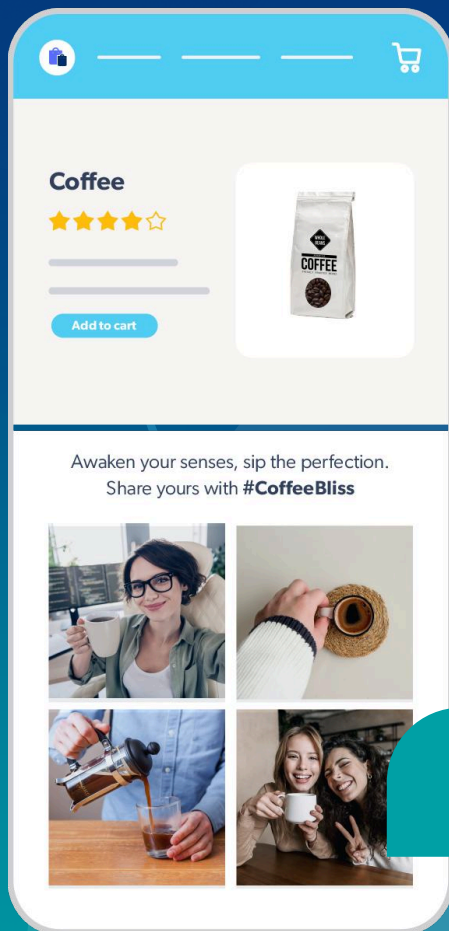
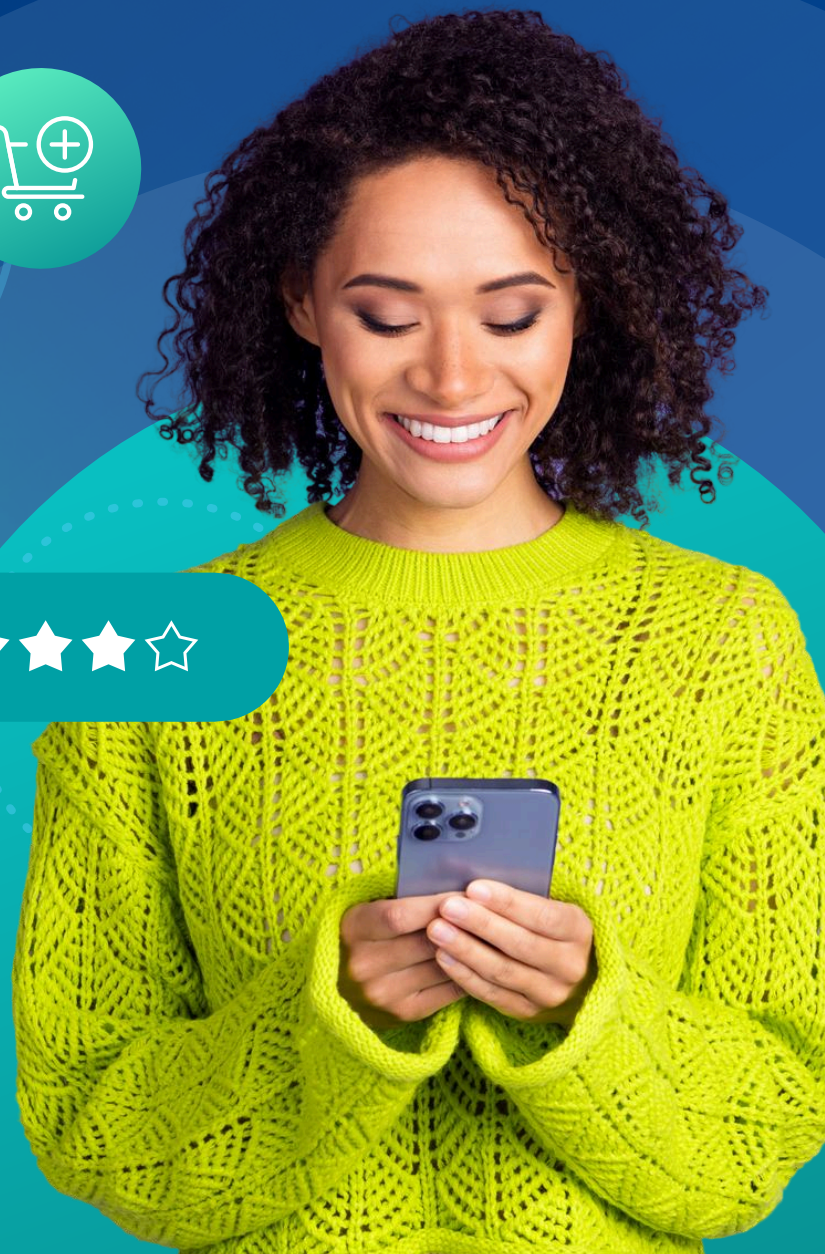


Want Higher- Converting Product Pages? Start Here.

How to use reviews, images, and videos from your customers to boost trust and sales.



bazaarvoice™



Why Product Pages Fail to Convert

Most product pages are *too basic*. They don't offer the real-world insights shoppers want, and they miss the chance to build trust.

Shoppers need more than specs and marketing copy. They want to hear from people like them. Without authentic reviews, photos, and videos from real customers, your product pages won't stand out, or convert.

Only **1.77%** of product page visits lead to a purchase.



1.77%



Too Basic

Most PDPs only include standard specs and brand copy, not what shoppers care about most.



Not Built for Shoppers

Without real reviews, photos, or videos, product pages lack trust and engagement.

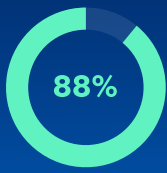


Low Inspiration, Low Conversion

Shoppers can't imagine the product in their lives, so they don't buy.

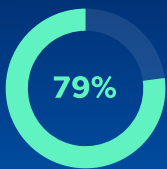
Build a Product Page That Converts

Shoppers don't want just descriptions—they want real voices, real images, real experiences. Here's how to transform your product pages into conversion engines:



Feature shopper reviews & images

88% of shoppers use reviews and real-life visuals to evaluate products.



Show top-performing content first

79% say reviews carry as much weight as personal recommendations.

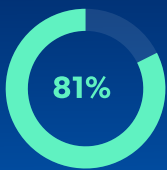


2 / 3



Keep content fresh

2/3 of shoppers trust reviews written in the past 3 months more than older ones.

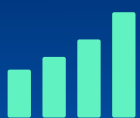


Highlight authenticity

81% of shoppers avoid brands after losing trust. Authentic content builds credibility.



150%



Use shopper images

When shoppers interact with UGC galleries, conversions can increase by **150%**.



What Happens When You Get Product Pages Right

Here's how **user-generated content** transforms product pages into sales engines:

138%



lift in conversion

when shoppers engage with UGC, they're more likely to buy.

22%



increase in average order value

UGC galleries inspire shoppers to add more to their cart.

159%



lift in revenue per visitor

shoppers who interact with UGC deliver higher returns.

bazaarvoice®

Turn Browsers into Buyers with User-Generated Content

Boost conversions by using authentic shopper content across every channel—product pages, social, and in-store.

Stand out in search. Build shopper confidence. Inspire action.

[Get Started Now](#)