

Bazaarvoice 101

We help brands and retailers collect authentic content from shoppers, creators, and influencers, including reviews, photos, videos, and Q&A, and make it visible everywhere consumers and AI search, browse, and buy. By amplifying this content across our global network, we help you drive sales, grow market share, and strengthen brand trust.



Ratings & Reviews

Capture the authentic feedback that influences purchase decisions and makes your products stand out.



Sampling

Engage everyday shoppers from our 10M-member Influencer community to build awareness and generate authentic reviews and social content.



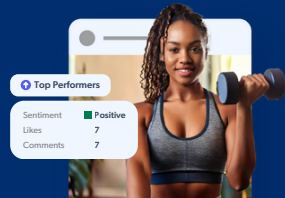
Q&A

Answer shopper questions directly on your site or across the retail network, building trust and confidence at the point of purchase.



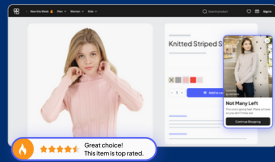
Social Commerce + Social Media Management

Turn social content into shoppable experiences wherever shoppers are. Capture and display authentic social content in Galleries on your site.



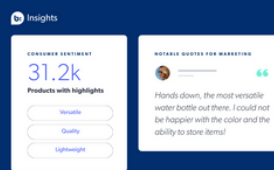
Creator Marketing

Leverage 18M+ Creators to increase your brand and product awareness and generate high-quality content across the shopper journey.



Contextual Commerce

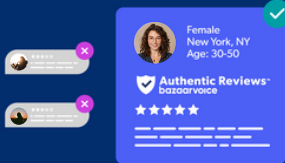
Deliver personalized shopping experiences without relying on personal data, build for retailers and D2C brands.



Insights and Reports

Get actionable insights on performance, shopper sentiment, advocates and competitors so you can measure ROI and business impact.

10B+
syndicated
reviews



Authenticity & Moderation

Keep reviews and content safe, authentic, and verified with best-in-class moderation.



Syndication

Distribute reviews and visual content across the world's largest retailer, media, and marketing network dedicated to UGC.



Partnerships

Extend your content's reach across more marketing and media channels through our partner network.

13.3K+
brand and
retailer sites

18.2B+
enabled shopper
touchpoints