



SUCCESS STORY

Pacifica Beauty

Pacifica Beauty uses ReviewSource to supply 12 retailers with thousands of new, high-quality reviews

For Pacifica Beauty the results were clear – more user-generated content (UGC) inspires shoppers to buy their products with confidence. To lift sales on its direct e-commerce site and win on the digital shelf at retail, the health and beauty brand keeps the following key strategic priorities for UGC: increasing review volume, coverage across products, and review recency.

“Review generation is a huge business objective for us, as we aim to expand brand awareness and drive conversion,” said Michael Kremer, Chief Marketing Officer at Pacifica Beauty.

In strategic planning sessions, the Pacifica Beauty and Bazaarvoice team selected ReviewSource, the always-on content collection service, to enable Pacifica Beauty to continuously gather organic review content created by Influenster’s community of 6M members who are active in leaving reviews for Pacifica products every day.

“Capturing UGC organically can be a challenge, but the Influenster community is highly engaged, and we saw this as a good way to drive purchase intent.”

Within just months of launch, ReviewSource supplied Pacifica with more than 2,000 reviews across nearly 200 products. Those organic reviews were distributed to become more than 10,000 syndicated reviews with a 4.5 average rating across 12 retail sites such as Target, Buy Buy Baby, and Bed Bath & Beyond.

AT A GLANCE

Challenge

Increase review volume, product coverage, and review recency on Pacifica’s site and on retail partner sites.

Solution

Use ReviewSource to seamlessly collect organic reviews from Influenster’s active community members and distribute the content to retailers.

Benefits

Thousands of new reviews across hundreds of Pacifica products on a dozen retail sites, fueling a boost in consumer confidence and sales.

Featured Solution



ReviewSource

"Generating reviews across several different retailers can be difficult, but ReviewSource helps this and allows us to boost our digital presence with our retailer partners," said Kremer.

The ReviewSource program fueled an 8% increase in total review volume on Pacifica's site and in the retail channel. These numbers keep climbing, with ReviewSource continuously sending new reviews as community members post new ones on Influenster.com.

"This initiative goes hand-in-hand with our sampling efforts. Many of the reviews from ReviewSource were for our legacy products. This was a major opportunity to gather more recent reviews on our core SKUs, whereas we tend to dedicate our sampling efforts around new product launches," said Kremer.

**2,000
REVIEWS**

Collected from ReviewSource
across nearly 200 Pacifica
products within months of launch.

ReviewSource is key to driving review recency, a key metric of their UGC program. A majority (85%) of consumers look at how recently a review was written to inform a purchase decision, and less than half (47%) of consumers think product reviews older than three months are still relevant.¹ That's why Pacifica

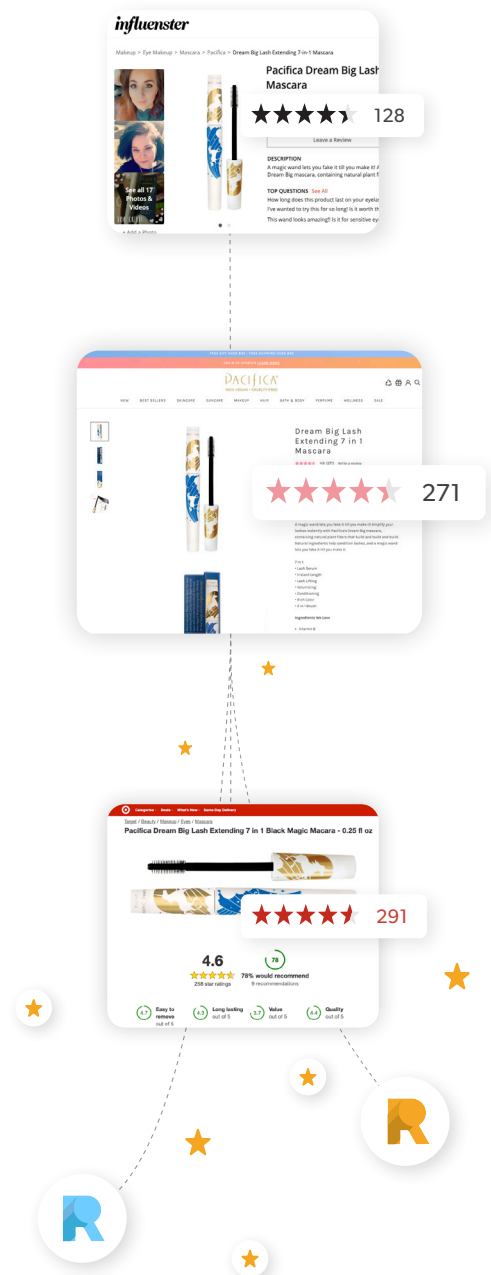
relies on ReviewSource to infuse existing

products with fresh content. While Pacifica focused their program on boosting volume for existing product lines, ReviewSource was also used to provide 11 products their first reviews.

Through seamless integration, the content is displayed on Pacifica's e-commerce site and syndicated to retail partners with no technical effort required from Pacifica. Pacifica credits Bazaarvoice for making the entire ReviewSource initiative quick and easy.

"It was a very seamless process to launch," said Kremer. "All of that credit goes to the Bazaarvoice team."

¹ Bazaarvoice surveys of 5,050 consumers, 2020.



PACIFICA
100% VEGAN • CRUELTY-FREE

INDUSTRY
Health & Beauty

ABOUT THE COMPANY

Pacifica Beauty is a manufacturer of vegan, natural health and beauty products, including makeup, skincare, and perfume.

bazaarvoice®

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