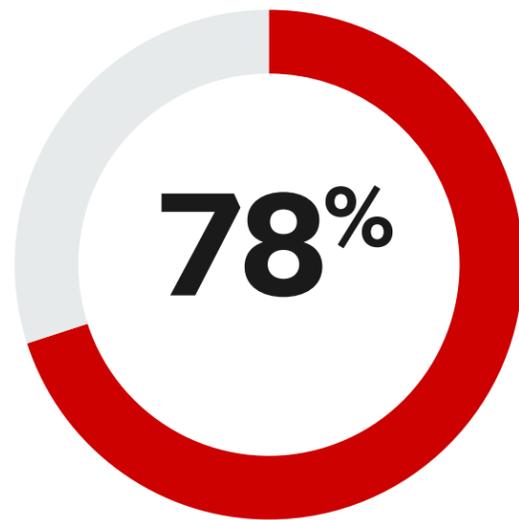
55M+ fraudulent reviews blocked annually



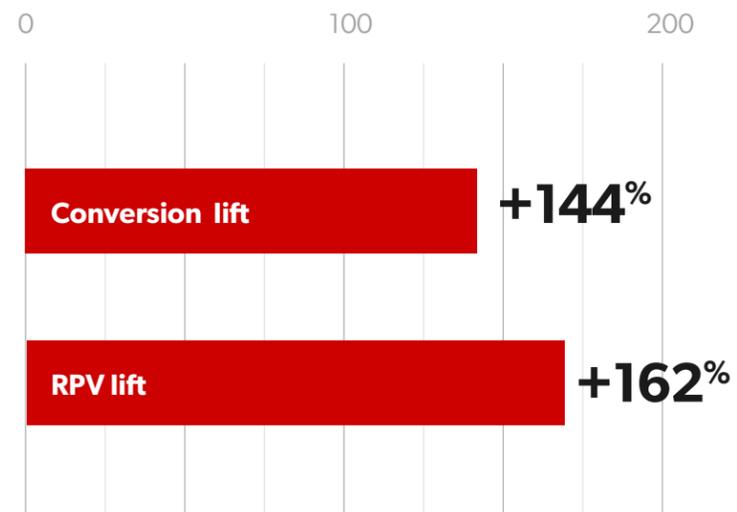
### Your success matters

6x more client success roles than the nearest competitor

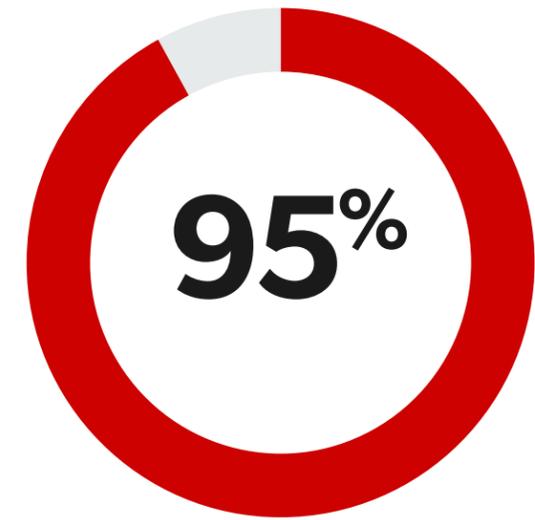
# The impact of reviews by the number



Percentage of consumers who feel more confident in a purchase when they view shopper content.<sup>1</sup>



Conversion and revenue impact for brands when shoppers engage with UGC.<sup>2</sup>

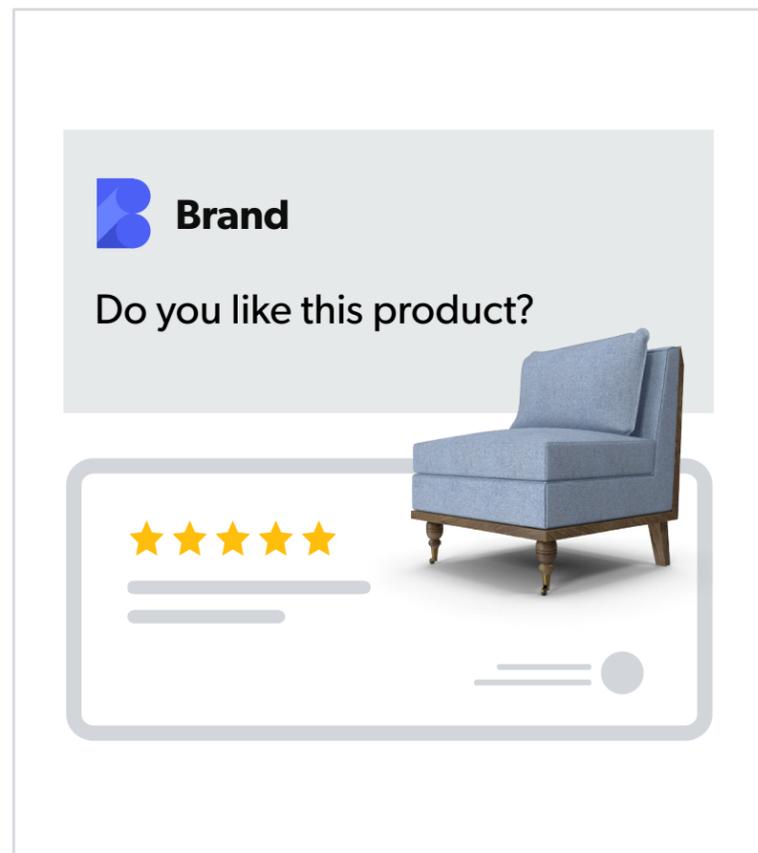


Percentage of people who browse online reviews before purchasing a product.<sup>3</sup>

# How reviews are syndicated

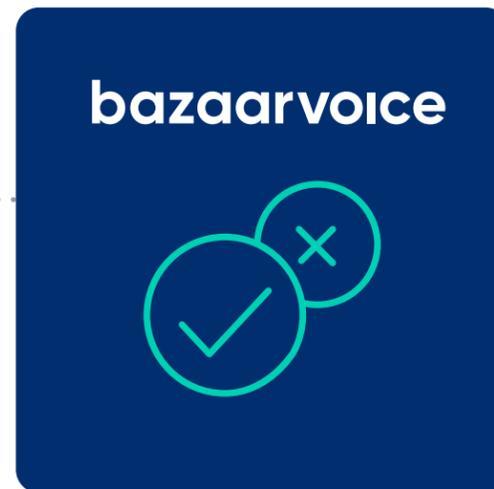
## 1 Collect

Get genuine customer reviews through a mix of collection strategies.



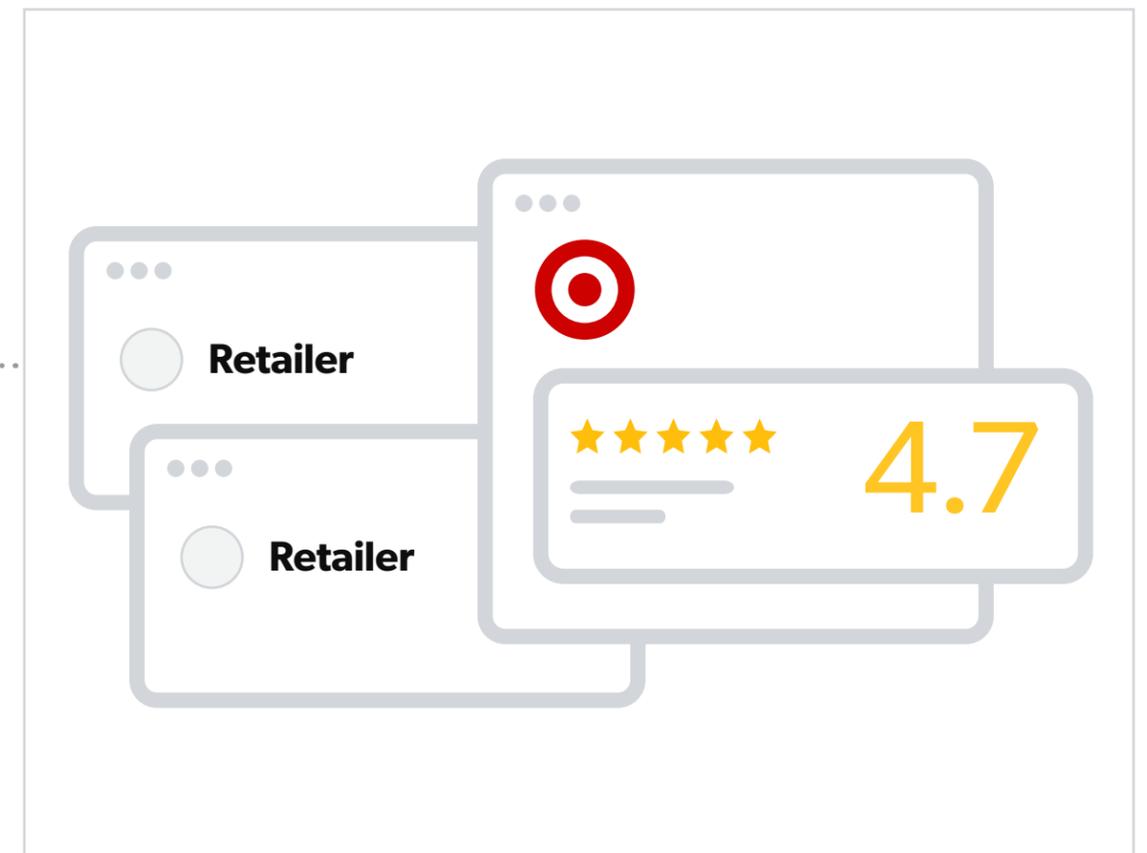
## 2 Moderate

Bazaarvoice authenticates reviews with machine learning and human oversight.



## 3 Distribute

Your verified reviews get distributed across Target.com and 1,750+ retailers.



# Maximize impact with UGC syndication

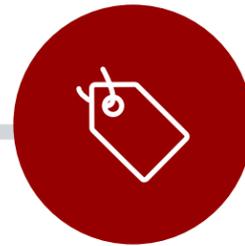
Improve your Vendor Content Scorecard by ensuring your products consistently meet and surpass the 8-review threshold on Target.com.



**More reviews per product**

**+112%**

Median increase in reviews per product when brands leverage UGC syndication solutions.<sup>2</sup>



**Better product coverage**

**+46%**

Median increase in product coverage compared to brands relying on native coverage at each retail channel.<sup>2</sup>



**UGC drives purchases**

**40%**

Many shoppers won't purchase if there isn't UGC on the product page.<sup>2</sup>

# Amplify your Target.com presence with Bazaarvoice-tailored UGC solutions

Bazaarvoice UGC solution	How it works	Best suited for	Brand benefits
<b>Collect+Distribute Reviews</b>	Gather high-quality reviews for key products	Brands that prioritize retail channel sales	Effortlessly collect and syndicate reviews to Target.com and other retailers
<b>Collect+Distribute Visual Content</b>	Gather and share compelling visual UGC from social media	Brands wanting to boost e-commerce visibility with rich, visual content from diverse sources	Enhance product visibility, drive conversions, and maximize social media ROI
<b>Collect+Display+Distribute Reviews</b>	Acquire, showcase, and syndicate UGC on your site and Target.com	Brands seeking to elevate their web presence and UGC efficiency on retail platforms	Streamline review collection, expand review reach, and gain actionable product insights
<b>Distribute-Only Reviews</b>	Make existing organic reviews or third-party collected UGC prominent on Target.com	Leverage existing UGC partnerships to expand review reach and gain insights	Enhance retail channel exposure with existing UGC

Bazaarvoice UGC solution	How it works	Best Suited for	Brand benefits
<b>ReviewSource</b>	Enriches product pages with organic, non-incentivized reviews	Brands seeking to build trust and boost conversions	Optimize review quantity, quality, and recency with Influenster's always-on content stream. Expand organic review reach across Target.com and other retailers. Effortlessly collect reviews for any product
<b>Connections</b>	Streamlines review and Q&A management across Target.com and multiple channels	Brands aiming to strengthen customer relationships and improve purchase decisions	Prioritize high-impact questions and reviews with timely alerts. Build trust by addressing Target guests' inquiries promptly. Manage responses efficiently with a user-friendly interface
<b>Digital Product Sampling</b>	Generates authentic UGC without shipping physical samples	Brands seeking to reduce sampling costs, expand reach, and accelerate product launches	Generate reviews and social content for any product. Direct traffic to specific retailers or your e-commerce site. Nurture brand loyalty and positive sentiment with Bazaarvoice's customer experience

# What is Hey, Bullseye™?

Hey, Bullseye puts your products in the hands of Target guests in exchange for honest reviews on Target.com. Bazaarvoice helps you select items to sample, identify target audiences, and guide you through fulfillment.

[Watch the program overview.](#)

**3x** Conversion lift when guests engage with reviews on Target product description pages.

**78%** of Hey, Bullseye reviews include photos

## Benefits

- Quickly boost review volume for new, seasonal, and hero products
- Sample products aligned with Target guest profiles and preferences
- See your products reviewed on Target.com within three weeks of shipping



# Tap into the Influenster community

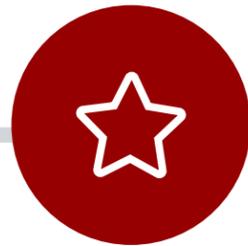
Leverage Influenster's 8M+ member community to generate reviews, license social content, and gain consumer insights.



**Total reviews**

**55M+**

Influenster has 55 million+ reviews, grows by 1.5 million new reviews monthly, and is second only to Amazon in product review count.<sup>4</sup>



**Organic reviews**

**98%**

98% of reviews on Influenster.com are organic; nowhere else has such an impressive collection of reviews available for brands to leverage.<sup>4</sup>



**Community members**

**8M+**

8 million+ members have contributed authentic reviews, photos, and questions and answers about nearly 3 million products.<sup>4</sup>



**Data points per member**

**1,000+**

Hyper-targeting uses customer shopping patterns and thousands of data points for precision.<sup>4</sup>

# Elevate your Target.com listings with Bazaarvoice's Visual Syndication Network

Leverage visual UGC to elevate your products on Target.com and drive sales with Bazaarvoice's Visual Syndication Network. Seamlessly integrate compelling social content directly onto your product detail pages for a standout presence to:

## Engage more shoppers

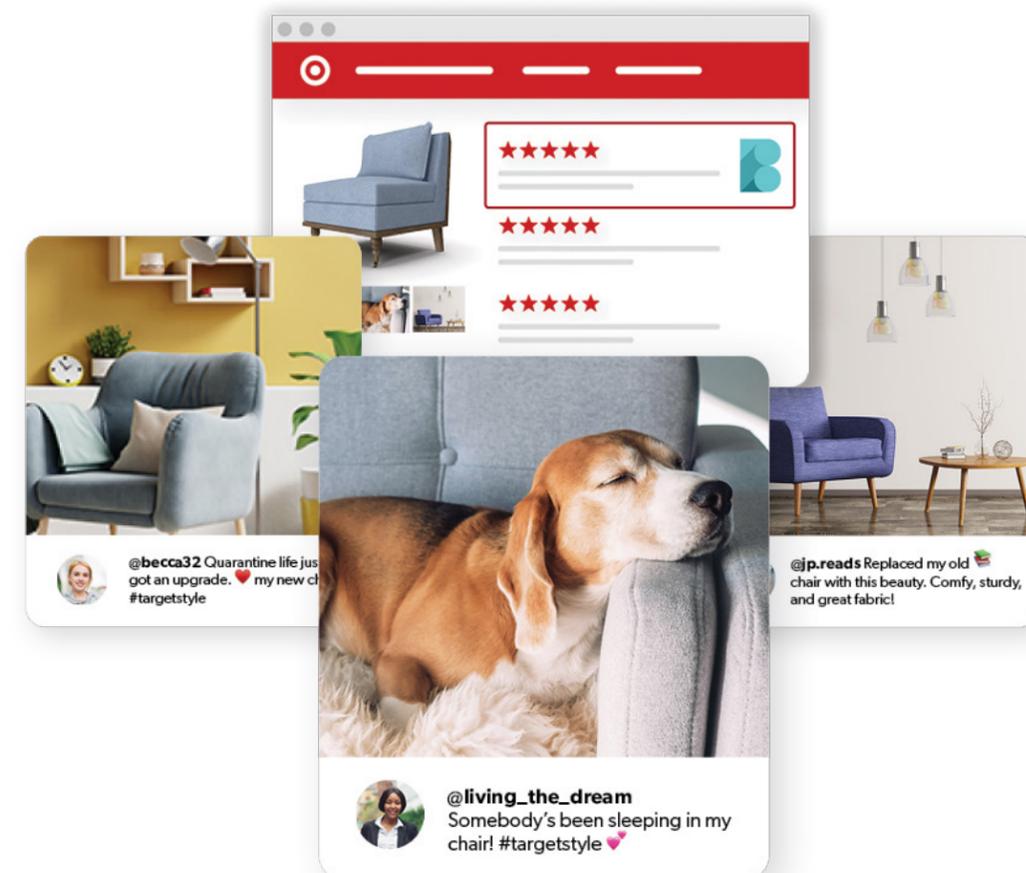
Grab shoppers' interest with striking visuals of your products in use, directly influencing purchase decisions on your PDPs.

## Distinguish your brand

Set your products apart with a visually rich PDP that captures your brand's essence and your customers' lifestyle on Target.com.

## Inspire confidence

Strengthen consumer trust by displaying genuine, relatable visuals that highlight your products' real-life appeal and quality.



**+250%**  
time on site

**+15%**  
average order value

**+150%**  
conversion lift

*(Based on 30-day average across all Bazaarvoice clients connected to Google Analytics)*

# Analyze your UGC performance on Target.com

Leverage Bazaarvoice's pre-built and customizable tools to gain comprehensive insights into your UGC performance on Target.com.

**Understand product performance:** Analyze product ratings, reviews, and Q&As to identify areas for improvement and optimize product offerings.

**Gauge customer sentiment:** Track customer feedback to uncover trends, identify potential issues, and address customer concerns promptly.

**Benchmark competitor performance:** Compare your UGC performance against industry benchmarks to identify gaps and gain a competitive edge.

Powered by machine learning and enriched with industry benchmarks from Bazaarvoice's extensive network, the Insights application provides actionable insights that drive informed business decisions.



# Key takeaways

## 1 **Optimize product pages**

User-generated content (UGC) is a critical factor in product detail page success on Target.com and a key component of your Target Content Scorecards.

## 2 **Boost conversion**

Reviews validate a product's appeal and directly influence conversion rates.

## 3 **Establish trust**

Responses from brands to reviews and questions foster trust and loyalty among Target guests.

## 4 **Leverage insights**

UGC provides invaluable insights for teams, including product, marketing, sales, and customer service.

**Now is the perfect time to enhance your UGC on Target.com. By leveraging Bazaarvoice's robust retail network and top-tier solutions, you can gain a competitive edge, cater to the needs of Target guests, and boost sales.**



# References

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Survey of 5,000 consumers in the U.S., Canada, UK, France, and Germany.  
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## About Bazaarvoice

Thousands of the world's leading brands and retailers trust Bazaarvoice technology, services, and expertise to drive revenue, extend reach, gain actionable insights, and create loyal advocates. Bazaarvoice's extensive global retail, social, and search syndication network, product-passionate community, and enterprise-level technology provide the tools brands and retailers need to create smarter shopper experiences across the entire customer journey.

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