

2026 holiday content activation guide

To win the holiday shopping surge, your content must be live, verified, and ready to convert. Use this guide to choose the right mix of solutions and plan your "START DATE" backward from your target go-live date.



Master implementation timeline

These windows represent the total weeks required from **kickoff** to **go-live**.

Solution	Recommended tactic	Implementation window
Collect UGC: Product sampling and seeding	Client ships or Deals (non-ship)	6 weeks
	Bazaarvoice ships samples (no custom branded box)	12 weeks
	Bazaarvoice ships samples (custom branded box)	17 weeks
Display and syndicate UGC: Core platforms	Review Syndication	2-4 weeks
	Ratings & Reviews	6-12 weeks
	Social Commerce	7-12 weeks
	Visual Syndication Network	8 weeks

Simplified planning calendar

To be live for the **October 1st** holiday kickoff, you should start your campaigns as soon as possible. The minimum lead time follows:

17 Weeks **12 Weeks** **8 Weeks** **6 Weeks** **4 Weeks**

June 4th Bazaarvoice ships samples with custom branded box	July 9th • Bazaarvoice ships samples with no custom branded box • Social Commerce • Ratings & Reviews	August 6th Visual Syndication Network	August 20th Client ships or Deals (non-ship)	September 3rd Review Syndication
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Glossary

Sampling programs (Generate new content)

Client ships: We target everyday shoppers to generate UGC. You ship products directly to our members.

Deals (non-ship): You provide a discount code or gift card so shoppers can buy products in-store or online. This approach lowers your overhead but increases campaign costs.

Bazaarvoice ships samples: We target shoppers and handle the turnkey shipping for you. You can choose between generic packaging or a custom-designed branded box.

Core platforms (Amplify your content)

Ratings & Reviews: Display reviews and submission tools on your site to build trust and gain consumer insights.

Review Syndication: Distribute existing reviews across a global retail network (content typically appears within 48-72 hours).

Social Commerce: Integrate shoppable social content and UGC galleries into your website to drive conversion.

Visual Syndication Network: Distribute visual content to retailers across the network to enhance PDPs.