

How to win the modern digital shelf



Vegan facial cleanser



bazaarvoice™

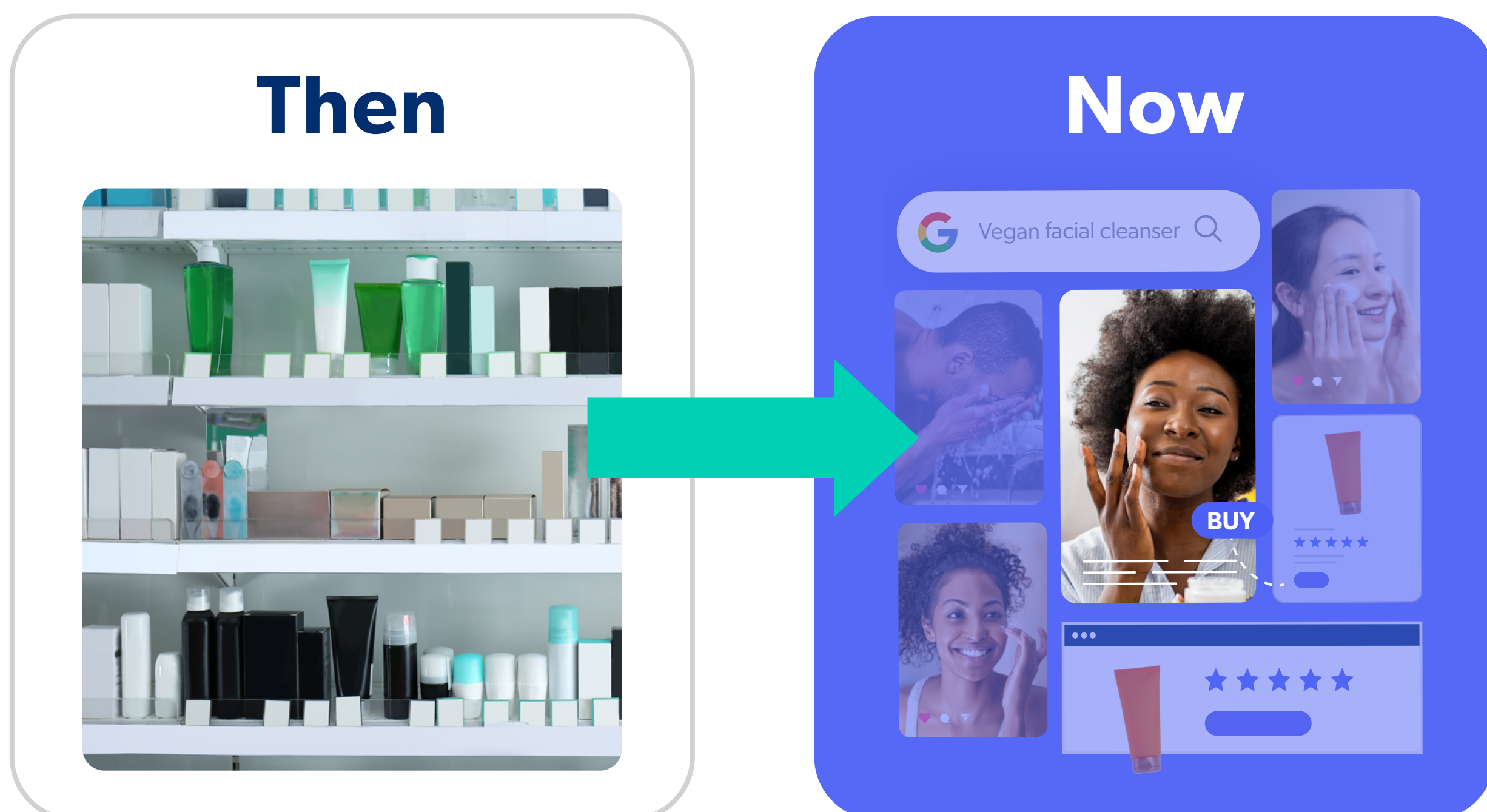
What's inside

- 3** Introduction
- 4** Why does the digital shelf matter?
- 5** Omnichannel commerce emerges as a must-have
- 10** Give shoppers the content they want, where they want it
- 12** Incentivize shopper content
- 14** Optimize your product detail pages
- 15** Engage with customers that contribute content
- 19** Expand your digital shelf with Bazaarvoice
- 21** Key takeaways
- 22** References

Introduction

The retail shelf is so yesterday.

Welcome to the modern digital shelf, the online version of a physical in-store shelf that encompasses all the digital channels and touchpoints people use to discover, buy, and learn about your products online. It includes your website and product detail pages, retailer and direct-to-consumer sites, marketplaces, social media commerce, and mobile shopping apps.



The digital shelf, however, is transforming due to the colossal power shift from brands to consumers. Providing the best products is no longer enough — you must also command customers' and retailers' attention, consideration, and trust. And to make it happen, you must:

- **Build seamless, omnichannel shopping experiences**
- **Amplify the voices of your customers**
- **Optimize your product detail pages**

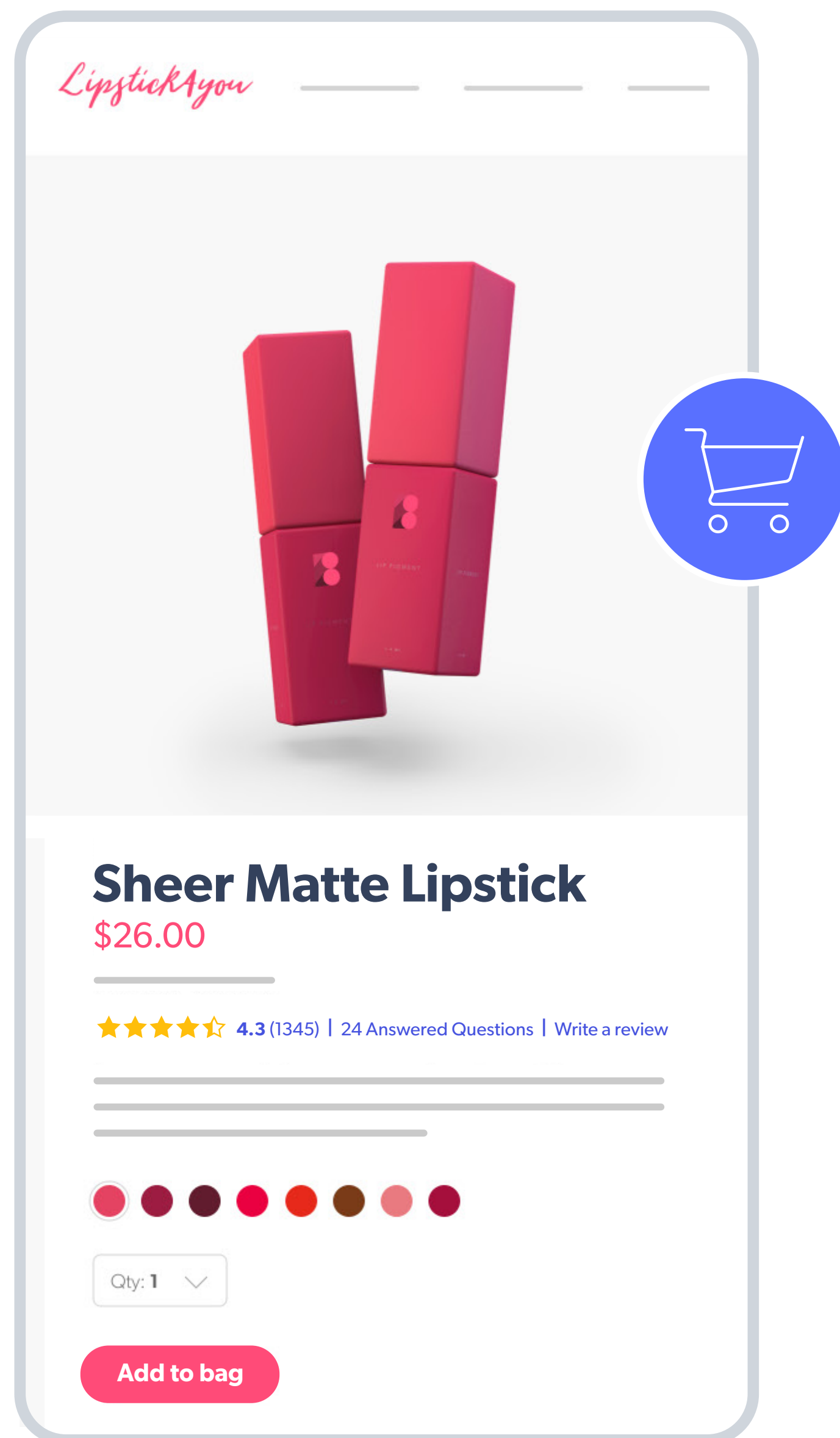
These strategies will help you stand out from competitors, attract more customers, generate more sales, and make you a more attractive partner for retailers.

Why does the digital shelf matter?

In the past, shelf space was primarily physical, and brands paid for prime shelf space.

But with a mobile phone in every pocket and the rise of social commerce, brands and retailers must maximize their online presence, even in industries where in-store is still the primary path to purchase.

With global e-commerce sales expected to increase by 50% by 2025,² winning the digital shelf should be top priority for brands, no matter the industry. The reward will be a digital shelf that drives online and in-store performance.



How do shoppers use their phones for in-store shopping?

40%

of shoppers use their phone in-store for research purposes¹

33%

of shoppers have purchased a product online while in the store¹

Omnichannel commerce emerges as a must-have

How do you bridge the gap between your digital and physical shelves and deliver a seamless shopping experience across a full range of touchpoints? Hello, omnichannel strategy!

Today's consumers are savvier than ever, researching items before committing to buy to feel confident in their decisions. But that research isn't only conducted at home before a purchase — shoppers are also researching in-store, at point-of-sale.

User-generated content, like reviews and shopper photos, plays a crucial role in the research process for online and in-store shoppers. And shopper content represents seven of the top things shoppers look for to make a confident purchase.¹

It's clear that omnichannel commerce is no longer just an industry standard. Reaching customers on channels and platforms across the buyer's journey is a must-have.



What role does research play in the shopping experience?

74%

of online shoppers often research before purchasing¹

59%

of in-store shoppers research before purchasing¹

63%

of in-store shoppers use their phone for research¹

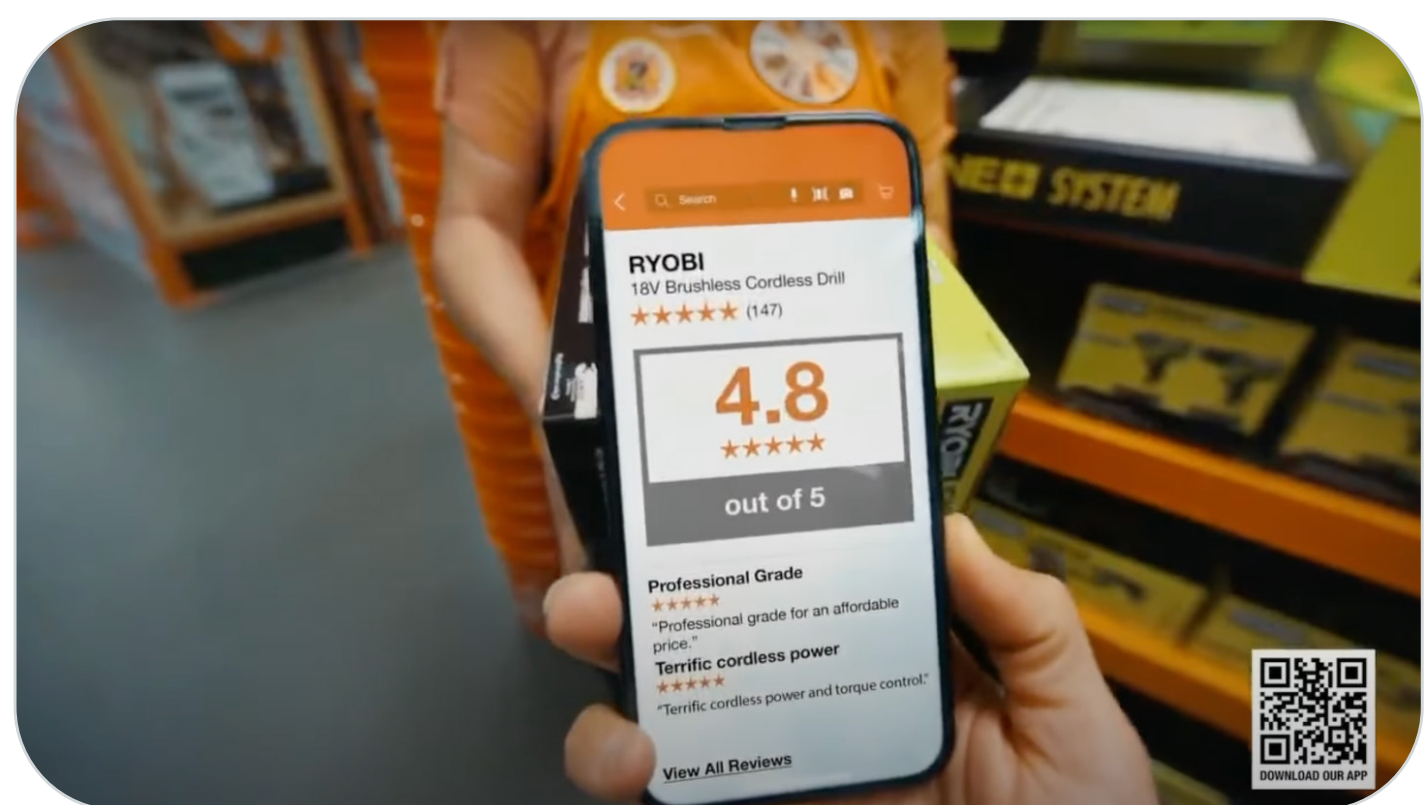
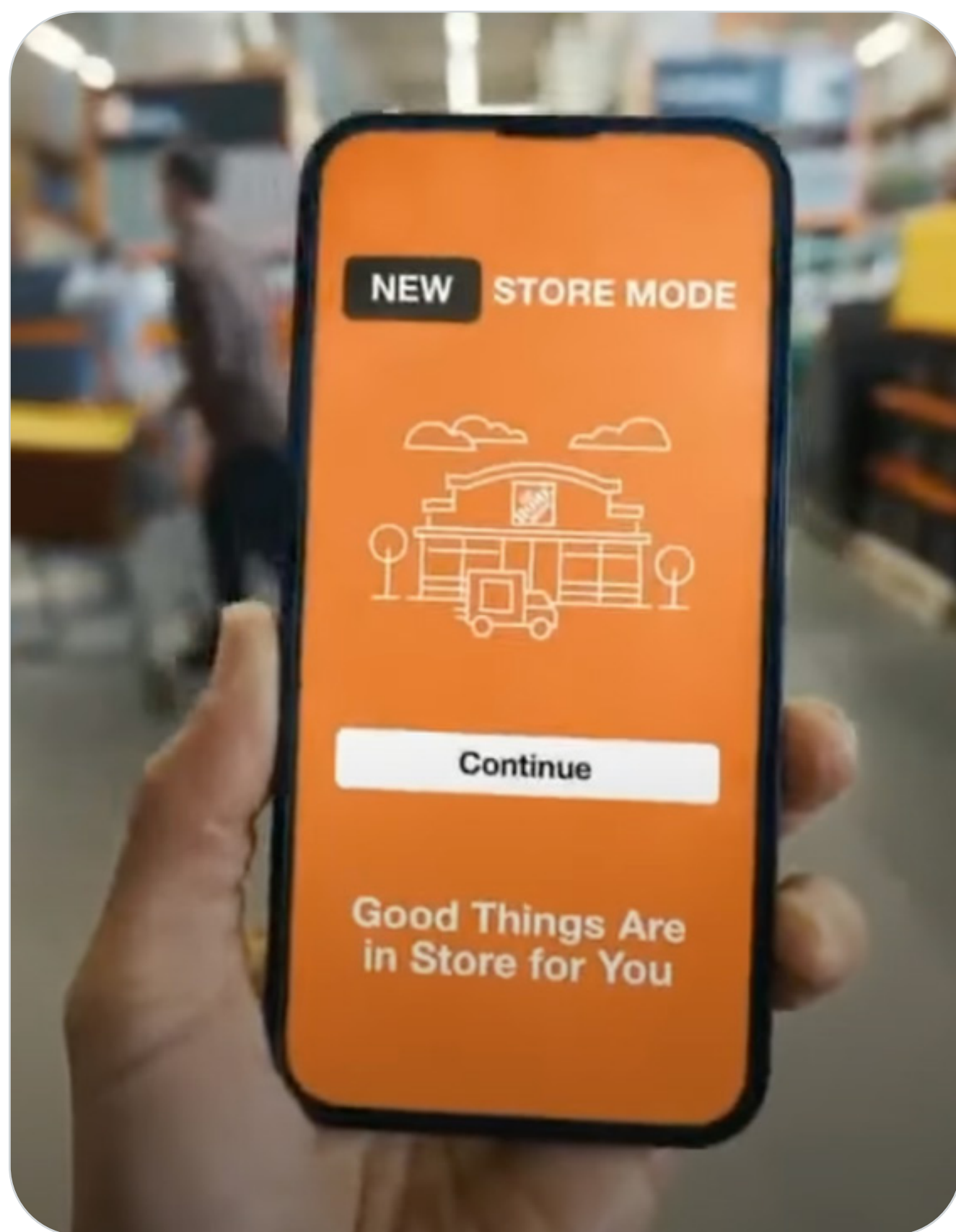
SUCCESS STORY

Home Depot

Home Depot is taking advantage of the omnichannel shopping trend. Their digital shelf includes an app that encourages in-store sales.

Store Mode is a new feature in the retailer's app that helps with in-store research. Users can use the app to scan products, read reviews, and find products on a store map.

As the digital shelf expands to keep up with emerging engagement trends, meeting demands with "buy" functionality and branded and user-generated content across all channels is a must.



E-commerce is built for buying — not shopping

Is your digital shelf optimized to improve conversions? E-commerce is built around the “buy” functionality. Yet on average, less than 2% of e-commerce website visits convert to a purchase.⁴

To convert as many customers as possible on your e-commerce site, you need to provide a seamless shopping experience.

A fantastic user experience delivers straightforward navigation, easy-to-use features, informative descriptions, and plenty of user-generated content, including reviews and shopper images. It should also answer customer questions and address potential objections. The goal is to make it easy for shoppers to quickly find what they want and make a confident purchase decision.

The social digital shelf

Social media should be an integral part of every digital shelf strategy.

By delivering dynamic visual experiences, social media encourages discovery at scale and has changed how businesses and shoppers connect. And its popularity is impacting commerce experiences across other channels.



When it comes to user experience, how do product pages perform?

44%

of e-commerce sites have “decent” or “good” UX performance³

55%

of e-commerce sites have “mediocre” or “poor” UX performance³



What are online shoppers' top preferences?

33%

of shoppers use social media for research, with Facebook and Instagram as the preferred platforms¹

20%

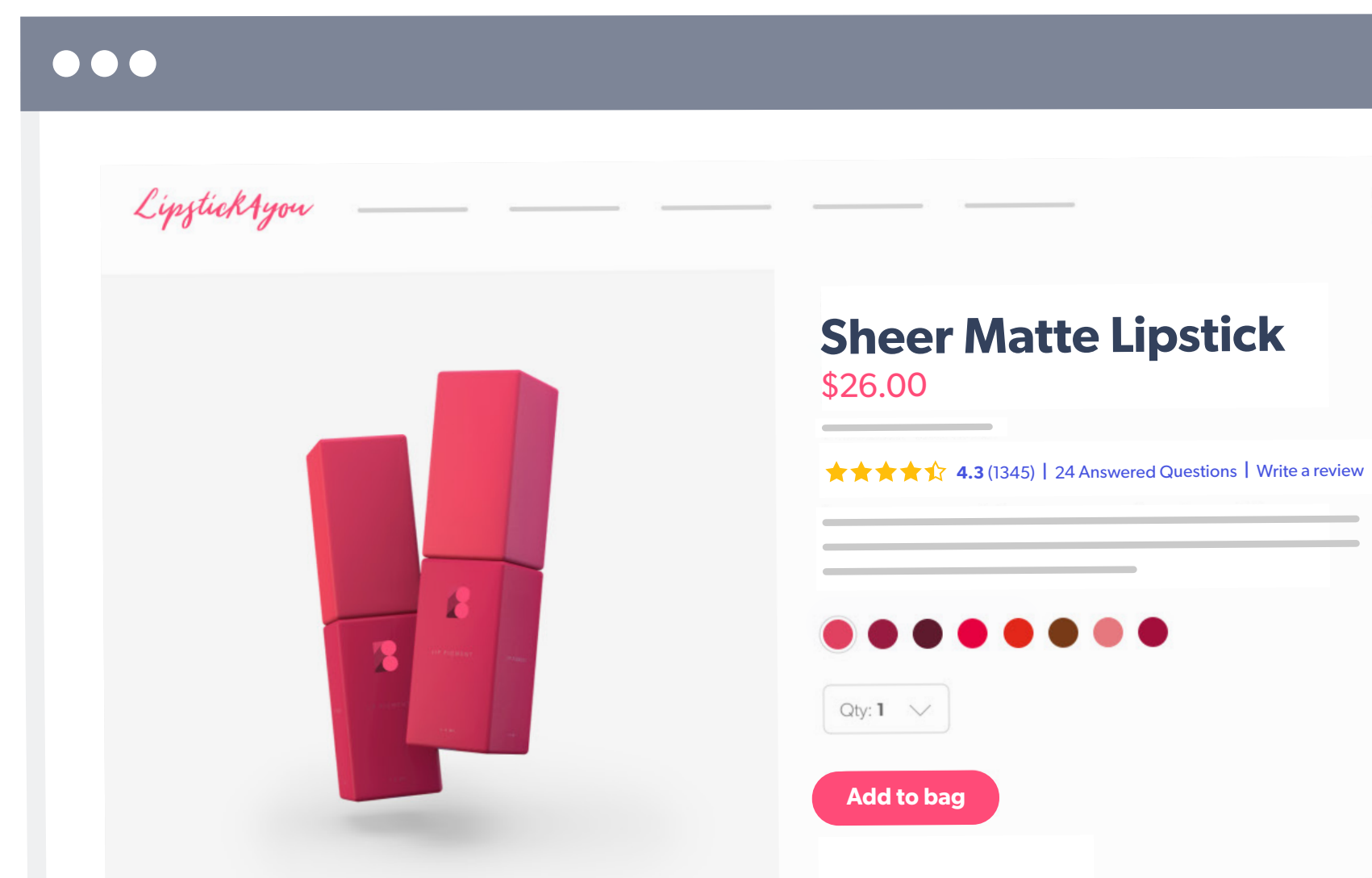
of shoppers purchase items on social media, with Facebook shops and Instagram Stories as key channels¹

How the modern digital shelf is evolving

The merging of e-commerce and social media content is giving rise to the rich product detail page, which is transforming the e-commerce experience.

The traditional product detail page begins with a product and surrounds it with supporting content. The rich product detail page starts with images and user-generated content, serving as a gateway to learning about products.

You will win the physical and digital shelves by transforming conventional product pages into consumer-focused rich product detail pages.



Real customers wearing product from Lipstick4you



SUCCESS STORY

Villeroy & Boch

Lifestyle brand Villeroy & Boch wanted to showcase its products in real-life settings so customers could see how pieces may look in their homes.

By incorporating visual shopper content across homepages, product pages, emails, and newsletters to increase conversions, Villeroy & Boch achieved:

175%
increase in time
on site⁵

275%
increase in
conversion rate⁵

29%
increase in average
order value⁵

#yesvb

Find amazing and unique inspiration posted by Villeroy & Boch fans and share your own V&B style with the community @villeroybochusa

→ DISCOVER MORE IMAGES

You can find the terms of use here.



Give shoppers the content they want, where they want it

The best way to generate content for your digital shelf is with a content supply chain.

A content supply chain will help you shift your marketing strategy from branded content creation to content collection, curation, and distribution across the digital shelf — at scale.

It puts your customers to work for you so you can generate authentic, user-generated content consumers prefer.



How can shopper content strengthen your brand's trust currency?

83%

of shoppers trust organic posts from influencers more than sponsored posts⁶

82%

of shoppers trust companies that use real people in their advertising more⁶

78%

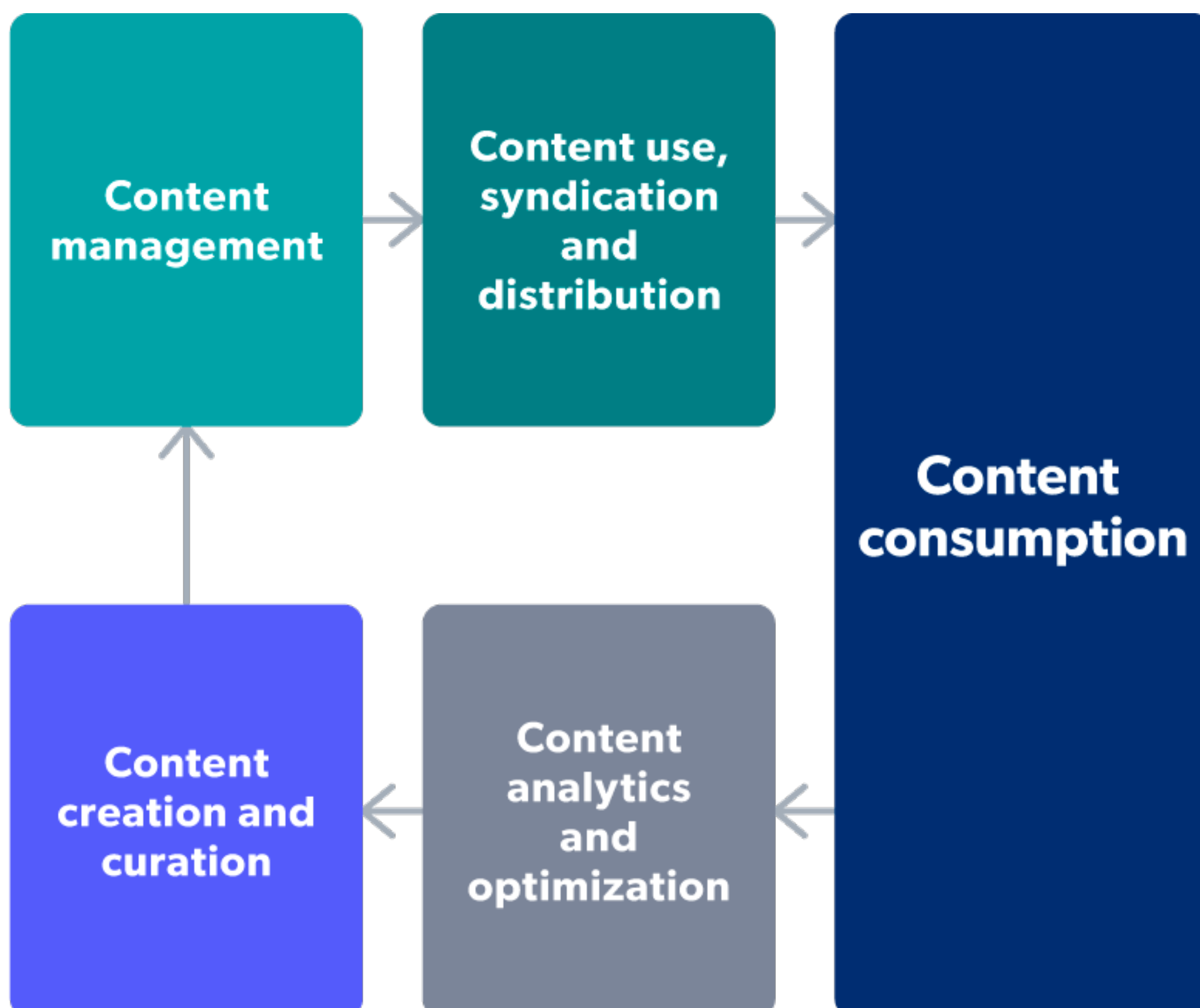
of shoppers say product reviews from customers influence their purchases⁶

The content supply chain

In a traditional supply chain, companies and suppliers work together to transform raw materials into finished products for customers.

A content supply chain works the same way, except it's about optimizing the planning, creation, curation, and distribution of content about your brand and products. And it turns that process into an efficient system or platform.

A content supply chain puts the content creation process in the hands of consumers and enables you to collect and distribute that user-generated content. The reward is a continually refreshed supply of user-generated content.



How much time is spent on content creation?

28%

of marketers say it takes between one and three hours to create a piece of content¹⁸

24%

of marketers say it takes between four and six hours to create a piece of content¹⁸

Incentivize shopper content

How do you incentivize customers to create and submit user-generated content to fuel your supply chain?

Here are 5 ways to jumpstart your collection efforts and build your library of user-generated content to strengthen your digital shelf:

1. Review requests

- Use a “write a review” call-to-action
- Keep the email copy concise
- Ensure it’s optimized for mobile

2. Post-interaction emails

Invite your customers to leave reviews for online and offline purchases.

3. Product packaging

Incentivize customers by including calls for reviews on product packaging and inserts or by displaying easy-to-scan QR codes.

4. Social media campaigns

Run social media hashtag campaigns to encourage content submission across products.

5. Product sampling

Sampling gets your products into the hands of engaged consumers to collect feedback and user-generated content.



What is the best way to incentivize shopper content?

60%

of consumers said they would take a picture if they were asked to⁸

53%

of shoppers want brands to tell them the kind of content they want⁹

SUCCESS STORY

Urban Barn

Furniture and decor brand Urban Barn encourages customers to post images of its product using the hashtag #rightathome—and it works.

To date, there are nearly 45,000 instances of the hashtag on Instagram alone. The team showcases the most on-brand content in galleries on their website.



Customer images show the diverse styles of interiors and different angles of the products that are not often captured by our in-house photographers.

Ainslie Fincham, Director of Marketing, Urban Barn⁷

SUCCESS STORY

Petco

Petco, for example, achieved a 405% increase in review volume with a sampling campaign. And with more reviews on product pages throughout the site, Petco also achieved:

80%

increase in clicks
from organic
search traffic¹⁰

48%

increase in
revenue per
visit for sampled
products¹⁰

28%

increase in
conversion
rate¹⁰

15%

increase in
average order
value¹⁰

Optimize product detail pages

What are the benefits of product detail page optimization?



Reduces the cost of customer acquisition by 87%¹¹



Achieves ROI as high as 12:1¹²

Shoppers will typically discover your digital shelf through a web search. So your brand needs to appear in search results to get in front of customers.



Use your shopper content to enrich your product detail pages and improve:

Site traffic

Average order value

Conversion rates

Shopping experience

10 ways to optimize your product detail pages for discovery, consideration, purchase, and advocacy:

1. Optimize for search engines and category-level search
2. Optimize pages for transactional intent
3. Showcase your highest converting content first
4. Feature content shoppers need to make informed decisions
5. Make product highlights easy to skim and read
6. Help in-store shoppers research your products online with digital tags
7. Mark-up images with structured data
8. Detail opportunities for cross-selling to increase average order values
9. Collect, curate, and display content in all the places you sell at scale
10. Set volume, quality, and recency minimum benchmarks

Engage with customers that contribute content

An important part of the rich product detail page is engaging with customers who submit content. Monitoring UGC and engaging with customers who share content about your brand is essential. It can help build community and encourage others to engage with your brand.

The bottom line: Retailers expect the brands they work with to be attentive toward customers who have taken the time to offer feedback.



Responding to customer reviews and Q&As helps brands:

Manage the impact of negative experiences

Retain loyal and existing customers

Create a more positive overall impression



SUCCESS STORY

MeUndies

Direct-to-consumer underwear brand MeUndies responds to every single one to three-star review that customers leave. Responding to those customers demonstrates to other shoppers that MeUndies takes the time to respond and provide solutions or assistance, turning a negative interaction into a positive one.

Ross Houslander, Senior Retention Lead at MeUndies, manages the team that monitors and responds to every review. His job is to ensure that the MeUndies team comments align with the brand tone of voice, style, and messaging.

Responding to customer feedback promotes trust and confidence by letting MeUndies customers know that if they have an issue, the company will proactively take care of it.



We're always trying to meet our customers where they are. Customers would leave a negative review and then would not reach out for help, even though their problems could be pretty easily solved.

Ross Houslander
Senior Retention Lead at MeUndies

Ratings & Reviews

Website ratings and reviews can bolster authenticity, which matters to your digital shelf.

Almost a third of shoppers view a brand as trustworthy if online reviews are positive. But about another third (36%) of consumers say an overwhelming number of five-star ratings or positive reviews is a clue that content may be fake.¹³

Consumers expect to see both positive and negative feedback — and not having any negative reviews could actually devalue all the positive reviews.

Make sure your team is able to respond to reviews promptly to address consumers' concerns.



SUCCESS STORY

Webroot

Cybersecurity leader Webroot struggled with review management. The Webroot team uses the filters in Bazaarvoice's Ratings & Reviews tool to ensure they respond to priority reviews as quickly as possible. Bazaarvoice's Ratings & Reviews tool helped Webroot achieve:

100%
response rate¹⁵

+70%
response time¹⁵



How do customers feel about product reviews?

87%

of customers say they expect a response or further action after leaving a negative review¹⁴

36%

of customers say an overwhelming amount of positive reviews signals content may be fake¹³

Questions & Answers

Connect with shoppers by responding to their questions.

Q&As can help increase conversions and decrease customer service tickets. In fact, 83% of consumers say responses to Q&A are important to their decision to purchase a product.¹⁶ And since questions and answers naturally contain keywords, they also add SEO value to your product pages and boost their potential to rank.



SUCCESS STORY

KidKraft

KidKraft captures the voice of the customer and uses feedback from customer reviews and Q&As to improve products and market messaging.

KidKraft's partnership with Bazaarvoice gives the brand more insights from its ratings and reviews, questions and answers, and other forms of user-generated content so it can improve its marketing strategy and design better products.



We work really closely with the product development team to make ... changes to the actual product.

Heather Stables, Director of Consumer Engagement at KidKraft



Do shoppers find product Q&As trustworthy?

37%

of shoppers trust Q&A responses submitted by a customer¹⁶

21%

of shoppers trust answers more when they come from the brand¹⁶

28%

of shoppers trust responses from shoppers and brands equally¹⁶

Expand your digital shelf with Bazaarvoice

Bazaarvoice has built an end-to-end platform empowering brands to efficiently harness shopper content. Our product suite allows our clients to collect all types of content across the marketing landscape — from reviews to images and videos to Q&A — and distribute them in all the places that matter to your customers (not just product detail pages).

Plus, the comprehensive Bazaarvoice suite can integrate seamlessly with the rest of your supply chain processes and technologies to help you efficiently scale your content.

BUILD BRAND AWARENESS



Category SEO
included with R&R



Sampling
Influencer



Social publishing
tools

LEARN FROM YOUR SHOPPERS



Premium network
insights



Insights & reporting
included with R&R

DRIVE HIGHER CONVERSION AND SEO

on your site

at retail



Ratings & reviews



Review
syndication



Questions &
answers



Retail review
response



Social commerce
*Link in Bio Storefront,
Shoppable social galleries*



Visual syndication

TOTAL ECONOMIC IMPACT STUDY¹⁷

Forrester

Are you looking to maximize your content strategy's return on investment? According to an independent study by Forrester Consulting commissioned by Bazaarvoice, we can help you deliver a higher ROI and increase conversion rates with a payback period of fewer than three months.

Let us help supercharge your commerce engine!



[Download study](#)

ROI

400%

Payback in under

3 months

Content syndication

10x

Contribution to total revenue

2.71%

Key takeaways

- **Omnichannel commerce** is alive and well. Your brand must support shopping and buying in all the places customers engage, across the digital shelf.
- **User-generated content**, like reviews and shopper photos, plays a key role in the research process for both online and in-store shoppers and should be used to populate your digital shelf — including rich product detail pages.
- **An efficient content supply chain** allows you to scale content production across all touchpoints and buyer's journey stages.
- **Product page optimization** for search and user experience ensures people will find your products — and buy them.
- **Incentivize shoppers** to create and submit content, direct them on how to do it, and engage with their content.
- **Bazaarvoice** can manage all aspects of your digital shelf strategy for you, from building brand awareness to increasing sales, and all the way to customer analysis.

Measure your UGC program's ROI

To understand UGC's impact on your brand's revenue, conversion rate, and online and in-store sales, try our free UGC Value Calculator.

[Calculate my ROI](#)

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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.

[bazaarvoice.com](https://www.bazaarvoice.com)

Making shopping smarter.