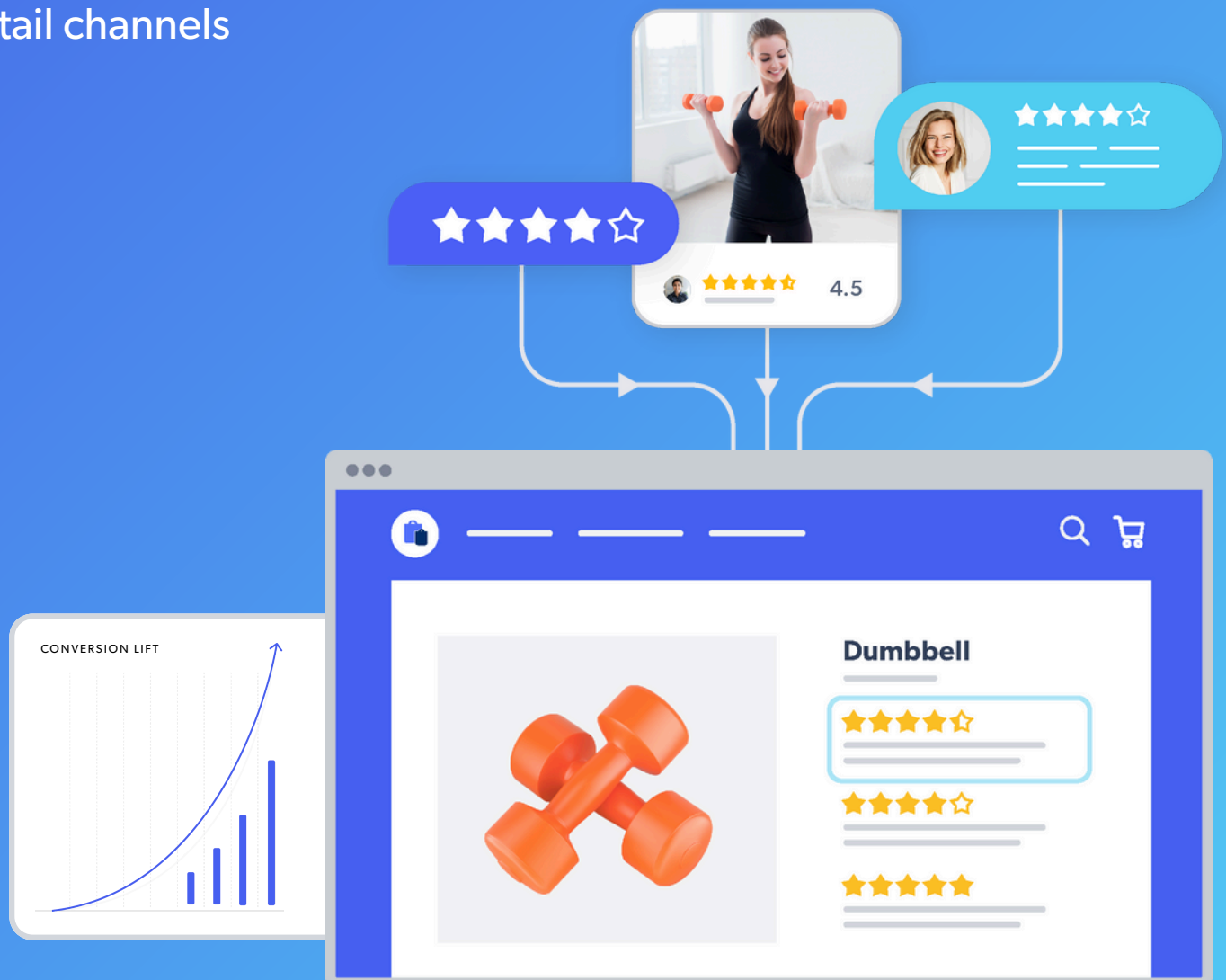




bazaarvoice™

# Plug into the power

Leverage an unbeatable network to solve UGC challenges across retail channels



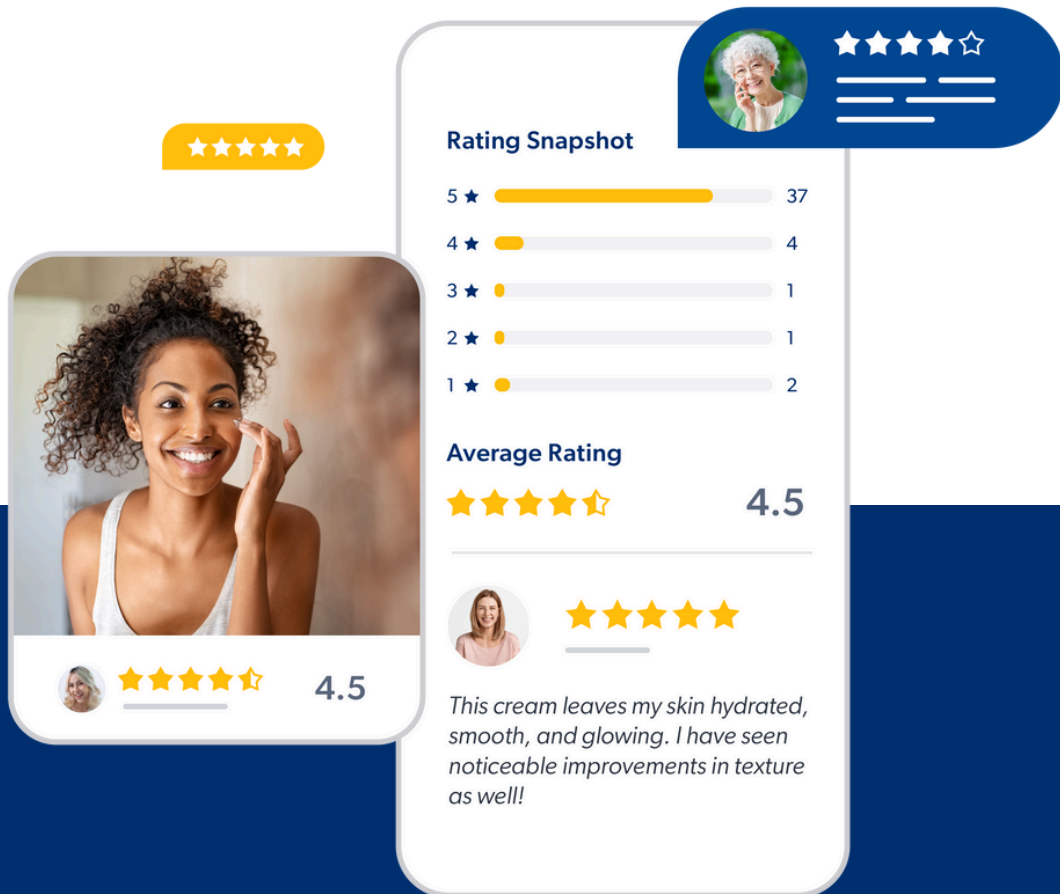
# Understand what's holding back conversions

Most businesses recognize the importance of Ratings & Reviews.

But many fail to build a strategy to effectively manage its lifecycle or effect meaningful impact across all retail channels.

The reviews they collect are often low-value, off-topic, and vague, paving the way for little to no shopper trust and therefore limited conversion lift.

Without the right insights and reach, brands struggle to compete effectively in today's fragmented retail environment.



# Optimize for reach and quality. Let conversions follow.

A good retailer program builds a competitive edge with how foolproof it is. This means nothing slips through the cracks.

## High-value review collection

Focus on collecting relevant, detailed, and authentic reviews that address shopper questions and build trust.

## Augmentation through sampling

Use product sampling and targeted incentives to generate fresh, on-topic feedback.

## Wide syndication

Distribute these valuable reviews broadly across multiple retailers' digital shelves to maximize shopper exposure and influence.

## Analytics-driven optimization

Leverage real-time data and benchmarking tools to monitor review volume, recency, sentiment, and competitive positioning.

## Streamlined compliance and localization

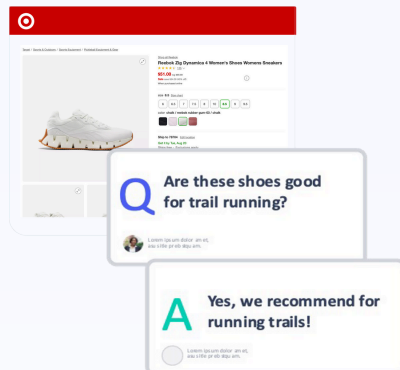
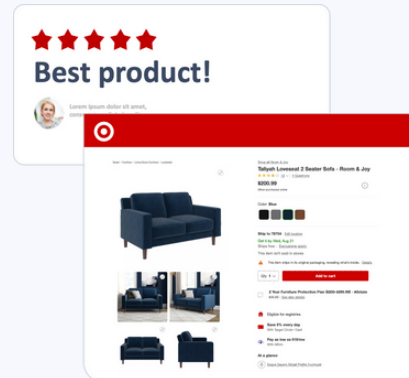
Automate adherence to diverse marketplace policies and regional requirements to ensure consistent content presentation.

## Continuous content churn

Maintain recency and volumes by cycling in new and retiring stale reviews, with no less than 11-15 on your PDP. Ensure a mix of good and bad reviews to sustain shopper confidence.

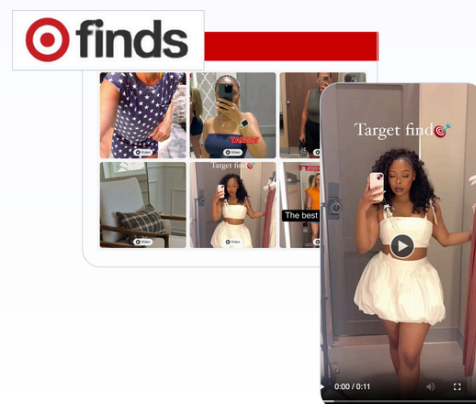
# Here's Target.com telling us exactly what's ideal

When shoppers engage with ratings and reviews on Target.com, brands see a 3x lift in conversion.



Brands see a 2x conversion rate when shoppers engage with Q&A on Target PDPs.

On average, visual & social content drives 3X conversion lift.



# Harness a powerful network to fix diverse challenges across multiple channels

There's no way to know which retailer PDP your customer is going to land on. So all of them have to be optimized. The impact of the reviews brands collect are diluted by poor relevance, vague feedback, and limited distribution.

Bazaarvoice builds for marketers under pressure. Plug in to see how authentic, needle-moving UGC finds its way to discerning customers on every retailer PDP, everywhere.

- > Retailer product pages missing trusted, shopper-influencing UGC your brand already owns?
- > Watching manual content management dying a slow death at your organization?
- > Juggling multiple markets, languages, and compliance issues with different retailers?

Maximize conversion, operational efficiency, and compliance, without needing extra budget or staff.

Bazaarvoice offers a proven foundation with our **Ratings & Reviews** product, ensuring you not only collect reviews but get the right reviews: Highly relevant, authentic, and on-topic content that truly influences shoppers.

Augmented by **Sampling** and powered by the **world's largest Retailer Network**, Bazaarvoice syndicates these reviews across the world's most important retailers, dramatically expanding your reach and visibility.

This makes Bazaarvoice your partner in achieving superior review quality and seeing unparalleled scale.

Experience the power of reach and quality, together.

## Trusted partner for leading retailers around the world



## Offering highlights

- **Drive review quality:** Use targeted review requests and sampling programs to elicit specific, detailed reviews with authentic customer photos and videos.
- **Expand retailer reach:** Leverage our 13,000+ strong retailer network and syndication capabilities to ensure reviews appear on every relevant product detail page.
- **Gain actionable insights:** Utilize analytics to track what types of reviews drive conversions and identify gaps or opportunities.
- **Automate compliance & localization:** Employ workflow automation to ensure reviews meet legal, content, and language standards across regions.
- **Optimize review cadence:** Maintain fresh and diverse reviews to match shopper expectations and signal product validity.
- **Enhance operational efficiency:** Implement a centralized review management SOP that reduces manual effort while scaling across retailers.

Feature	Operational advantage
 <b>Focused review generation</b>	Improved trust and conversion with reviews that directly answer shopper concerns.
 <b>Sampling &amp; Incentivization</b>	Higher quantity and quality of reviews through proactive customer and creator engagement.
 <b>Omnichannel syndication</b>	Uniform, consistent reviews visible wherever shoppers search and buy.
 <b>Advanced analytics</b>	Data-driven decision-making, real-time monitoring of review performance and sentiment.
 <b>Automated compliance</b>	Reduce risk and complexity with embedded legal and retail-specific filters.
 <b>Fresh content management</b>	Increased shopper confidence by continuously delivering an impartial picture through a healthy mix of negative and positive reviews, that are recent and optimal in number.
 <b>Scalable expansion</b>	Manage content for every retailer and region—no new headcount or resource required.
 <b>Lifted conversion &amp; trust</b>	Authentic reviews, images and videos drive increased traffic, trust, and conversion.

## Compliance made simple

Automate checks for legal and retailer-specific requirements so your content is always up to standard. Streamlined localization ensures consistency everywhere you sell, lowering your risk and manual workload.

## See the conversion lift in action

The impact needs to be clear: authentic, recent reviews and customer images build trust and directly lift click-through and conversions.

Every retailer in the network from Walmart to Target wants evidence your content is driving sales, not just showing up. With Bazaarvoice you can drill down campaign by campaign to showcase just that.

Discover the  
differentiation our  
clients rave about



We work closely with Bazaarvoice to set strong KPIs and drive an optimized content strategy on Target.com. As we expand reviews, social content, and Q&A across our experiences, I'm excited to see continued growth with Bazaarvoice's strategic precision.

**Matthew Hilner,**  
Product Content Lead (Ratings & Reviews), Target



## Get your burning questions addressed

### **Q: How does Bazaarvoice ensure review quality across retailers?**

A: Our combined Ratings & Reviews and Sampling solutions generate on-topic, detailed reviews. Then, the #1 Retailer Network syndicates this high-value content to the largest and most relevant retailer PDPs worldwide.

### **Q: What insights will we gain?**

A: Our analytics platform provides real-time visibility into review volume, sentiment, content relevance, and competitor benchmarks, enabling smarter, strategic decisions across all retail channels consistently.

### **Q: How do you handle different retailer and regional compliance needs?**

A: Our platform automates compliance management across retailer-specific legal, content, and language requirements, so your team can focus on growth.

## **Put your strategy to the ultimate test**

Stop losing sales to stale content and invisible reviews.

Request your personalized Retailer Network impact assessment and see how Bazaarvoice can unlock conversion and simplify your retail operations, across every channel.

**bazaarvoice**

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**Contact us**