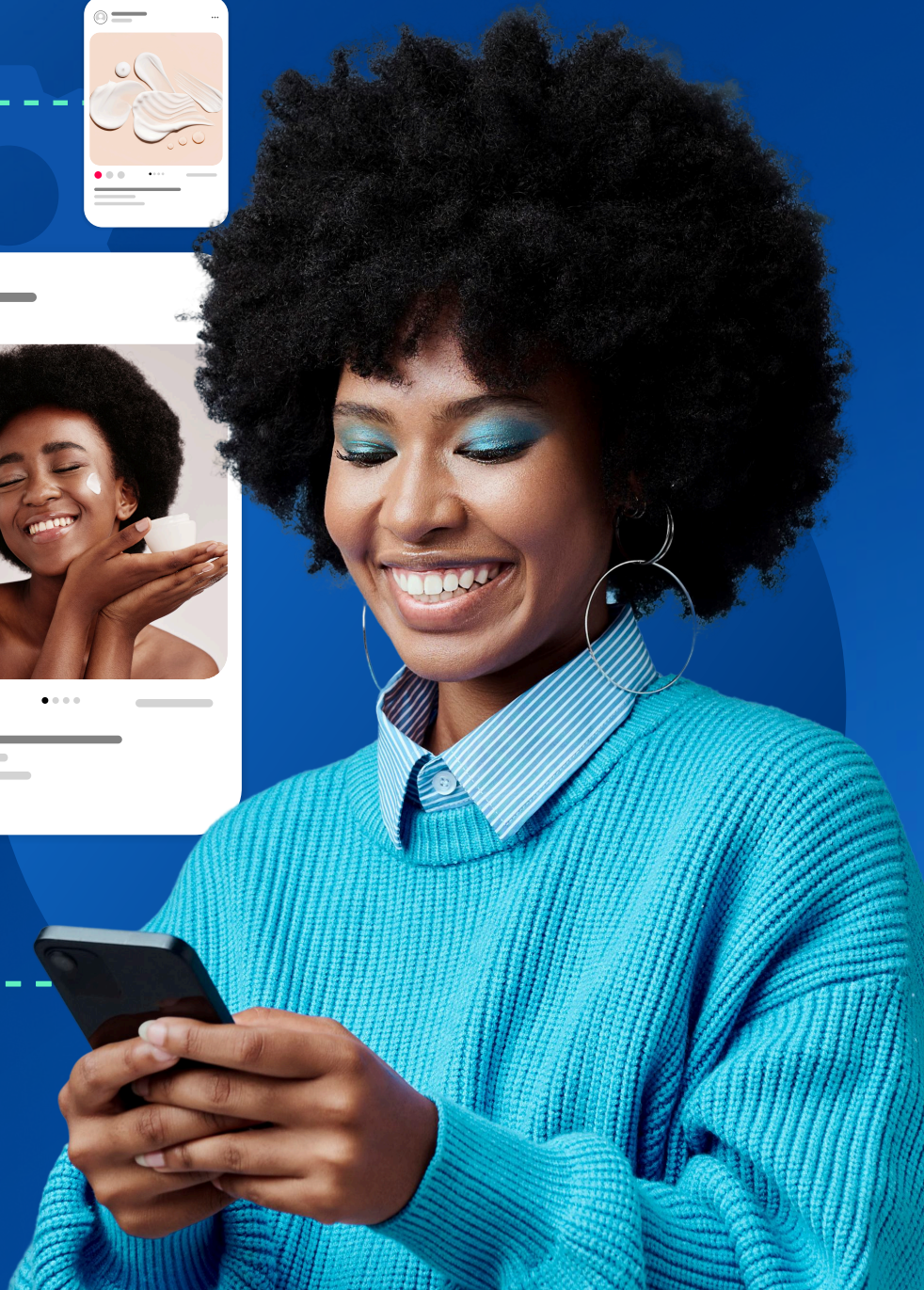
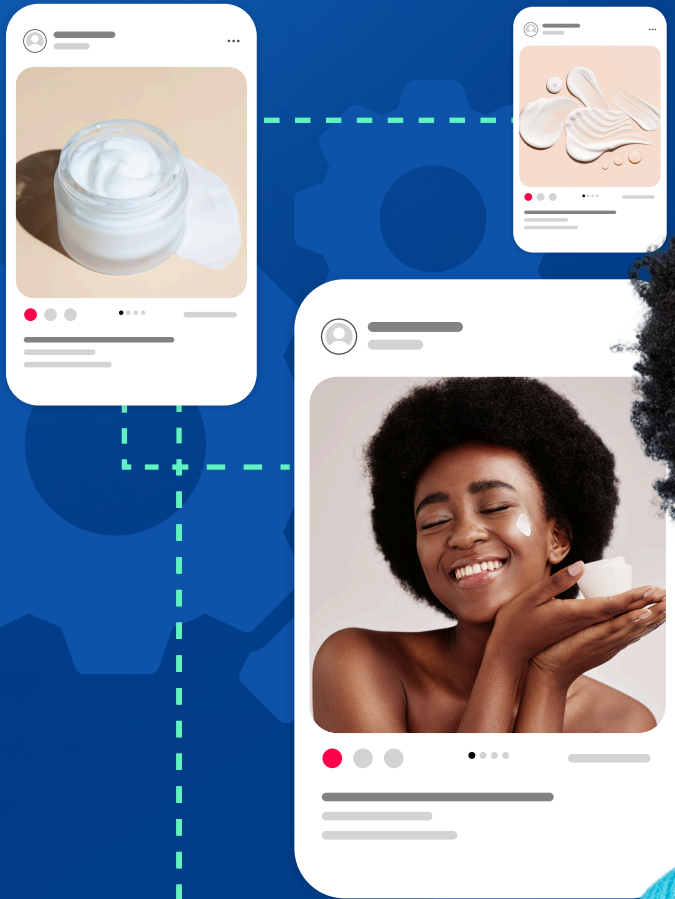


Build Your Retail Content Engine

How to Scale UGC Across Every Channel



bazaarvoice™

Why Retailers Need a Content Engine

Retail teams are expected to show up everywhere—on social, on site, in-store—but creating content for every channel takes too much time, budget, and energy.

That's where user-generated content (UGC) changes the game. Your shoppers are already creating the content you need—reviews, photos, videos—you just need to put it to work.

Key Insight:

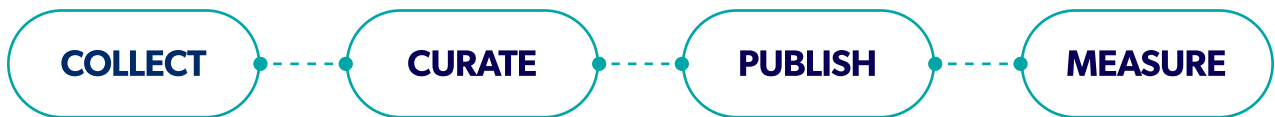
Brands that rely on authentic shopper content outperform those who rely solely on branded content. UGC helps you build trust and drive conversions, without constant content creation burnout.



The Retail UGC Engine

How to turn shopper content into a repeatable, revenue-driving machine across your entire retail ecosystem.

Shoppers are already creating the content you need. The challenge? Scaling it without reinventing the wheel for every product, campaign, or channel. This is where a retail UGC engine turns scattered efforts into operational excellence.



COLLECT

Generate content at scale without creating it yourself. Retailers with thousands of SKUs can't rely on one-off content shoots or expensive campaigns. You need volume and velocity—and shoppers provide both.

How to execute:

- ✓ Automate review requests post-purchase
- ✓ Run sampling campaigns for new or seasonal SKUs
- ✓ Tap into social hashtags to discover organic UGC
- ✓ Use incentives (discounts, features) to encourage content sharing

Strategic Value: Building a pipeline of UGC ensures every product—not just bestsellers—has fresh, authentic content ready to use.

CURATE

Find what converts, not just what looks good. More content isn't always better. You need content that performs.

How to execute:

- ✓ Filter by engagement, relevance, and recency
- ✓ Prioritize authenticity over polish—real customers drive trust
- ✓ Secure usage rights at scale with automation tools
- ✓ Tag content to products and organize by category, season, or campaign

Strategic Value: Efficient curation reduces friction across teams and ensures content is deployment-ready—not stuck in approval limbo.

PUBLISH

One asset, many channels, maximum ROI. This is where most retailers fall short. They collect and curate but underutilize content.

How to execute:

- ✓ Integrate UGC into PDPs, social feeds, paid ads, email, and even in-store displays
- ✓ Create shoppable social posts to drive direct sales from engagement
- ✓ Localize content for regional or product-specific launches
- ✓ Refresh PDPs regularly with seasonal or trend-driven UGC

Strategic Value: One photo or video can live across 10+ touchpoints. This extends its value and reduces the need for constant creation.

MEASURE

Prove the impact in real revenue terms. Leadership doesn't care about likes—they care about ROI. You need to tie UGC directly to conversions and revenue per visitor.

How to execute:

- ✓ Track content-level performance: views, clicks, conversions
- ✓ Attribute revenue to UGC-influenced sessions
- ✓ Identify top-performing creators and content types
- ✓ Feed insights back into collection and curation for continual optimization

Strategic Value: Measuring performance unlocks budget, buy-in, and growth. It transforms UGC from “nice-to-have” to a proven profit driver.

Key Insight:

Retailers with a UGC engine don't scramble for content—they operate with efficiency, scale, and measurable impact. Turn one review or photo into a content asset that sells—again and again.

What You Get from a UGC Engine



140% Conversion Lift

Shoppers who engage with UGC galleries on your site are 140% more likely to convert. Real content builds real confidence.



Higher AOV, Faster Purchase Decisions

UGC helps shoppers decide quickly, and buy more. The result? Bigger baskets and shorter sales cycles.



Evergreen Content at Scale

Forget constant production costs. UGC provides a steady stream of fresh, authentic content—ready to power every channel, campaign, and SKU.



Stronger Shopper Trust & Loyalty

Shoppers trust other shoppers. UGC builds credibility, boosts retention, and turns first-time buyers into brand advocates.

bazaarvoice®

Ready to Build Your Content Engine?

Discover how leading retailers are scaling UGC to fuel conversion, loyalty, and growth—across every channel.

Get expert strategies, real results, and actionable steps in the **Retailer's Guide to Social Commerce Success.**

[Download the Full Guide](#)