G2

Leader

SUMMER

2023

Why Bazaarvoice is the #1 user-generated content platform according to G2

bazaarvoice™

What's inside

bazaarvoice®

Introduction

Bazaarvoice leads the user-generated content space

G2 helps over 80 million people every year make smarter software decisions based on authentic peer reviews. And every quarter, they release their overall rankings. Once again, Bazaarvoice has found itself at the top of their list — #1 in the User-Generated Content (UGC) category, to be exact!

USER-GENERATED CONTENT #1

LEADER IN SOCIAL COMMERCE

PRODUCT REVIEWS #1

BEST RELATIONSHIP

EUROPE PRODUCT REVIEWS

USERS LOVE US

We speak to authenticity a lot here at Bazaarvoice. Our brand promise is to champion authentic voices of the marketplace. Part of championing authentic voices of the marketplace is allowing the market to do the talking for you. We couldn't, and wouldn't, speak about ourselves when we could let our customers authentically speak for us instead.

About the top ranked solution: Bazaarvoice

Thousands of the world's leading brands and retailers trust Bazaarvoice technology, services, and expertise to drive revenue, extend reach, optimize their strategy, and create loyal advocates.

Our extensive global retail syndication network, product-passionate community, and enterprise-level solutions provide the tools needed to create smarter shopper experiences across the entire customer journey.

Users love us

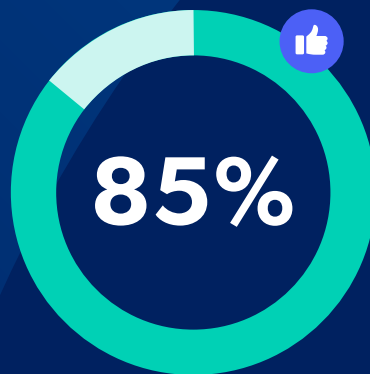Our customers recognize us as a reputable leader in the market. 90% rate Bazaarvoice 4 or 5 stars and 85% are likely to recommend us.

Our goal is to help our customers be successful. Because successful customers become customers for life. So everyone wins.

4.3 Stars (471 reviews)

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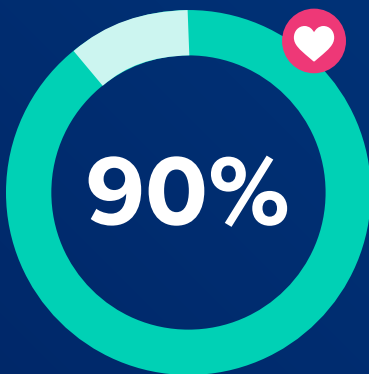
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G2 User-Generated Content category
Summer 2023

We've mentioned user-generated content a few times now, but what is it? And what does "#1 in User-Generated Content" actually mean?

USER-GENERATED CONTENT
User-generated content (UGC), sometimes known as customer-generated content (CGC), is any content — ratings, reviews, social images, videos, etc — created by an unpaid individual rather than by a brand. What are the benefits of UGC?

In G2's own words, UGC platforms (like Bazaarvoice):

> Help brands collect visual product or company mentions from social media and other sources to repurpose for marketing efforts.

Marketing departments can leverage UGC as 'social proof' for generating interest in products or services, and deploy relevant user images and videos across various mediums such as product pages, live displays, and social ads. UGC software can help **build community and draw revenue** from engaging, real-life use cases, while reducing the demand for in-house marketing content. It can also assist with securing the rights to redistribute content and rewarding users whose content is most impactful, so any potential legal conflicts are avoided.

CRITERIA FOR THE USER-GENERATED CONTENT CATEGORY
To qualify for inclusion in the User-Generated Content category, a provider must:

- Collect brand-related visual content from users on social media and/or other popular networks

- Assist with the curation and management of this content as required for resharing

- Integrate with software such as e-commerce platforms or digital signage for relevant content distribution

- Offer tools or assistance with securing media rights from the appropriate users

Grid® Report Summer 2023

G2's Grid for User-Generated Content ranks relevant platforms by product and customer satisfaction (based on user reviews) and their market presence (based on market share, seller size, and social impact). Platforms are then placed into the following four categories.
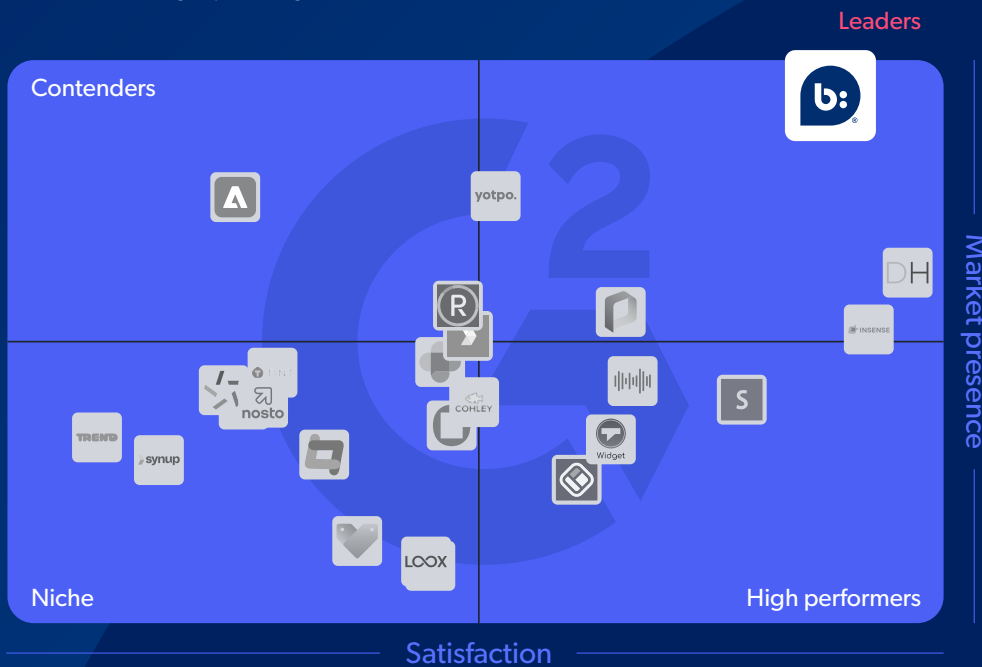
G2 OVERALL GRID REPORT SCORE

Bazaarvoice is #1 in the UGC category and we have been for 11 consecutive quarters.

CONTENDERS

While Contenders have high market presence scores, their product satisfaction scores are below the category averages.

LEADERS

Leaders have the highest scores for both product satisfaction and market presence.

Grid® for User-Generated Content | Summer 2023 is based off of scores calculated using the G2 Grid® algorithms from reviews collected by May 23, 2023.

NICHE

Niche solutions have low market presence and product satisfaction scores compared to the rest of the category.

HIGH PERFORMERS

While High Performers have high product satisfaction scores, they trail the rest of the category in market presence.

AVERAGE OF SATISFACTION AND MARKET PRESENCE SCORES

Bazaarvoice	Yotpo	PowerReviews	Emplifi
94	65	52	46

Let's take a look at why they rate us #1.

bazaarvoice®

What customers say about us

Because customer satisfaction is of utmost importance to us, 85% of users are likely to recommend Bazaarvoice. But why is that? Let's hear directly from them, so you can see for yourselves.

> **A service that offers incredible value and their customer service is top notch.**
>
> — G2 reviewer

Content types and volume

UGC comes in many shapes, sizes, styles — ratings, reviews, photos, social media posts, and videos, etc. Bazaarvoice understands the value of every type of UGC, and how to get more of what your brand needs.

Having just one review can boost conversion rates by 10%, and having 50 reviews can result in a 30% increase in conversions.[1] And that's just the beginning.

★★★★★

The solution does everything it's supposed to and more. It's super easy to moderate, manage, and curate user-generated content for your website. They have thought of everything.

— G2 reviewer

[1] Bazaarvoice Conversation Index 8, 2014.

Ratings & Reviews services

Best R&R solution out there. The solution does everything it's supposed to and more. It's super easy to moderate, manage and curate user-generated content for your website. **They have thought of everything, and the portal is idiot-proof.**

— G2 reviewer

Sampling services

★★★★★

Excellent review service. Bazaarvoice managed the whole process — all we had to do was sending out the samples. The reviews were high quality; many of them were pretty extensive in their description.

— G2 reviewer, CEO from a small business

Social Commerce services

★★★★★

Product page galleries have been a huge success and really exciting for us. We're finally making use of the hundreds of tags we get every day — it's amazing. And it gives our customers a chance to shine as well, which I think is really nice

— Lizzie Newell, Head of Marketing, Social, and Campaigns at Iconic London

★★★★★

Our "link in bio" solution for Instagram is also ultra-slick and a lot more professional than some of the free options our competitors use, and we're able to link to more than just products on our website. This means adding links to recipes, YouTube videos, landing pages and more - we aren't just limited to product tags like we are in native Instagram.

— Rachel. A, Digital Media Lead, from an Enterprise business

Questions & Answers

Nestlé spends time each day responding to customer reviews and answering questions. After enabling Bazaarvoice Questions & Answers, Nestlé received more than 700 questions from consumers within three months.

> Helping us create a fabulous customer experience. **Bazaarvoice makes it simple to reach consumers and respond to their questions, answers or reviews.** The team at Bazaarvoice is always available to help and has been wonderful to work with.
>
> — G2 reviewer

Strategic guidance and expertise

Bazaarvoice experts understand your pain points and recommend the most suitable solutions, monitor your program's health, resolve issues, show you how to measure success, teach you how to use the tools, and share expertise on UGC, industry, and retail trends.

Focused on our success. We use a lot of SaaS tools to help get the most out of our digital marketing mix. Bazaarvoice stands out for our team because they are focused on helping us get the most out of the platform and all of its tools.

— G2 reviewer

Network of brands, retailers, and shoppers

A successful brand-retailer relationship is critical to survival. UGC is a powerful way for brands and retailers to work together to better serve shoppers. Syndication is a core service of the Bazaarvoice platform that enables UGC collected by brands to be sent to and displayed on search engine results, retail partner sites, and social media platforms. Bazaarvoice maintains the world's largest UGC syndication network, with over 12,000 brands and retailers.

Bazaarvoice is an essential tool in e-commerce. Retailers are always pleased to see products launch with reviews already in place. The BV team is great at guiding you through the process and picking the right path.

— G2 reviewer, from a small business

Product and customer insights

Best-in-class companies take the often-untapped gold mine that is UGC and use it to solve some of their most pressing pain points. Things like uncovering product flaws, identifying unmet customer needs, repositioning their product versus competitors, and gauging customer sentiment. This requires a platform that makes it easy to understand what shoppers are saying about your products, gives you immediate access to data and insights at-scale, and lets you quickly interpret a large amount of data for business improvement. That's Bazaarvoice.

I love the insights and ease-of-use that Bazaarvoice offers. This service makes it so much easier for us to track reviews, customer sentiment, and how we stack up vs our competitors.

— G2 reviewer
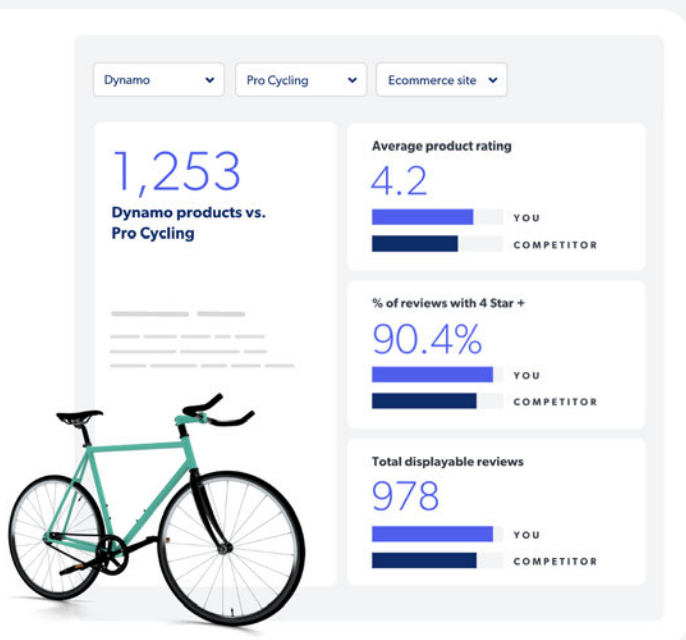
Platform innovation

UGC programs should grow and have enough flexibility to address both your individual and market needs. The Bazaarvoice platform is always changing to meet both the technical requirements of today and the future.

Our customers can tell the Bazaarvoice platform is headed in the right direction — because 84% of them agree.

The team at Bazaarvoice is very knowledgeable and quick to respond. I know we are not their biggest client, but we are always treated like we are.

They share insights to help grow your business and help you initiate any of their suggestions. The support staff is also accommodating and responsive.

— G2 reviewer

Dynamo / Pro Cycling / Ecommerce site

1,253
Dynamo products vs. Pro Cycling

Average product rating
4.2
YOU
COMPETITOR

% of reviews with 4 Star +
90.4%
YOU
COMPETITOR

Total displayable reviews
978
YOU
COMPETITOR

Content integrity and security

We've mentioned authenticity before, and rightfully so. Authenticity and trust are an invaluable currency for companies and an essential part of a UGC program. Those who are unable to establish trust with consumers or — worse — who lose established trust won't just not succeed. They'll actively fail.

You need a trustworthy partner that has you covered, from fraudulent content to data privacy, to help you establish and maintain the hard-earned trust of today's shoppers. That's also Bazaarvoice.

> Increased product reviews have driven up our sales. Moderation has removed a large chunk of staff time to maintain the user-generated content. **Star ratings have assisted with site authenticity.**
>
> — G2 reviewer, from a mid-market business

Success stories

We've heard from individual users out there. They've spoken highly about our products and services. But how do we actually help companies succeed? What tools do we implement, and why?

We've taken a handful of our success stories (also known as case studies) to show you, in simplest terms, our process for delivering success. We look at what the challenges are, apply appropriate solutions, and watch our customers reap the benefits.

Unilever

Unilever maximizes the power of UGC to drive purchase intent, search conversion, and innovation

Challenge
To get more value from UGC.

Solution
Look beyond marketing impact to use UGC strategically across the business.

Benefits
An increase in revenue, customer loyalty, organic traffic, customer insights, and product quality.

- 150% purchase intent lift
- Increases in search traffic of 15-25%

> We see a positive correlation between **review volume and number of orders.**
>
> —Jenna Spivak Evans, Innovation and Digital Capabilities Manager at Unilever

Read the full case study here.

Midland Radio

Midland Radio sees a $1 million revenue increase by harnessing the power of user-generated content

Challenge
Increase overall sentiment about the company, grow the number of online product reviews, and expand into new markets.

Solution
Leverage Bazaarvoice's Social Commerce and Ratings & Reviews tools to grow online presence and increase the number of customer reviews.

Benefits
Review volume increase of 150 to more than 2,500. Plus:

- 322% lift in time spent on the site
- 143% increase in conversions
- 27% increase in average order value

This contributed to a $1 million increase in revenue year-over-year.

> We have Social Commerce enabled on all of our product pages that show our products being used by real people. **And I think it really, really does help people with making a decision and seeing themselves using that product.**

Oak Furnitureland

Oak Furnitureland's social program doubles conversion

Challenge

Drive e-commerce growth, increase customer interactions with social media, and find a tool to manage the increased number of engagements.

Solution

Generate more user traffic with Like2Buy and use Bazaarvoice Galleries for the website homepage, full pages, and campaigns.

Benefits

- 281% more time on site
- 248% conversions increase
- 21% increase in average order value

> **We find that UGC is just a lot more relatable for our audiences.** It provides inspirational content that they can see and they can engage with. Real pictures in real settings show how our furniture blends seamlessly into customers' everyday lives, where you've got dogs jumping on the sofa and children chucking their school bags in the hallway at the end of the school day.
>
> —Laura Quigley, Head of PR and Communications for Oak Furnitureland

Read the full case study here.

Gigaset

Gigaset sees a 70% conversion rate lift with Bazaarvoice

Challenge

Improve the customer experience by building up review volume, increasing the quality of reviews, and providing additional user-generated information on products.

Solution

TryIt sampling campaigns drive discovery and collect reviews. Ratings & Reviews and Q&As on product pages deliver seamless and informed shopping experiences, while Syndication drives product discovery and increases product ratings.

Benefits

Within 15 months, reviews were collected for 81% of their products, averaging 29 per product. This contributed to a 70% increase in conversion rates during the same time frame.

> We had our own solution [prior to Bazaarvoice] for reviews but it was not really comparable. **The guidance we now have leads to totally different reviews.**
>
> —Joerg Bruehl, Senior Vice President of Marketing at Gigaset

Read the full case study here.

The Bazaarvoice difference

We might have already said this, but we're going to say it again regardless because we don't tire of hearing it: Bazaarvoice has been ranked #1 in the G2 Grid® Report for User-Generated Content in Summer 2022, in a pool of 25 other providers.

As the world's largest syndication network and the only unified UGC platform, we're built to help you activate new audiences and turn shoppers into buyers and advocates. And that's whether they're using search, on site, at retail, or on social.
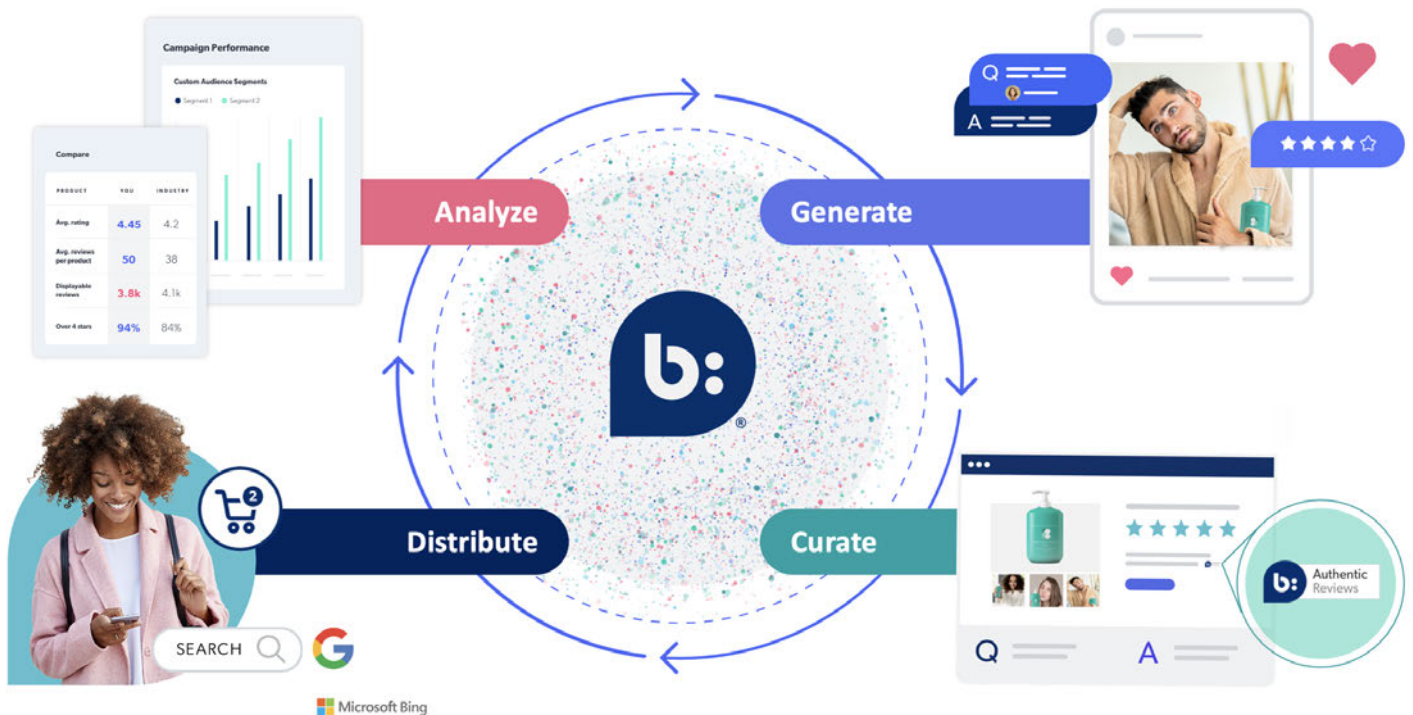
We have the solutions and knowledge to help brands and retailers — from enterprise to SMB — solve the challenges of delivering UGC at scale. All with the efficiency of a single partner.

Interested in partnering with the industry leader in user-generated content?
Request a free demo below and let's get you started on your journey.

Connect with the Bazaarvoice team

Contact us

bazaarvoice ®

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.

bazaarvoice.com

Making shopping smarter.