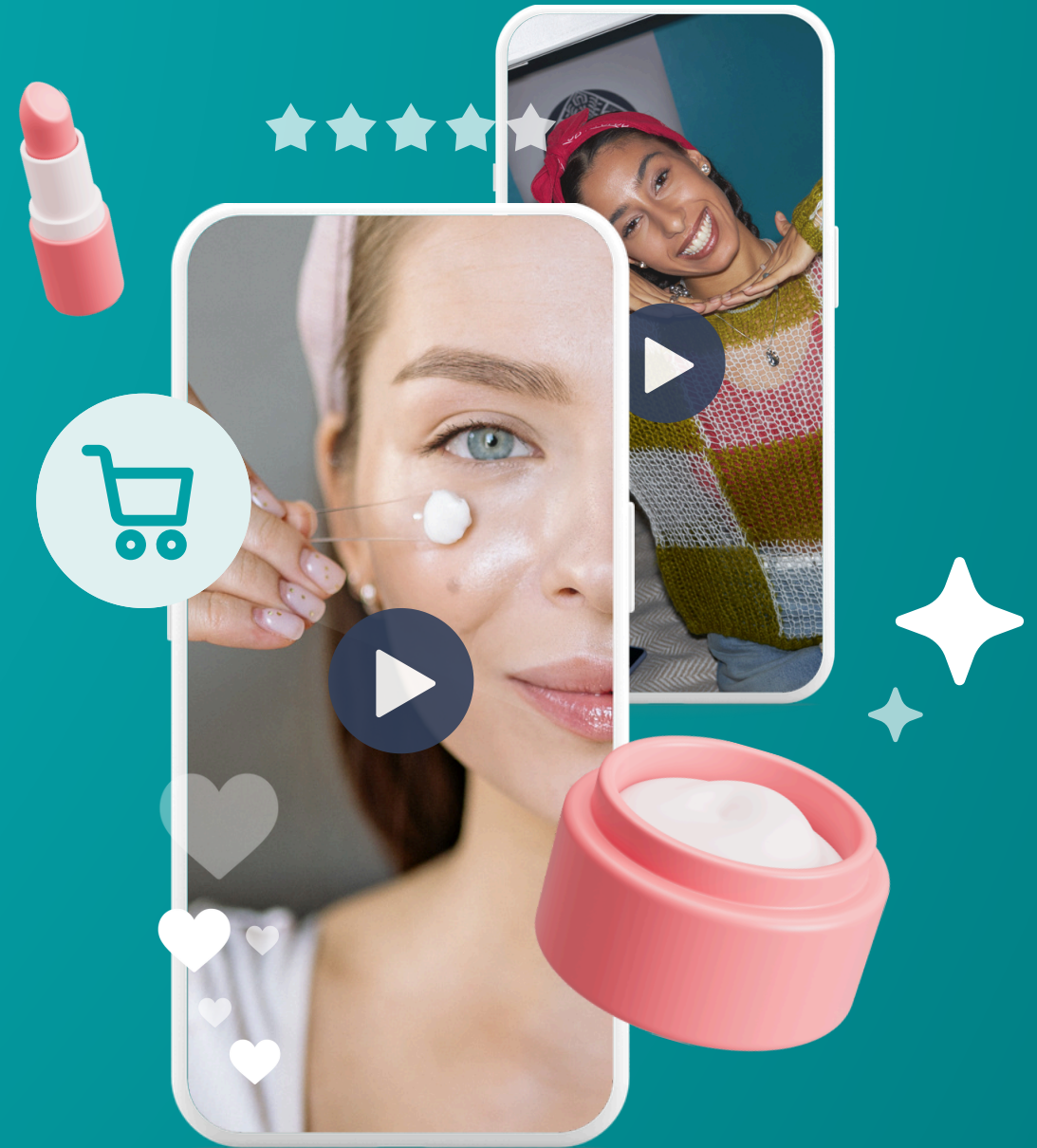


HOW TO COLLECT VIDEO REVIEWS

The video-first conversion e-book

bazaarvoice®



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INTRODUCTION

The visual era is already here.

This shift is an invitation to bring your brand's story to life in more vibrant, personal ways than ever before. Many brands are already exploring this path, enjoying the creative freedom that visual storytelling provides.

As we all find our place in this new landscape, the most exciting goal is learning how to share content that truly resonates—moving beyond simply being seen to being truly understood by your community.

But here's what most brands get wrong: it's not about adding video to your site, **it's about adding the right video that drives conversions.** Static, unmoving product pages are actively losing you sales to competitors who've figured out what Gen Z and Gen Alpha shoppers expect: authenticity, movement, and proof.

Today's shoppers expect TikTok-style discovery everywhere, including your product pages. [The Shopper Experience Index 2024](#) and [Shopper Preference Report 2025](#) confirm what marketers are seeing in their analytics: written reviews alone won't cut it.

Video product reviews are now the baseline expectation, not a nice-to-have.



Chapter 1

THE MULTI-TRILLION DOLLAR IMPERATIVE

While the market races ahead, most brands are stuck in pilot mode - testing video sporadically instead of building a repeatable process for gathering customer content. The global video commerce market is projected to skyrocket from \$695 billion in 2023 to \$3.7 trillion by 2029.



Video has become essential for modern shopping. Static product pages don't lose sales dramatically; they lose them quietly, one hesitant shopper at a time. On a PDP (product detail page), video content is uniquely capable of overcoming buyer hesitation; in fact,

84%

of consumers say watching a brand's video convinced them to make a purchase

62%

shoppers now prefer video over any other content type when they're evaluating products

The demand for authenticity is the main driver behind these new shopping habits.

It's about more than just seeing a product; it's about the reassurance that comes from seeing a real person's experience. Today's shoppers are looking for a sense of belonging and honesty, seeking out voices they can trust to guide their choices. When a brand opens the door to these genuine moments, it creates a bridge of confidence that helps every customer feel more at home with their purchase.

More than 65% of consumers consider videos created by other shoppers to be a critical part of their experience. Because of this, visual proof from real people is now a non-negotiable requirement for any brand looking to grow. The real challenge for brands isn't whether to adopt video, but how to empower every customer to create it. By the end of this ebook, our 2x2 framework will show you exactly which products require video first and what types of reviews will drive the most impact.


Chapter 2

MEETING THE NEW SHOPPER

Still obsessing over influencer follower counts? For Gen Z and Gen Alpha, big follower counts mean nothing if the content feels staged. They trust the algorithm to surface what's relevant, and what the algorithm rewards is authentic, engaging content, not polished ads.

DECISION-MAKING DRIVERS ACROSS COHORTS

This shift explains why video product reviews from real customers outperform brand-produced content by 36%. Gen Z doesn't want to be sold to; they want to see someone like them using the product in a messy bedroom or a real kitchen instead of a studio.

 **YouTube lever:** Omnichannel video is a strategic necessity. While social feeds are critical, 45% of Gen Z audiences are NOT on TikTok or Instagram Reels. YouTube Shorts and long-form content can shorten the online shopping journey by an average of 6 days.

| Generation | Primary format preference | Decision-making friction | Conversion catalyst |
|------------------------|---|---------------------------------------|--|
| Gen Z/Gen Alpha | Short-form (TikTok, Reels, Shorts) | Attention span & sincerity gaps | Social-native snippets & creator authenticity |
| Millennials | Mixture of short and long-form (video reviews, written reviews, star ratings) | Attention span & trust deficit | High volume of authentic validation by other customers |
| Gen X | Long-form (testimonials, demos) | Trust deficit & lack of specification | In-depth reviews & educational validation |

chapter 3

AUTHENTIC VIDEO PRODUCT REVIEWS BEAT BRAND VIDEOS EVERY TIME



High-gloss brand videos often feel like traditional advertisements, and 70% of Gen Z actively skips them.

Why?

Because they smell like marketing. Video reviews from real customers, on the other hand, feel like recommendations from a friend.



Performance

36% of brands report that UGC actually outperforms their own professionally produced content.



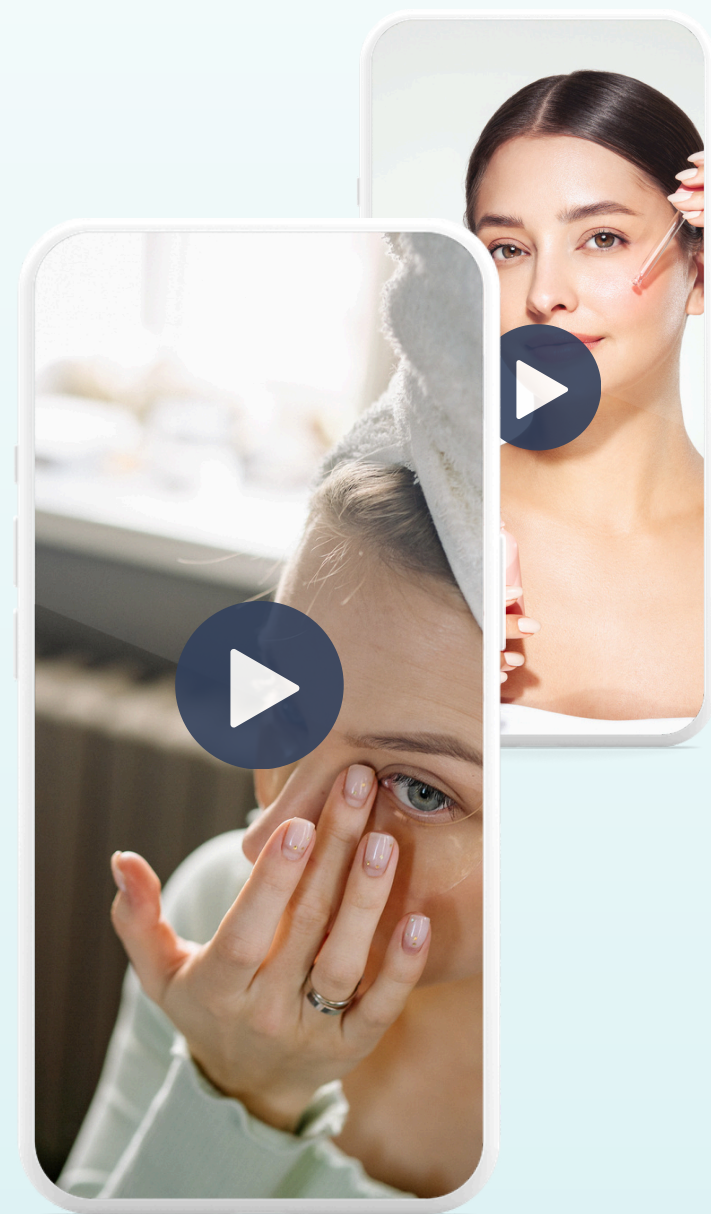
Performance

Videos from other shoppers provide emotional reassurance and social proof that static images can't match.



Performance

Strategically partnering with creators can drive engagement rates as high as 46% on platforms like TikTok.



chapter 4

OVERCOMING THE FOUR PILLARS OF VIDEO FRICTION

Most brands know video matters. Where they fail is execution, specifically, building a scalable system that doesn't require a video production team for every product launch.

Moving toward a more streamlined approach allows you to focus on what truly matters: the stories your customers are telling. By identifying the gentle hurdles that often slow things down, you can clear the path for a much more effortless creative journey.



We don't have enough video content:

This is the #1 complaint from marketers, but it's a collection problem, not a supply problem. Your customers are already filming unboxings, try-ons, and how-tos. The issue? You're not systematically asking for them.



Pivot

Stop trying to produce everything in-house. Instead, build a post-purchase email flow that asks customers to share video reviews in exchange for a discount code or loyalty points. Every purchase becomes a potential video asset.

We can't prove video drives revenue:

If you can't tie video engagement to sales, you can't justify the investment to leadership. This is why most video strategies stall.



Pivot

Use analytics platforms that track video engagement → add-to-cart → purchase. Track metrics like CVR lift for shoppers who watched video vs. those who didn't. When you can show leadership that video-engaged shoppers convert at 2-3x higher rates; budget conversations get easier.

UGC will damage our brand image:

This fear is real, but outdated. The brands winning right now have figured out that authenticity is brand equity for Gen Z. A slightly grainy iPhone video of a customer genuinely loving your product builds more trust than a \$50K studio shoot that feels like an ad.



Pivot

Use AI-powered moderation tools to filter UGC before it goes live. Set clear brand guidelines (no competitor products in frame, no inappropriate language) and automate rights management so you're always covered legally. Brand safety and authenticity aren't opposites; they're both achievable.

Tool fragmentation

Fragmented stacks for sourcing, publishing, and analytics create a productivity drain.



Pivot

Simplify your tech stack. Moving to a single platform gets rid of the friction that slows your team down.

chapter 5

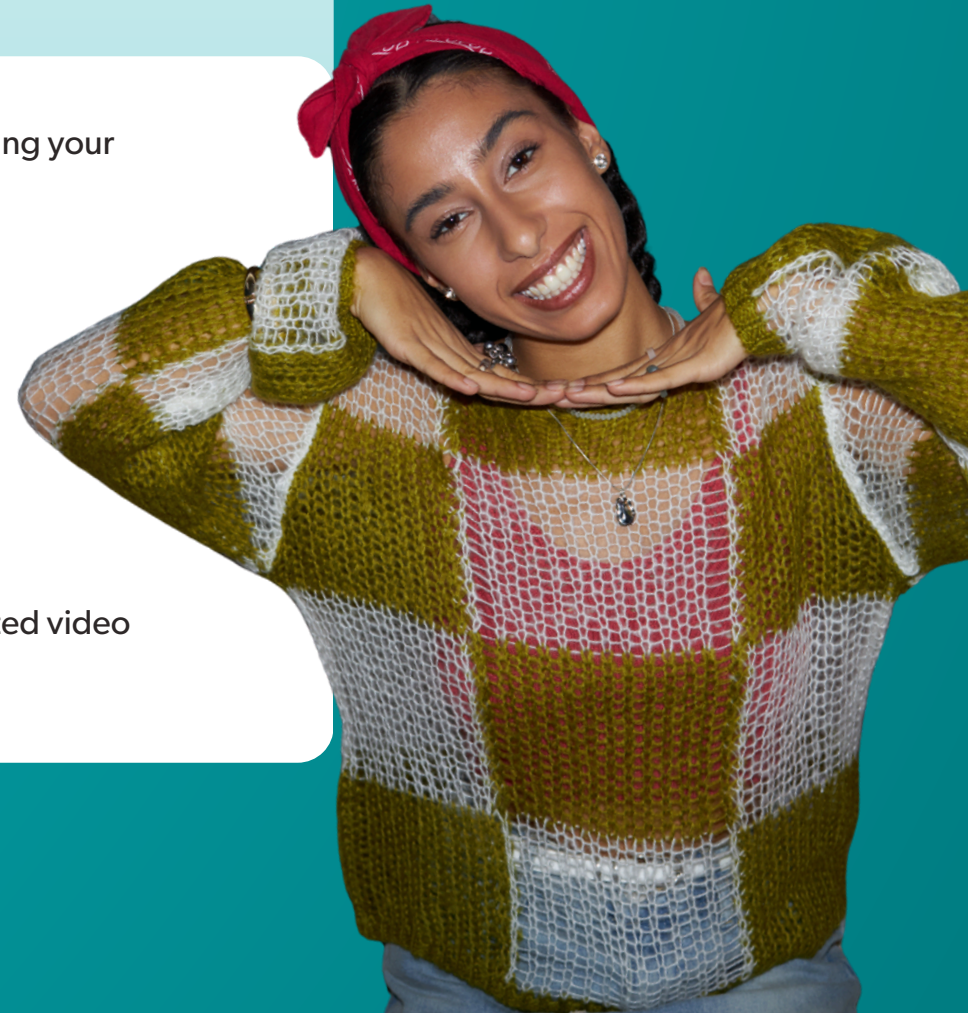
SCALING VIDEO MARKETING

In this chapter, we explore how to scale your video presence by treating your community as a natural extension of your marketing team.

You will learn how to balance polished brand stories with authentic customer voices to create a diverse and trustworthy content library.

By the end of this section, you'll have a clear blueprint for building a high-volume video engine that drives conversions without increasing your production overhead.

Here's how the smartest brands keep a steady stream of user-generated video content coming in:



THE CONTENT MIX

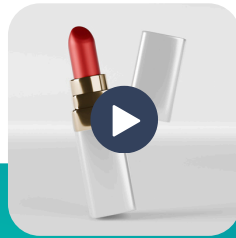
A healthy video strategy isn't about one perfect video; it's about a variety of assets that meet customers wherever they are in their journey.



Hero footage

High-production, long-form assets for brand storytelling (campaign launches, founder stories).

- Does this communicate our core brand values?
- Is there a clear, high-level Call to Action (CTA)?
- Can this be used as the anchor for an entire quarter's campaign?



Social clips

Snackable 15–30 second snippets extracted from longer videos, optimized for Reels and TikTok.

- Is the "hook" within the first 3 seconds?
- Is the aspect ratio optimized for mobile (9:16)?
- Does it work effectively without sound?



B-roll & lifestyle clips

The scrappy, iPhone-shot clips from real customers—unboxings, try-ons, and day-in-the-life moments.

- Does the lighting feel natural and authentic?
- Is the customer focusing on a specific benefit or feature?
- Have we secured the rights to use this in our paid ads?

BUILDING A BRAND-SAFE WORKFLOW

Finding the right creators shouldn't feel like searching for a needle in a haystack. Leverage AI to scan the social landscape (TikTok, Instagram, and YouTube) to surface creators who already resonate with your brand's aesthetic.

AI-powered discovery

Beyond just finding people, Bazaarvoice identifies advocates within its massive Influencer community, matching your brand with high-intent creators who have a proven track record of authentic engagement.

- Have we defined our 'ideal creator' profile?
- Does the tool filter for engagement rates rather than just follower counts?

Closed captioning & accessibility

Most shoppers watch video on silent, making captions essential. Ensure your message is heard with AI-driven closed captions for native videos. Displayed in the source language, they meet WCAG 2.1/2.2 accessibility standards, keeping shoppers engaged on the PDP while ensuring your content is inclusive for all.

- Are the captions high-contrast and easy to read on mobile?
- Do the captions accurately reflect the creator's key sentiment?

Sound control & audio safety

Brands can gain centralized 'mute/unmute' functionality. This allows you to globally silence audio across your video galleries to mitigate copyright risks or ensure a non-disruptive, quiet browsing experience that aligns with your site's UX.

- Are we using the 'mute by default' setting for a smoother user experience?
- Have we vetted the background audio for potential brand-safety risks?

Rights management & compliance

Don't skip legal rights. Use our automated workflow to send permission requests via DMs or comments. Once a creator approves, the system tags the content as brand-safe and links it to your product catalog. Turn customer content into instantly shoppable assets while ensuring full legal compliance automatically.

- Is there a digital paper trail for every piece of content used?
- Are the approved videos automatically syndicated to the correct retailer PDPs?

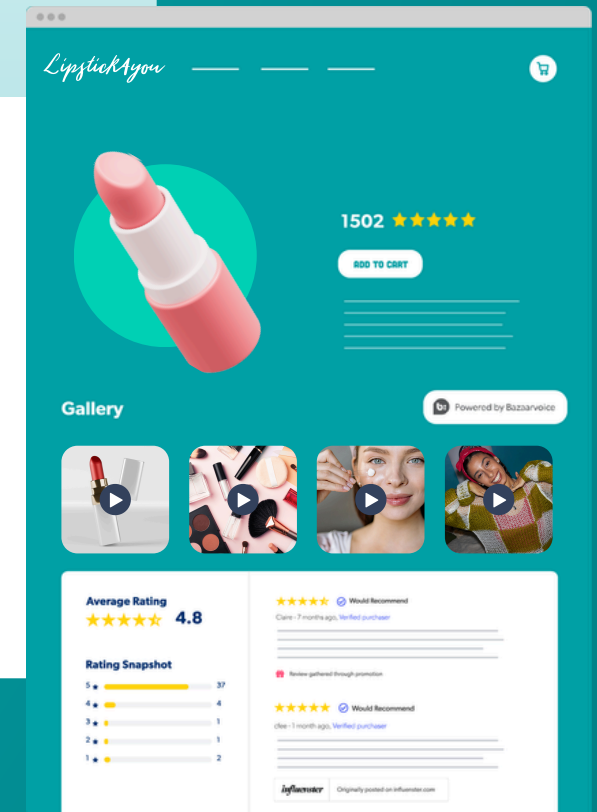
chapter 6

PDP TRANSFORMATION FROM STATIC TO IMMERSIVE

Your PDP is where shoppers make the buy/bounce decision.

It's that quiet pause where they ask, 'Will this work for me?' as they look for a spark of confidence that your product fits into their real, everyday life.

If they can't find visual proof of your product in action right there, they'll bounce elsewhere to find it, and you've lost control of the narrative. Bringing social-style video product reviews directly onto the PDP keeps them on your site and in your conversion funnel.



TECHNICAL COMPONENTS OF A HIGH-CONVERTING GALLERY

TikTok-style swipeable navigation

Many of today's shoppers feel right at home with vertical swipes and story-style carousels. By offering mobile-first, portrait-mode galleries, you create a space that feels like a natural extension of their favorite social feeds. This comfortable way of browsing invites shoppers to stay a little longer and enjoy a curated story of real customer experiences.

Picture-in-picture (PiP) functionality

Sometimes, a shopper wants to see a product in action while they're also curious about the finer details, like ingredients or sizing. If a shopper starts watching a video and then scrolls down to learn more, the video gently shrinks into a small window that follows them. This ensures that the helpful reassurance of a video review stays with them as they move toward making their choice, providing a sense of confidence every step of the way.

Shoppable product tags

The most beautiful part of a video is when a shopper sees something they love and wants to learn more. When a creator highlights a specific product, a subtle, shoppable tag appears right in the frame. With just a gentle tap, the shopper is linked directly to the product they've just discovered. It turns a moment of inspiration into a seamless path to purchase, all without ever having to leave the page.

Success story

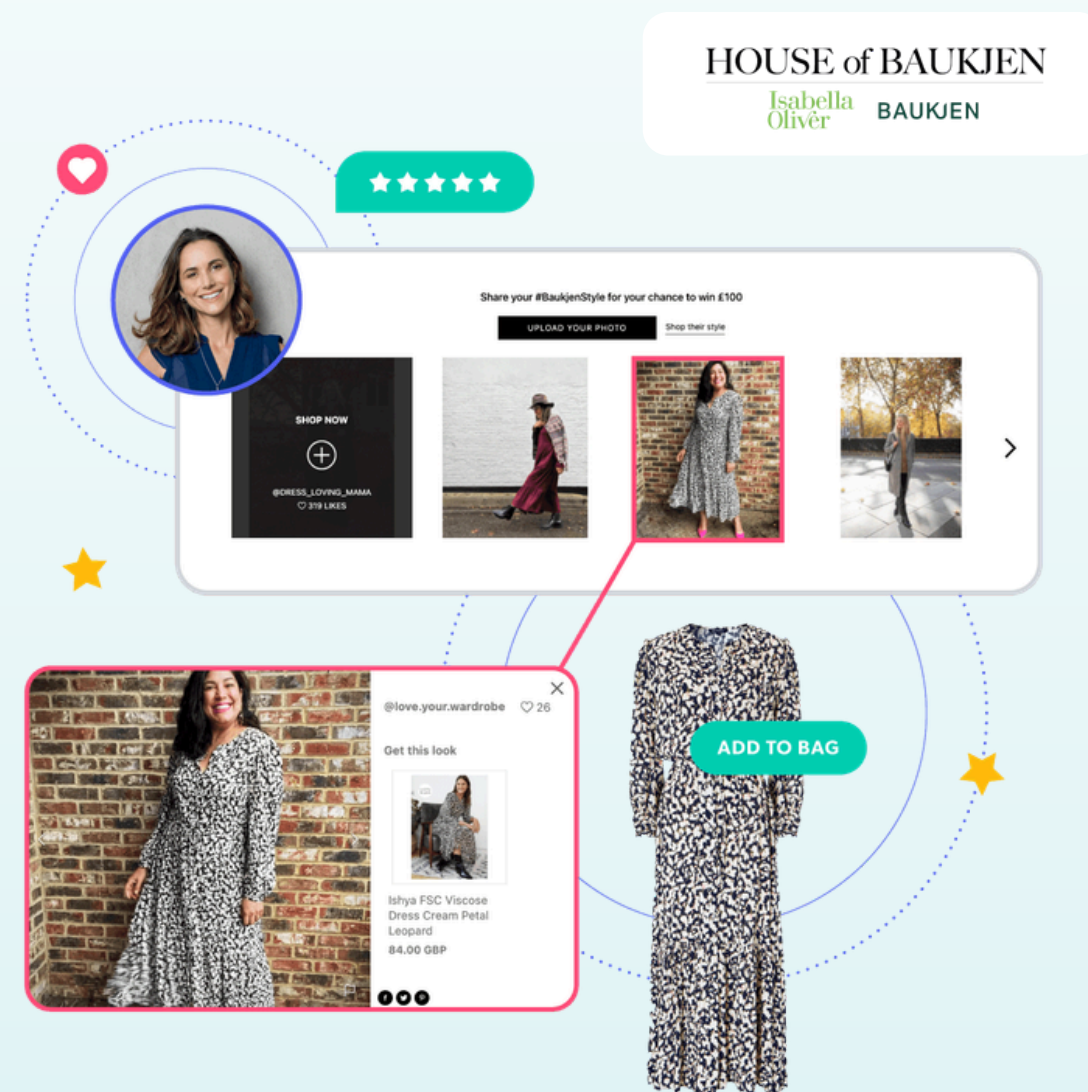
[Isabella Oliver and Baukjen](#) specialize in maternity wear—a category that comes with the unique challenge of high fit-anxiety. Because a mother's body is constantly changing, she needs more than just a photo to feel confident in her choice.

How did they fix that?

They embedded customer video reviews directly into PDPs, showing real Moms at different pregnancy stages wearing the clothes in real settings (not a studio).

What was the result?

Conversion rates jumped 120%, and AOV increased by over 10%. Why? Because video removed the "will this fit me?" hesitation that typically leads to single-item purchases. When shoppers could see the product on someone like them, they felt confident adding more to their cart. Time on site tripled as shoppers engaged deeply with the video content before checkout



Source: [Bazaarvoice](#)

Success story

[Oak Furnitureland](#) faced a classic e-commerce challenge: selling high-ticket furniture sight-unseen. Text reviews couldn't answer questions like "Will this table fit my dining room?" or "How does the wood grain look in natural light?"

How did they fix that?

The brand prioritized video product reviews shot by customers in their actual homes, not staged in a showroom. Real lighting, real spaces, real context.

What was the result?

Site visitors spent **281% more time exploring products**, conversion rates surged **248%**, and **AOV climbed 21%**. The videos answered the unspoken questions that text couldn't; giving shoppers the confidence to spend more.

 **Oak**
furnitureland



Source: [Bazaarvoice](#)

chapter 7

PROVING FULL-FUNNEL IMPACT

Video is only worth the investment if you can tie it to revenue. Here's how to build a business case that gets leadership buy-in, and how to track the metrics that prove video's ROI.

THE STRATEGIC KPI CHECKLIST

■ Conversion rate (CVR) lift

Goal: To see how many more people feel confident enough to purchase after watching a video.

How to perform it: Use an **A/B testing tool** or your e-commerce platform's built-in analytics to compare two versions of a product page: one with a video gallery and one without. By looking at the "Conversion Rate" for each, the "lift" is simply the percentage increase in sales on the page where the video was present.

■ Average order value (AOV)

Goal: To see if video-engaged shoppers feel inspired to add more to their carts.

How to perform it: Segment your customer data into two groups: those who clicked play or interacted with a video gallery, and those who didn't. Calculate the **average total spend** for each group. Often, you'll find that the engaged group has a higher AOV because the video gave them the confidence to buy a complete set or a higher-tier product.

■ Bounce rate reduction

Goal: To turn a quick look into a meaningful stay by using movement to capture interest.

How to perform it: Check your **Google Analytics (GA4)** or Shopify reports for engagement rate and average session duration. When you add video to a page, you should see the bounce rate drop as the time on page increases. The motion of a video acts as a friendly anchor, inviting the shopper to pause and listen to a peer's story rather than clicking away.

■ Attributed revenue

Goal: To create a clear, proud link between a specific customer story and your total sales.

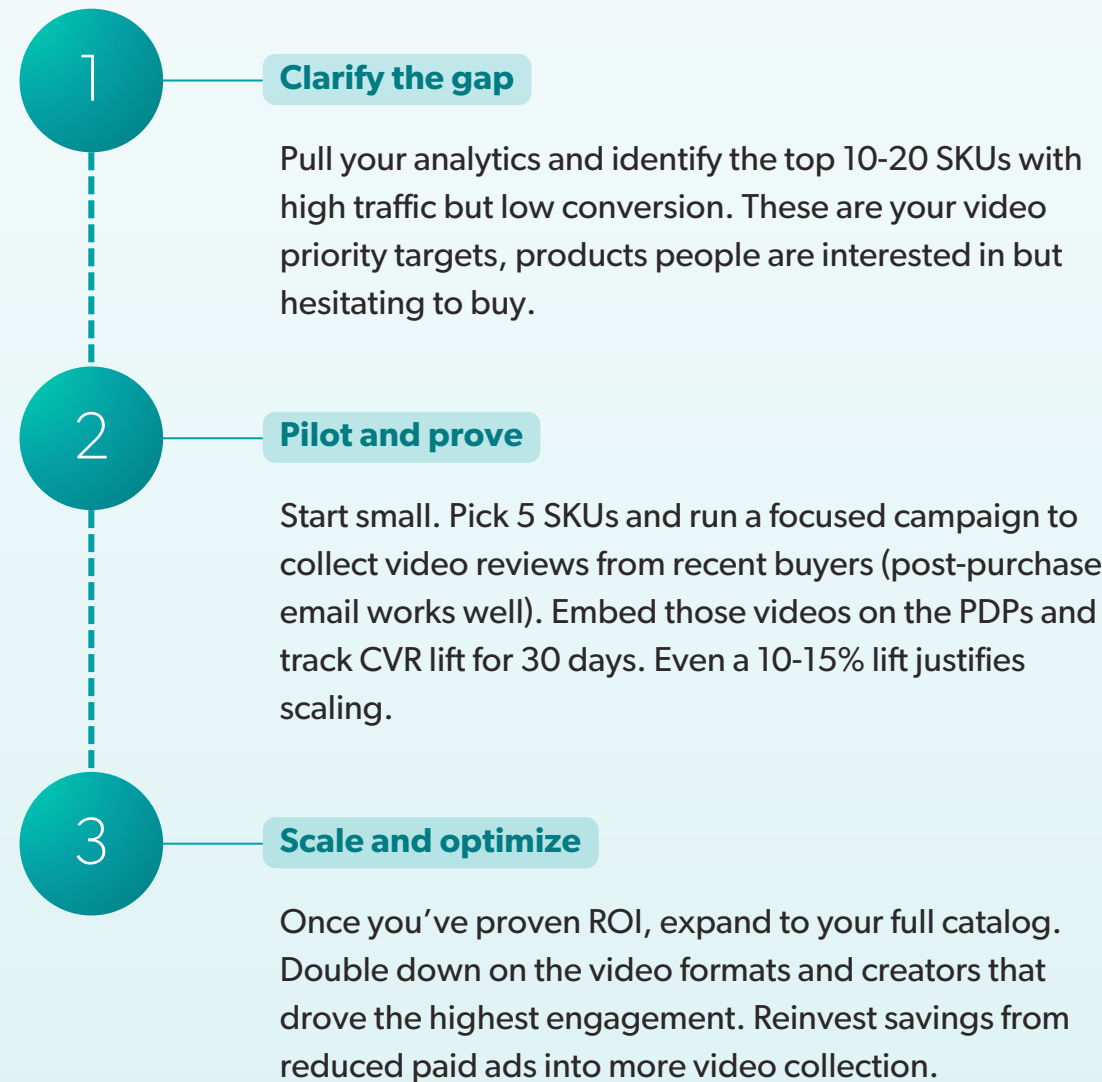
How to perform it: Use **UTM tracking codes** or specialized attribution software (like Bazaarvoice's ROI dashboard). This allows you to tag a specific video. For example, a customer unboxing; now, track every dollar that flows from a click on that specific asset. This is the most powerful way to show your leadership team exactly which videos are your star performers.

THE PHASED INVESTMENT PLAN

The goal is to take the products your customers are already curious about and give them that extra spark of confidence through authentic video. By bridging the 'trust gap,' we turn a simple browse into a meaningful connection.

To help your leadership team feel as inspired as you are, this plan follows a natural 'crawl, walk, run' journey.

By starting with a small, focused pilot, you can share the heart of your success, showing exactly how real customer stories lead to happier shoppers and steadier growth. This approach allows everyone to move forward with confidence, ensuring that every step is backed by real-world results and a deeper understanding of what your community truly loves.



chapter 8

VIDEO READINESS AUDIT & IMPLEMENTATION MAP

Stop the content chaos and prioritize your video collection based on product impact. Our 2x2 matrix helps you to categorize your catalog and identify which UGC types to trigger today.

When you're looking at a full catalog, it's natural to feel like every product needs your attention all at once. It's about giving yourself the permission to focus on what matters most right now. By narrowing your lens, you can move away from the pressure of doing everything and instead enjoy the clarity of knowing exactly where your efforts will flourish.

Start with Priority 1 products; these will deliver the highest CVR and AOV lift.



THE PRIORITIZATION MATRIX

| Product category | Complexity vs. visuals | Recommended video UGC type |
|-------------------|-------------------------------|---|
| Priority 1 | High complexity / High visual | How-to guides, 'day in the life' demos, routines. |
| Priority 2 | Low complexity / High visual | Unboxing, texture shots, color swatches. |
| Priority 3 | High complexity / Low visual | Expert Q&A, problem/solution testimonials. |
| Priority 4 | Low complexity / Low visual | Quick verified purchase thumbs-up or simple 'It works' clips. |

💡 Pro tip: Start with your best-selling products, not your worst. High-traffic PDPs give you faster data on what's working. Once you've validated the model, expand to lower-traffic SKUs.

YOUR IMPLEMENTATION CHECKLIST

- 1 Audit**
Identify your top-selling PDPs that currently have zero video content.
- 2 Collect**
Trigger a sampling campaign or post-purchase email specifically requesting the prioritized video type for those gaps.
- 3 Display**
Move the best video UGC to the top of the gallery so it is seen before the 'Add to Cart' button.





READY TO TURN YOUR CUSTOMERS INTO YOUR CONTENT ENGINE?

Brand-safe content strategy:

A blueprint for sourcing authentic video through community activation and AI-powered discovery while maintaining integrity via centralized UGC moderation and rights management.

PDP optimization checklist:

Proven techniques to build immersive on-site experiences using TikTok-like swipeable videos, auto-play, and picture-in-picture features to extend time on site.

Full-funnel performance framework:

A guide to moving beyond vanity metrics to track real ROI, conversions, AOV, and revenue; across PDPs, social channels, and retail sites.

[Let's chat](#)