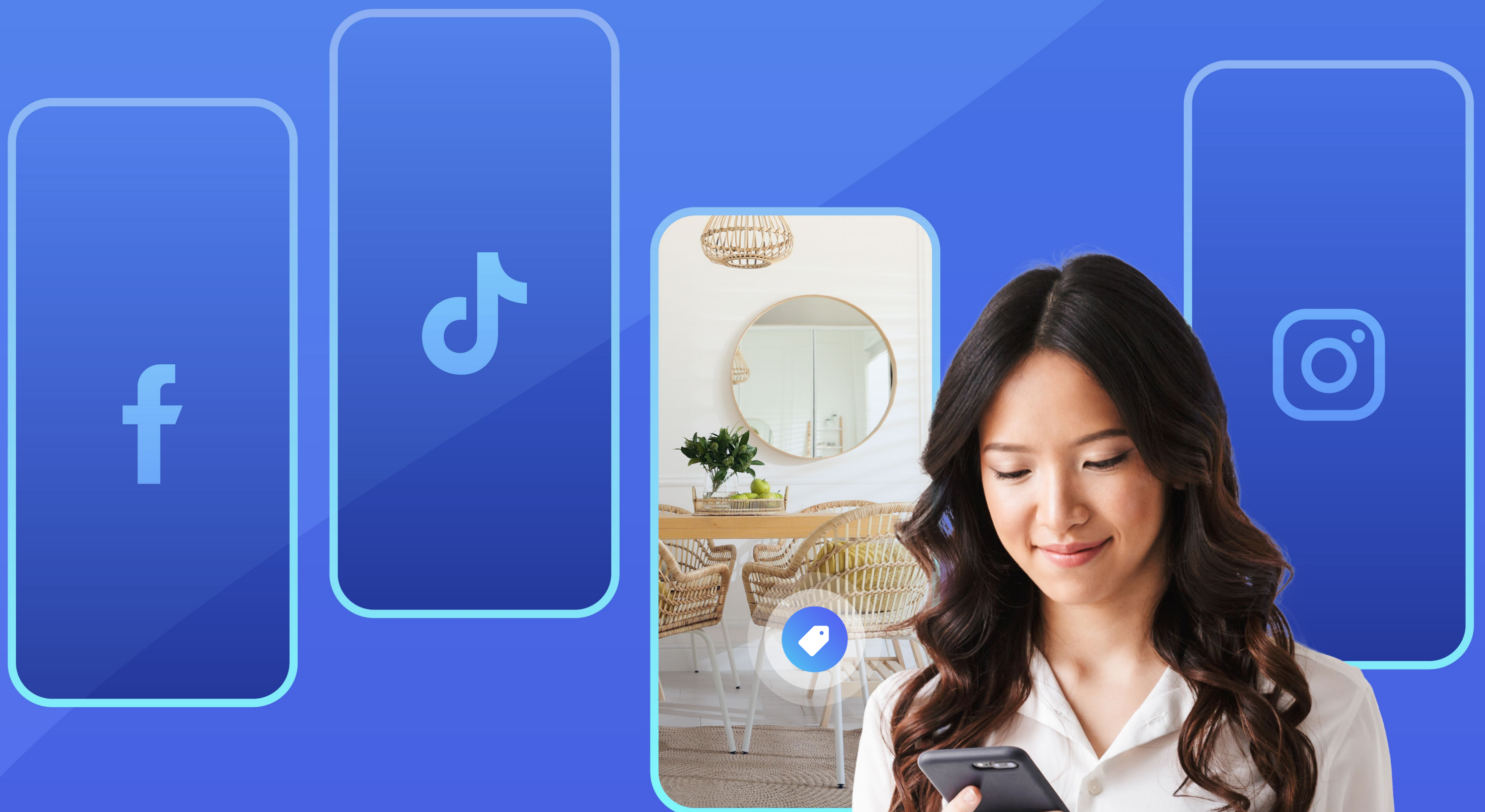


# How to define and measure social commerce ROI and value

Create high-converting shopping experiences and quantify their impact



bazaarvoice™

# What's inside

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# Introduction

Social marketing teams typically measure top- and mid-funnel metrics like social engagement rate, follower/community growth, website traffic, and lead generation. Meanwhile, e-commerce teams sit at the other end of the funnel and are held to metrics like conversion rate, average order value, and revenue.

For social media managers, it's a balancing act between driving business objectives like revenue and hitting social marketing KPIs. While social teams care about the success of e-commerce and want to attribute their efforts to e-commerce success, most are not directly responsible for revenue.

With budgets under pressure, marketers have to do more with less. Data needs to prove every investment, yet there is never enough content (or budget) for every channel — and data never comes fast enough.

So, what — and how — do you measure if you're looking to champion a social commerce strategy?

## What is social commerce?

Social commerce is the integration of social media and e-commerce, where social experiences blend with e-commerce transactions to create the best of both worlds. Core to commerce is authentic social content from content creators and communities of everyday shoppers. So if you can make social content shoppable everywhere your shoppers are, you can make social content measurable from top to bottom, and everything in between.

Running a social commerce program means creating shoppable social experiences that drive sales — everywhere shoppers are. Done right, this shoppable content will help your brand improve metrics across the funnel. But you need a measurement framework that ties social and e-commerce together, tracking the impact of your social media efforts straight to revenue.

This guide will help you link return on investment (ROI) from social commerce investments directly to revenue growth, track the impact of every piece of social content, and prove that your social commerce strategy converts.

And you'll hear how companies like Samsonite, Bemz, and Villeroy & Boch are doing just that.

### **In this e-book, you'll learn:**

- How social commerce drives measurable revenue
- What innovative leaders are measuring to prove the value of social content
- How to prove your social content strategy with full-funnel metrics that directly tie your social content strategy to accelerated e-commerce success, including site traffic and revenue
- How to use data-backed insights from your customers to fuel your brand strategy
- Best practices for aligning cross-functional teams to achieve common goals
- Tips on evaluating potential social commerce software providers

# Build a social commerce strategy that drives revenue

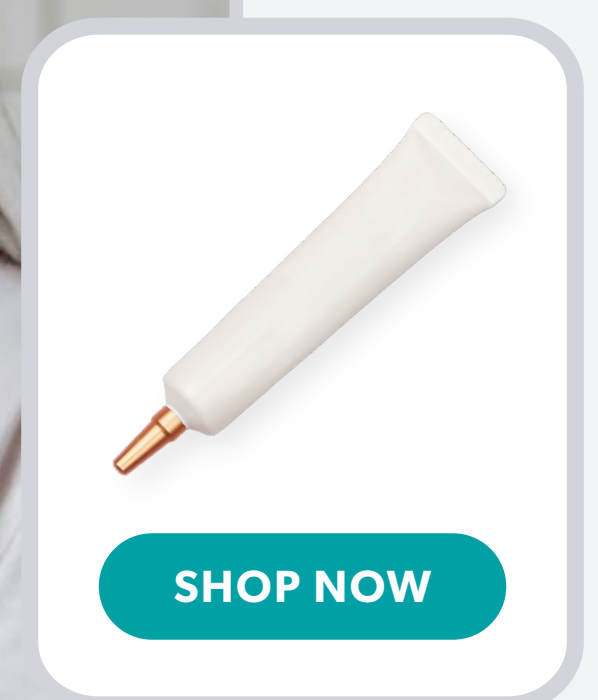
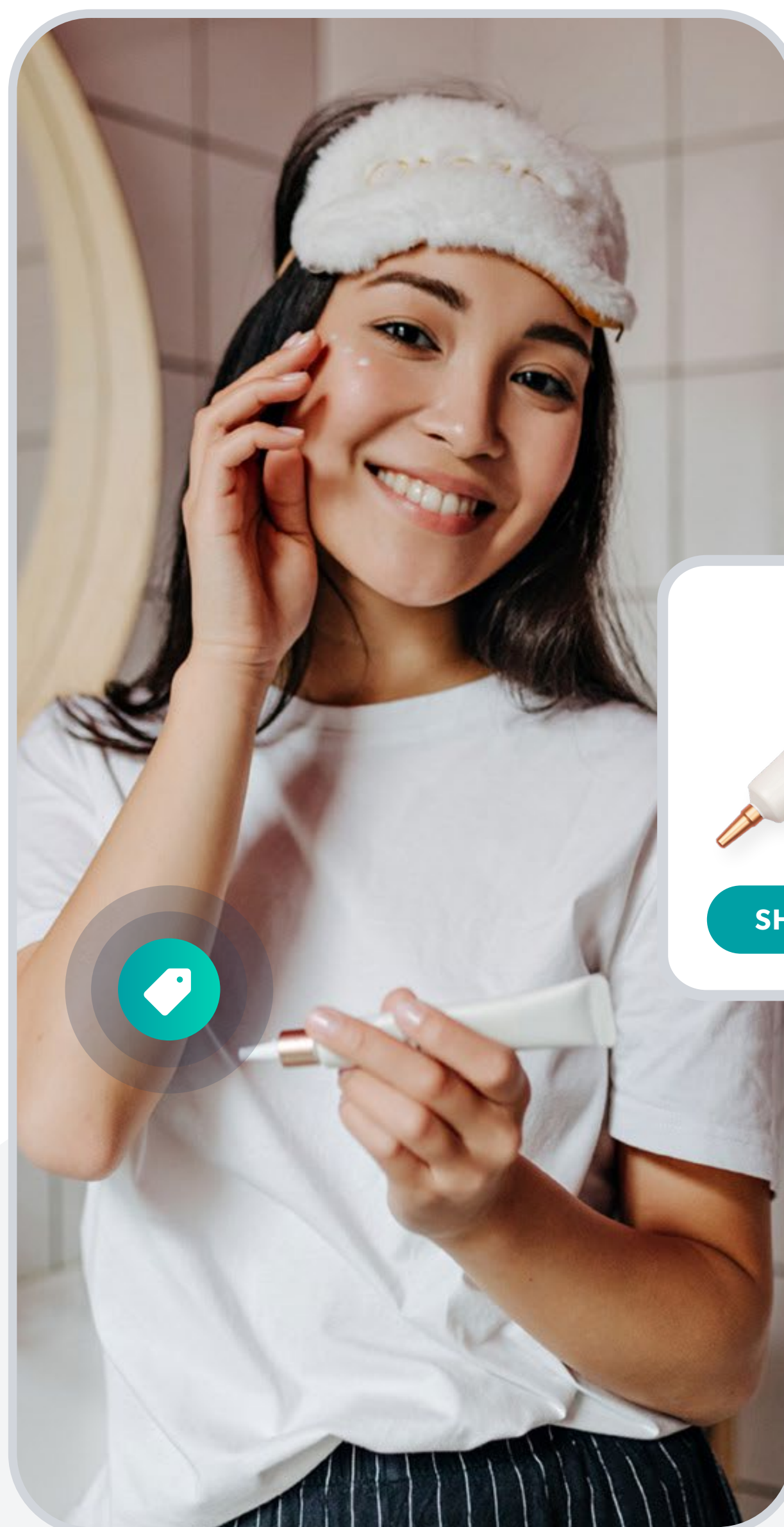
Data shows consumers are looking to social not only for entertainment but for shopping inspiration, with 97% of Gen Zs saying they use social media as their top source for product inspiration.<sup>1</sup>

But did you also know that 54% of shoppers say they'd be more likely to buy a product on social media if they could click the post and get product info directly on the platform?<sup>2</sup>

Beyond inspiration — consumers want social experiences to also include the information they need to feel confident to make a purchase. In other words, consumers crave social content not only for inspiration and entertainment, but also to convince them to buy.

And they want to find this content outside of social, too.

Social is shaping consumer preferences and expectations on the type of content they want to experience **everywhere they shop.**



## Social commerce conversion routes and expected outcomes

There are several ways to merge e-commerce with social media to create authentic, shoppable experiences in the digital world. You can sell *on* social — and you can sell *with* social.

Almost two-thirds (64%) of shoppers want to see other shoppers' content shared on brands' social media channels.<sup>3</sup> And more than half (55%) of shoppers like to shop directly on social channels.<sup>4</sup>

Over the past few years, we've seen a significant increase in this behavior. Shopping on TikTok is up a whopping 500% from pre-pandemic levels, and Instagram isn't far behind with a 185% increase in shopping.

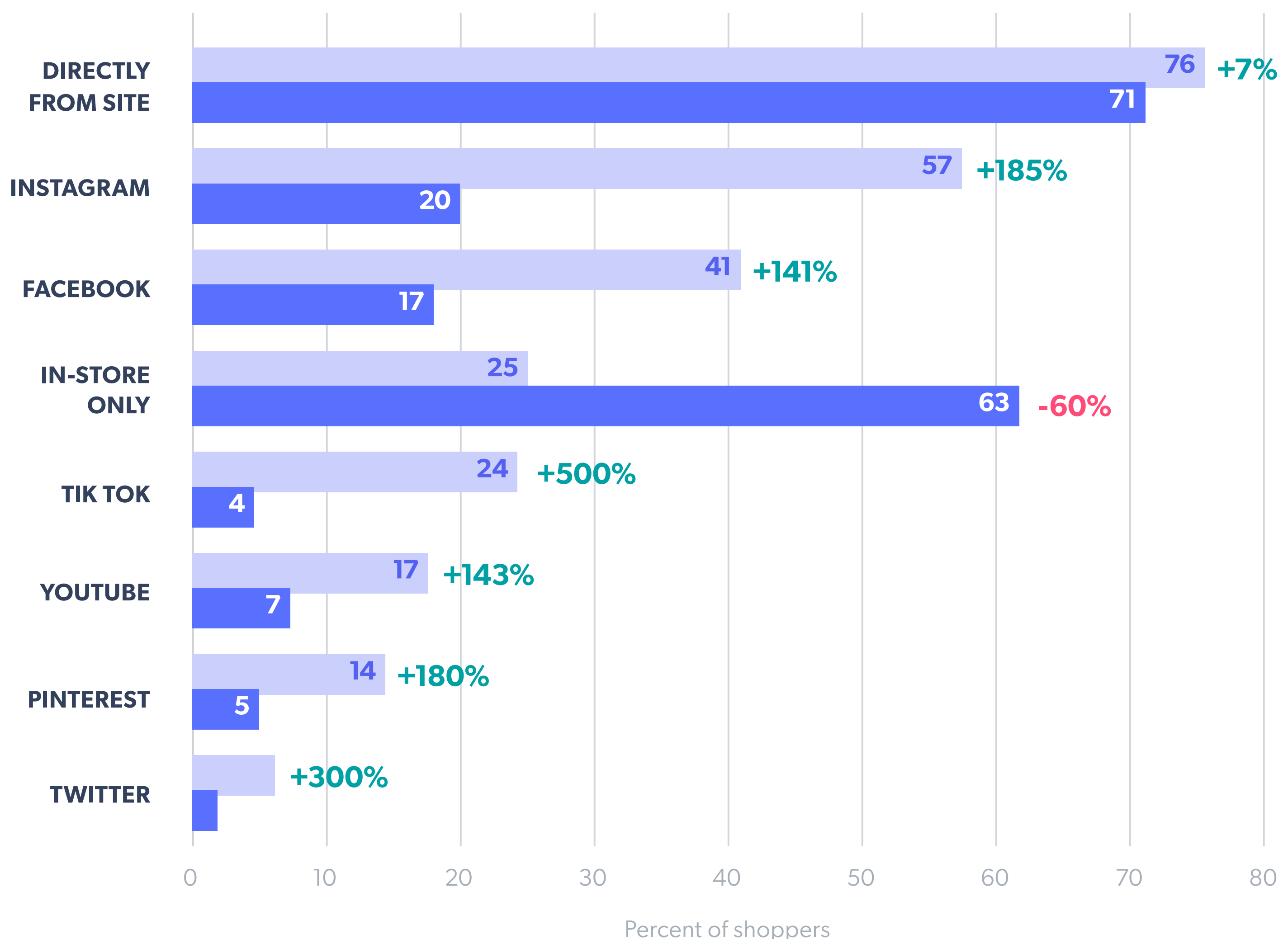
### Preferred platforms for social shopping



Last 12 months



Pre-pandemic

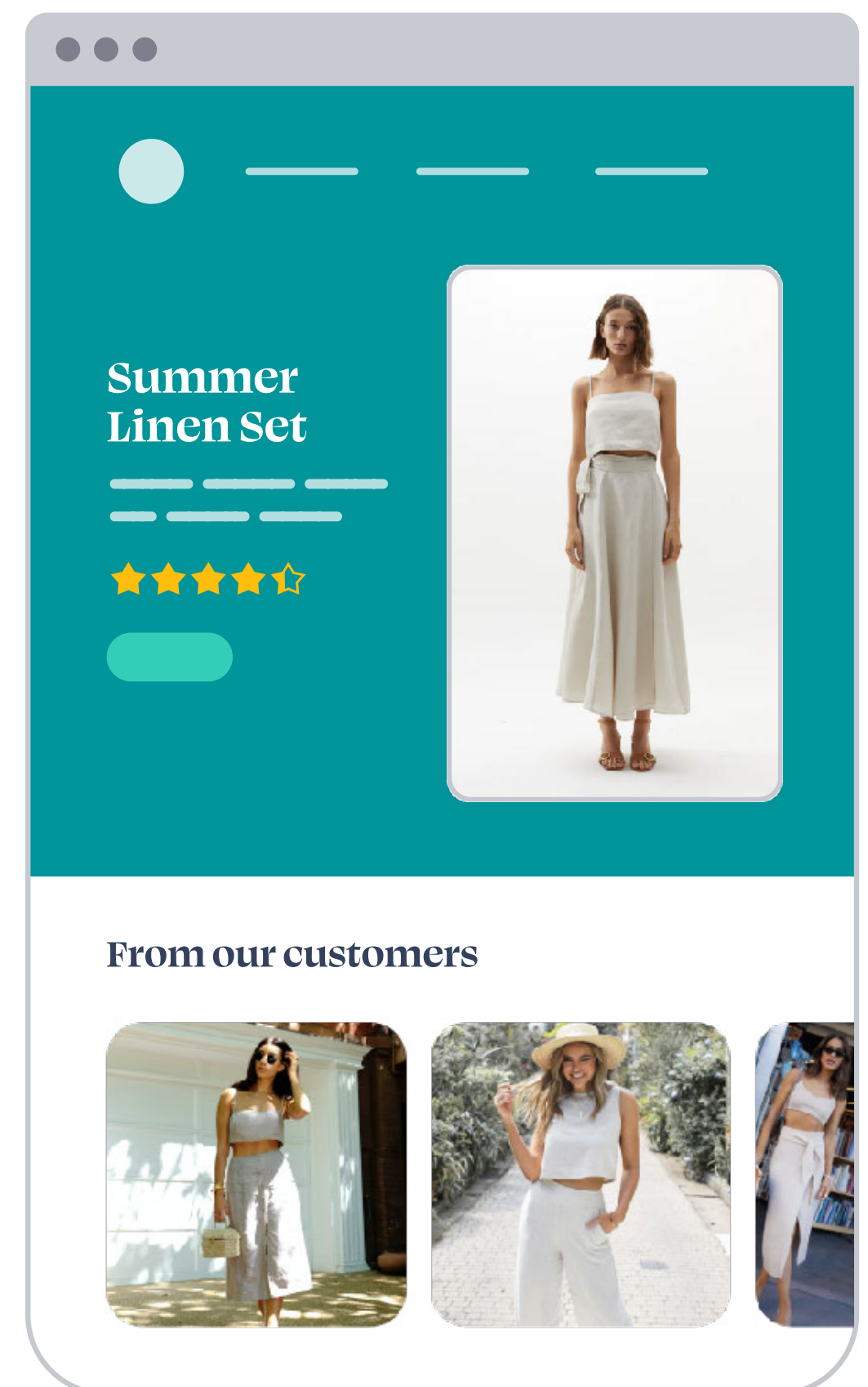


But that social content shouldn't live only on social channels.

74% of shoppers expect to see social content on your website, too.<sup>2</sup> From your homepage to category pages, and on product pages, they want to see people like them using the product to feel confident enough to add to cart.

Integrating social content into your e-commerce site augments the shopping experience, helping consumers envision your products in their lives — which helps them to pull the trigger on the purchase.

When you bring social content to e-commerce, you can expect outcomes like increased revenue per session, conversion, average order value, and time on site.



## Bringing social content to e-commerce drives engagement and sales

**172%**

increase in revenue  
per session<sup>3</sup>

**140%**

increase in  
conversions<sup>3</sup>

**15%**

increase in  
average  
order value<sup>3</sup>

**308%**

increase in  
time on site<sup>3</sup>

You can also sell with social content on retailer sites (through a retail syndication platform like Bazaarvoice), as well as directly in retail stores. In fact, when we asked consumers what technologies they'd like to see integrated into the brick-and-mortar shopping experience, 36% said they'd like to see virtual displays of reviews and customer photos.<sup>2</sup>

# How social commerce drives revenue

To understand how to measure social commerce, you first need to understand how social commerce drives revenue. Content is the conduit for a successful social commerce strategy, and there are a few mechanisms encouraging shoppers to discover, consider, and buy your products.

## Social content drives organic product discovery

While e-commerce sites are great at handling transactions, they often fall short when it comes to replicating a true shopping experience. People like to browse and explore new products, which can be difficult online.

That's where social content-fueled storefronts come in — this is becoming a key way for consumers to discover and explore products in the digital world. Think of it as the online equivalent of a store's window display.

By delivering dynamic visual experiences, social content encourages discovery at scale and has changed how businesses and shoppers connect. And its popularity is impacting commerce experiences across other channels.

Brands and products are becoming an increasingly important part of the social experience. 90% of Instagram users follow at least one brand on the social network,<sup>5</sup> and 90% of people buy from the brands they follow online.<sup>6</sup>

With so many people inviting brands into their feeds and sharing product-promoting content on social, it's no surprise that product discovery has skyrocketed on social media.



What are online shoppers' top preferences?

**83%**

of Instagram users say they discover new products on the network<sup>7</sup>

**78%**

of consumers have discovered products on Facebook<sup>8</sup>

**80%**

of weekly Pinterest users have discovered a new brand or product on the platform<sup>9</sup>



## SUCCESS STORY

# Samsonite

Samsonite wanted to increase product discovery and brand presence across distribution channels, while also providing a consistent shopping experience across those channels.

Using Bazaarvoice Galleries, Samsonite was able to seamlessly integrate shopper content collected via the brand's social media channels with their website, as well as partner sites. Galleries act as a gateway, sending shoppers to product detail pages (PDP) and encouraging them to stay there longer, while providing inspirational travel content and authentic visuals.

By using Galleries to encourage social commerce conversion, Samsonite achieved:

**2.5x**  
increase in revenue<sup>10</sup>

**4x**  
higher conversion rates<sup>10</sup>

**5x**  
increase in time on page<sup>10</sup>



## Shoppable content paves an easy path to purchase

People are busy. They're easily distracted. And they're far less likely to buy if they have to comb through your site — or worse, Google — to find the products you've just piqued their interest in via social content.

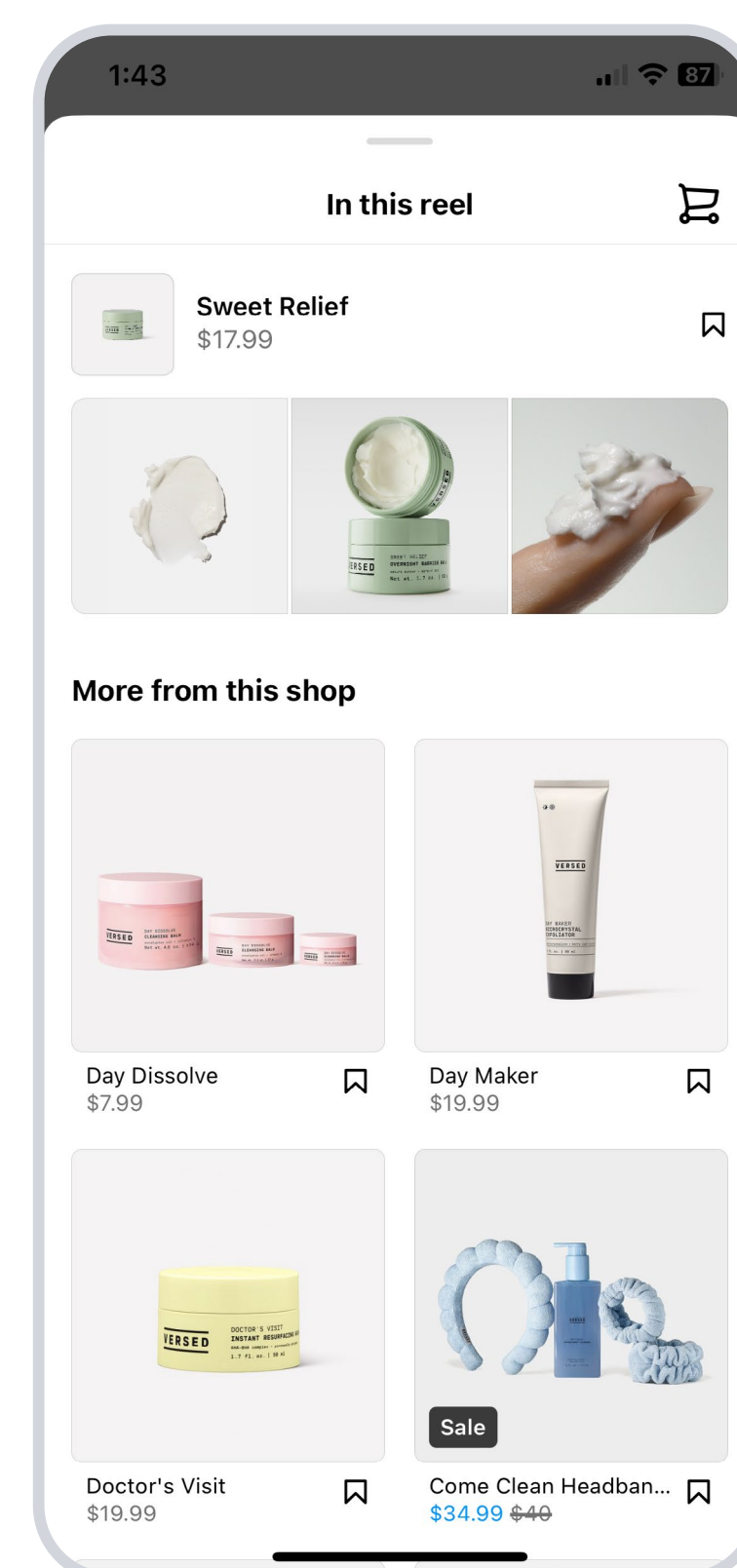
Shoppable social content makes it as easy as possible for them to find the products featured in that content.

Whether using Instagram's link-in-bio, a shoppable on-site gallery, or anything in between, all of your content should be seamlessly linked to buy functionality. This is the crux of converting social scrollers into loyal brand buyers and the key to accelerating e-commerce success, including site traffic and revenue.

The brands that fuel their experiences with a goldmine of on-brand creator content and authentic user-generated content (UGC) — like ratings, reviews, photos, and videos — will stand out on social and convert more users to e-commerce visitors. The brands that make it the easiest to jump right into the transaction with shoppable content will capture the most revenue.

For example, clean beauty brand Versed creates shoppable experiences on Instagram that allow their audience of skincare enthusiasts to buy directly in the app. Want to learn how to properly apply a moisturizing mask? They've got a reel of a content creator showing how she uses the product — and viewers can easily click to buy the mask and other associated products they can add to their skincare routines.

Authentic shoppable social content is what will make your social commerce efforts convert at a higher rate. And when shoppers interact with shoppable social content — published on your brand's website or any other channel — before making a purchase, you can attribute revenue to your social content strategy.



@versed

## User-generated content generates social proof

E-commerce has traditionally been built around the “buy” functionality. Yet, on average, less than 2% of e-commerce website visits convert to a purchase.<sup>11</sup>



**When it comes to user experience, how do product pages perform?**

**44%**

of e-commerce sites have “decent” or “good” UX performance<sup>12</sup>

**55%**

of e-commerce sites have “mediocre” or “poor” UX performance<sup>12</sup>

But when shoppers interact with relevant UGC brands and retailers see up to a 145% lift in conversion, increased revenue per visitor, and increased average order value.<sup>13</sup>

Accenture explains, “People want to buy products and services based on recommendations and inspiration from people they trust. That could be family, friends and communities, and it can also be authentic influencers they follow on social media.”<sup>14</sup>

This psychological phenomenon is called social proof, and it’s one of the most valuable tools in an online marketing strategy.

Social proof marketing comes in many forms. Some rely on experts, data, or fame (like celebrity or influencer endorsements). Often, it relies on the wisdom of the crowd — the word of mouth and UGC of everyday customers.

Photos and videos from real shoppers offer social proof from people your consumers trust. Especially when they can’t physically pick up, try on, or test out for themselves, inspiring lifestyle content from other shoppers is the next best thing.

## SUCCESS STORY

# Villeroy & Boch



Lifestyle brand Villeroy & Boch wanted to showcase its products in real-life settings so customers could see how pieces may look in their homes.

The brand had already been using UGC to connect with customers on social media for several years, but realized that finding new ways to integrate this content into its online store would provide better visuals for shoppers and increase conversions.

By incorporating visual shopper content across homepages, product pages, emails, and newsletters to increase conversions, Villeroy & Boch achieved:

**175%**  
increase in time on site<sup>15</sup>

**275%**  
increase in conversion rate<sup>15</sup>

**29%**  
increase in average order value<sup>15</sup>



We want to show authentic, trustworthy, real-life content from our customers' lives, their tables, their rooms, and their homes... A picture is worth 1,000 words. It can help describe a product far better than any words could.

**Sabine Kaufmann, Head of E-commerce Operations Dining & Lifestyle at Villeroy & Boch**

# Efficiently source content with a content supply chain

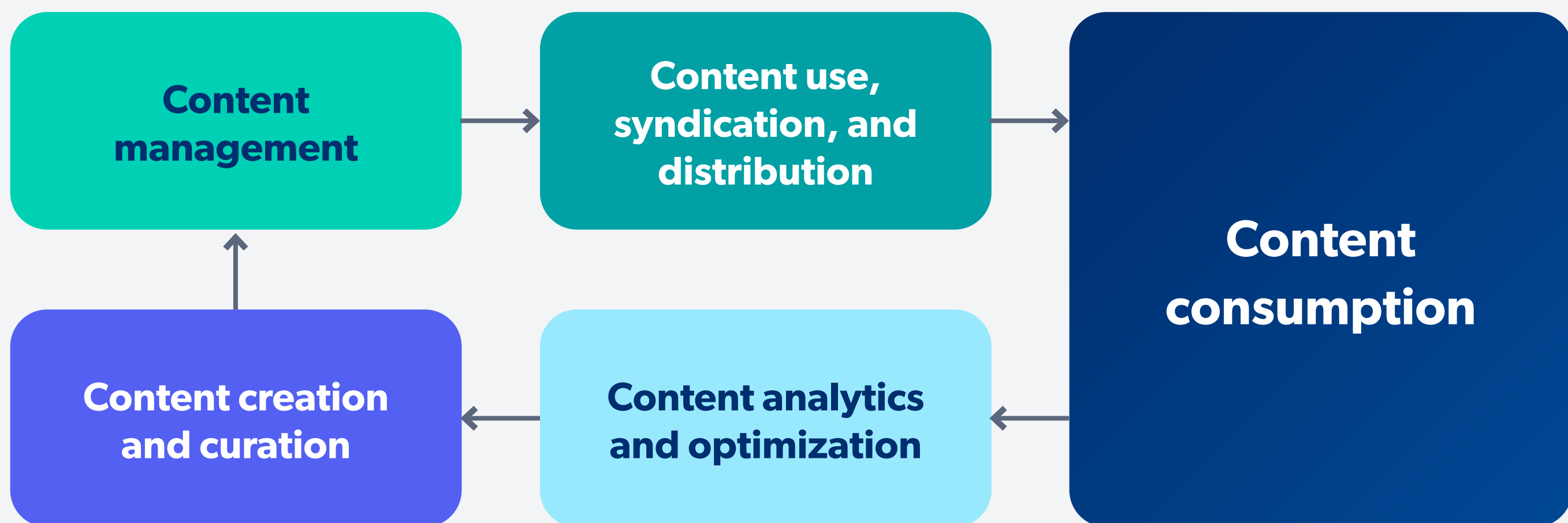
Content is vital to a successful social commerce program — but producing quality content for multiple channels and platforms is time-consuming and expensive.

How can you go about sourcing and distributing the content on a tight budget? Create a digital content supply chain that puts your customers to work for you.

In a traditional supply chain, companies source and transform raw materials into end products users consume at points of purchase, optimizing supply and demand. A content supply chain works and functions the same way — but instead of building products, the focus of a content supply chain is planning, creating, curating, and distributing content.

A digital content supply chain approach allows you to shift your marketing strategy from content creation to collection, curation, and distribution of content from your community, social creators, and sampling campaigns.

You'll spend less and generate more of the UGC consumers prefer — improving scale and marketing efficiency.



To power an efficient content supply chain, you should look to tap into existing social content, activate your advocates, and rebalance your distribution channel strategy.

## Tap into a goldmine of existing social content

Your brand is likely sitting on an untapped goldmine of rich and inspiring social content, and it's free content from your most passionate customers. How do you tap into that goldmine to power your content supply chain? The good news is that most shoppers are happy to provide you with content — you just have to ask for it.

Consider requesting content from your shoppers via a general email request, post-interaction email request, product packaging, and/or hashtag campaign on social media.

Urban Barn encourages customers to post photos of its product using the hashtag #rightathome — and it works.

To date, there's nearly 45,000 instances of the hashtag on Instagram alone. The team identifies the most on-brand content and showcases it in galleries on their website.

"Customer images show the diverse styles of interiors and different angles of the products that are not often captured by our in-house photographers," said Director of Marketing at Urban Barn Ainslie Fincham. #Winning.



### What is the best way to incentivize shopper content?

**60%**

of consumers said they would take a picture if they were asked to<sup>16</sup>

**53%**

of shoppers want brands to tell them the kind of content they want<sup>17</sup>

## Activate advocates and creators

A whopping 83% of shoppers surveyed in our 2022 Shopper Experience Index trust organic posts from creators more than sponsored posts.<sup>2</sup> But not all influencers are created equal.

Gone are the days when shoppers only cared about huge follower counts and household-name celebrities. Shoppers no longer want to be told how to view a brand and its products by listening to the likes of Kylie Jenner or Cristiano Ronaldo.

Shoppers now prefer to see input from everyday people and creators. We surveyed over 9,000 shoppers and found

that when it comes to everyday users and content creators, shoppers are more likely to:<sup>18</sup>

- Follow these accounts
- Trust them to share authentic content and product reviews
- Purchase products recommended by these accounts

Perhaps most notably, people are most likely to purchase a product based on recommendations from everyday social media users (42%), followed by content creators (35%).

## Trusted influencers impact purchases



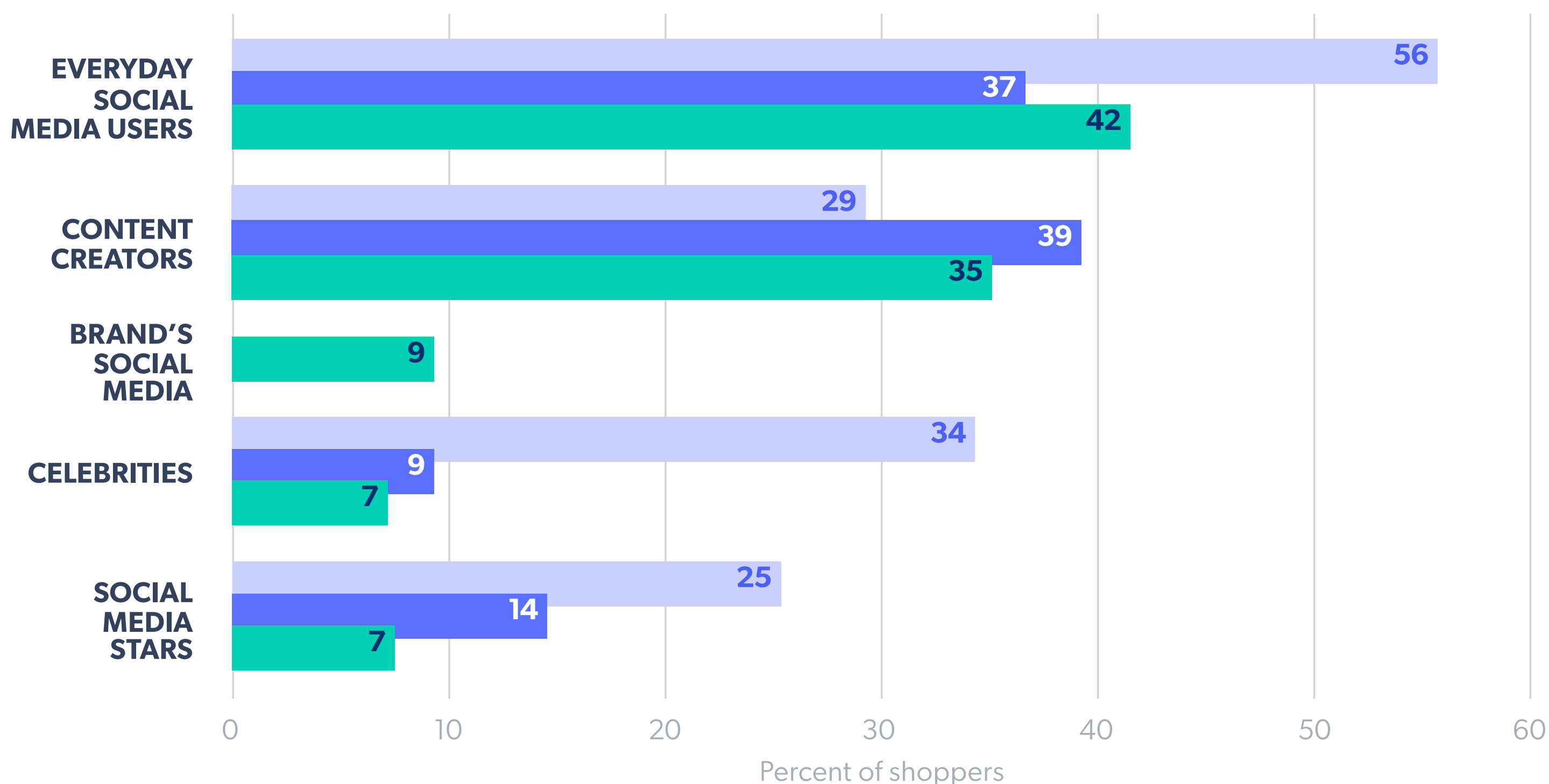
Followed by shoppers



Trusted for authentic content and product reviews



Likely to purchase based on recommendation



Try product sampling to drive social buzz and generate content from everyday social users and skilled creators. **Effective content generation campaigns that drive real business outcomes follow several best practices.**

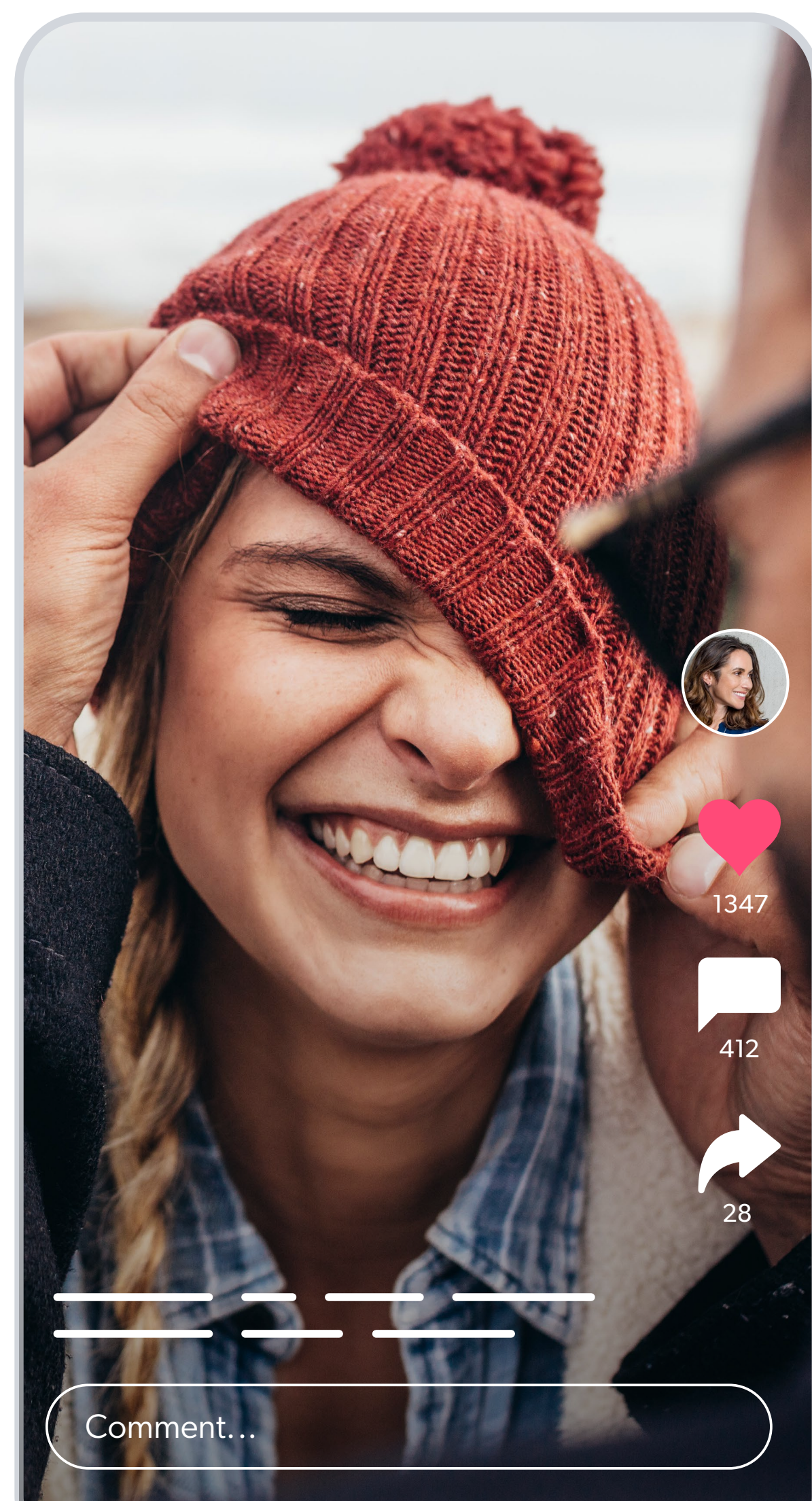
## 1. Find the right creators

It's important to be highly targeted with sampling campaigns to make sure you're sending your valuable inventory to the right people — who will then be tasked with content creation.

Finding the right samplers is key to better results and value from your investment. The more you can match your creators to your customers, the more likely your creators are to resonate with your target audience — age, gender, ethnicity, location, education, household income...you get the idea.

You may even consider further narrowing your selections by running a survey to collect new details on prospective samplers.

Don't forget to consider what kind of content you need to accomplish your goals and how you plan to use it. For example, some TikTok creators may not be as skilled on Instagram and vice versa.





## 2. Set the right expectations

It's important to provide inspirational guidelines on the quality of content you expect from your creators, especially when it comes to everyday shoppers. This helps teach your community how to create high-quality visual content that helps your brand inspire on social and convert on e-commerce channels.

Specifically, you may wish to suggest that the creator use good light and focus, show the product front and center, and share how they use the product.

### The 3Cs: The fundamentals of visual content creation

#### Clarity



Shoot in bright, well-lit areas and avoid filters

#### Center of attention



Remove distractions to help your products stand out

#### Context



Show where and how your products are used

### 3. Create a stellar brand brief

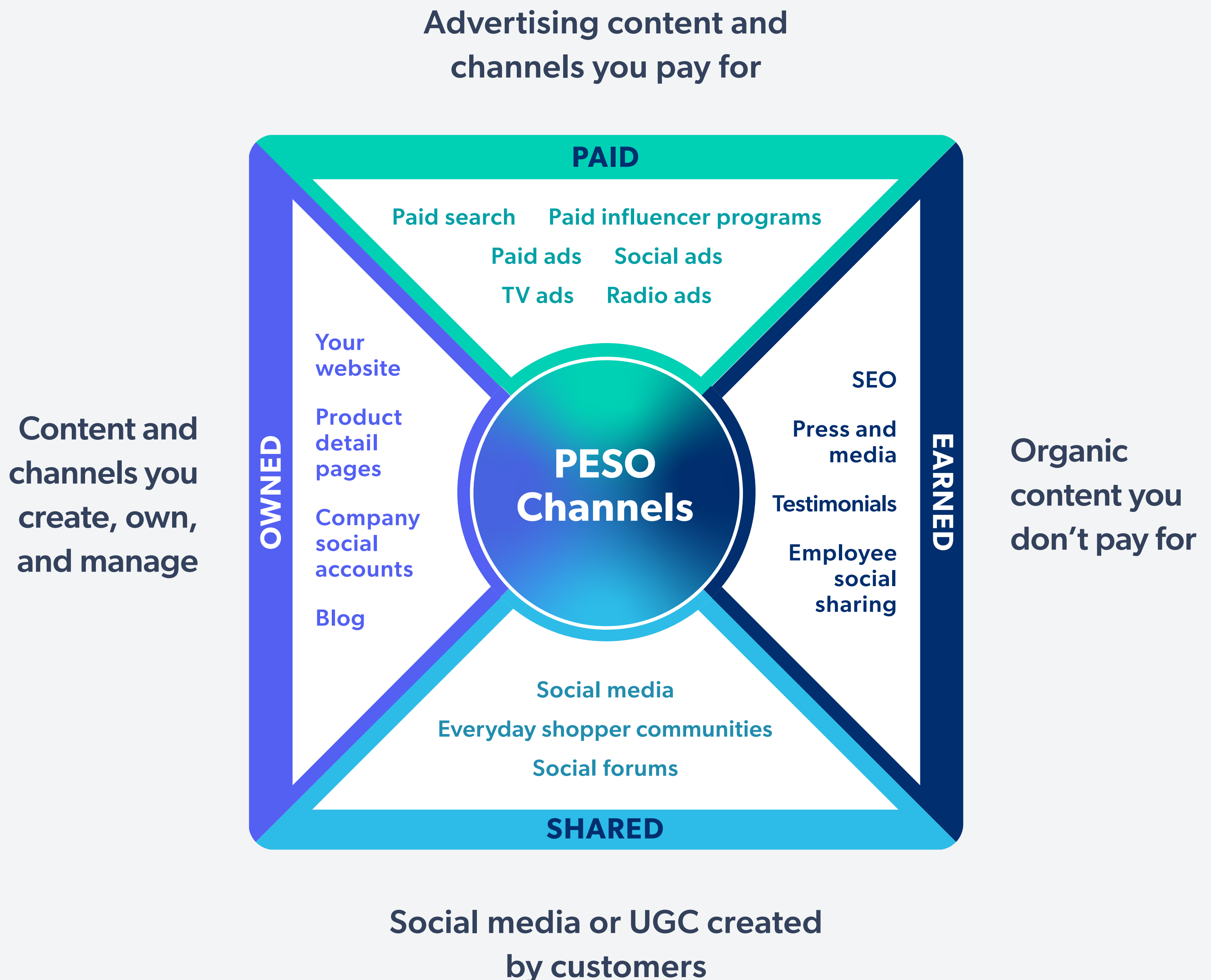
Teaching your creators about your brand is also key to creating successful social content that moves the needle for your business. Some of the more important elements to include in your brand brief include:

- **Your brand story:** Relay the story you want to tell — not just the content you want.
- **Product usage:** Is there a certain way the product should be used? Will the content show utility, or should it be an unboxing?
- **Provide inspiration:** Easily identify winning content trends and themes (and learn from others' social fails) from any Instagram account to get content inspiration with image insights. Bazaarvoice's machine learning-powered Social Commerce feature can do this for you.
- **Encourage authenticity:** Your consumers want transparency, and it will help build brand trust in the long run. Make sure creators tag your brand and/or include a unique hashtag for the campaign. For paid partnerships, don't forget to include #ad, #sponsored, or #workingwith to comply with FTC requirements.
- **Don't hold information back:** You are enlisting a creator to help get the word out on behalf of your brand. The more they know, the better the outcome. Be upfront about any legal guidelines, and don't be afraid to share photo inspiration.



## Improve your distribution channel mix

The best way to stand out in a crowded marketplace is to connect your paid, earned, shared, and owned channels.





Although recessionary fears may have spurred this shift, we will continue to see marketers focusing on channel optimization in the marketing mix. Branded content will always have a place and will always be a necessity, but marketers need to lean into the content that consumers crave, and that's content from other shoppers.

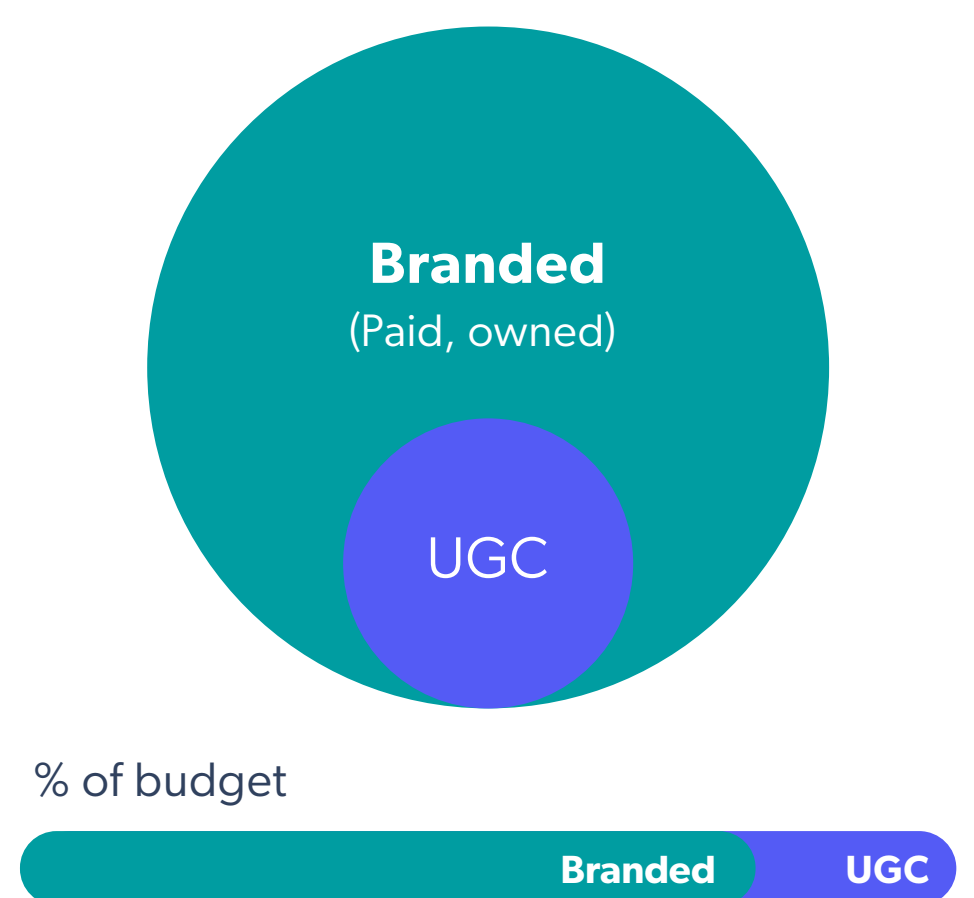
**Zarina Stanford, CMO at Bazaarvoice**

Unfortunately, many marketers are getting tripped up by content bias: We naturally focus on the things we have the most control over and the things we're investing in the most. For brands, that's typically owned content promoted via paid advertising.

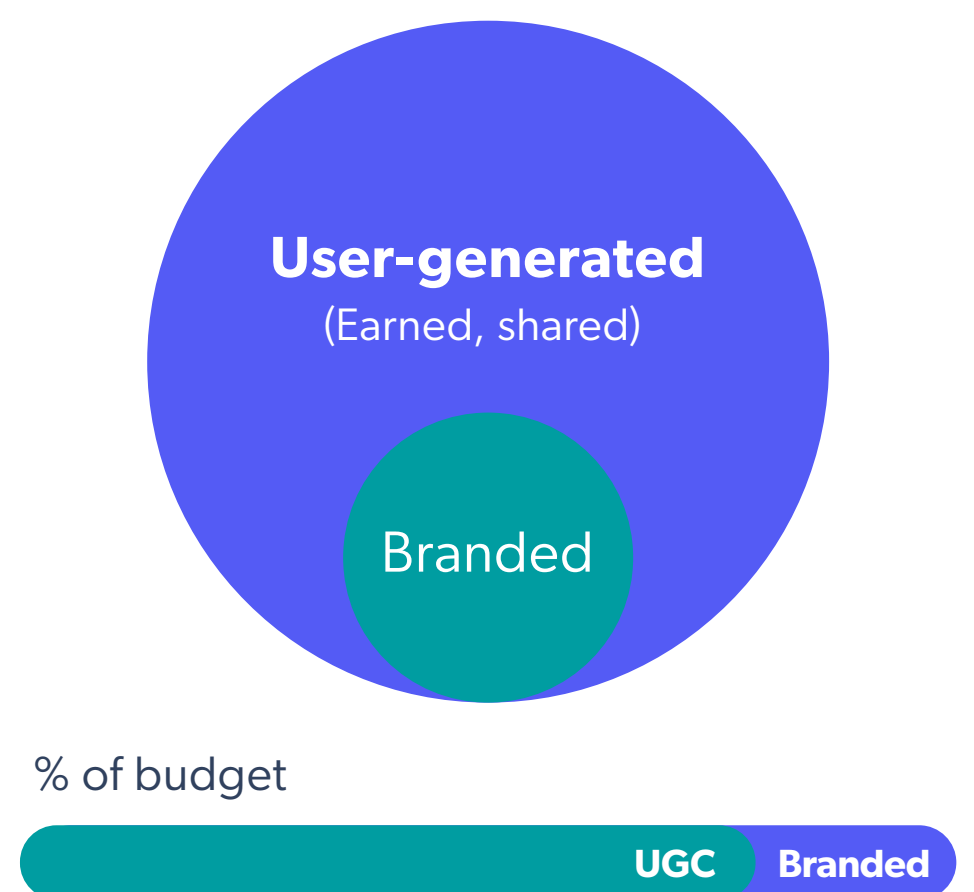
But paid and owned efforts can be resource-intensive — and they don't always pay off. If you're using paid media, you've probably noticed that it's becoming less effective, harder to manage, and trickier to measure (thanks to the depreciation of third-party cookies). 82% of retailers and brands surveyed are therefore looking to shift portions of their paid media budgets to owned and earned channels.<sup>19</sup>

Adding more earned and shared content — like social UGC — into the mix makes your channel strategy more efficient and cost-effective, while still driving big results.

### BRAND EFFORT



### SHOPPER PREFERENCE



# Connect the dots between teams

Traditionally, marketers have defined a straight path from awareness to consideration to purchase. And each of these stages is often owned by a particular silo in the business — the social media team, the brand team, the e-commerce team, and so on.

But social media — and specifically social commerce — have short circuited this path.

People are discovering and evaluating products directly on social channels, resulting in the deconstruction of the typical marketing funnel. Awareness and consideration phases are happening at the same time.

To account for these changes in consumer behavior, your social and e-commerce teams must adapt. Rather than working in silos, your teams must come together cross-functionally to support this new buying behavior.

Breaking down these silos is critical to your ability to measure social commerce performance and prove your strategy with full-funnel metrics that directly tie content, campaigns, and channels to accelerated e-commerce success.

But building a well-rounded and connected social content strategy can be difficult, especially successfully integrating shopper content across your social experiences and your brand's e-commerce site.



## Here are a few tips to make the integration easier:



**Choose a leader.** Appointing a central owner for all social UGC efforts provides all teams with a single point person and helps to ensure a coordinated and effective strategy.



**Outline shared goals.** Identify which goals matter most to both your social and e-commerce teams and where they can meet in the middle on objectives or key results.



**Start small — then expand.** A robust social commerce program integrates social content throughout all brand touchpoints, but don't try to achieve it all out of the gate. An easy place to start is making your Instagram account shoppable. Use insights to identify opportunities and adjust your strategy to boost sales.



**Drive conversion with social content.** Let your e-commerce team start using existing social content to drive conversion to revenue. Adding social content to your most highly-trafficked PDPs can be an impactful first step.



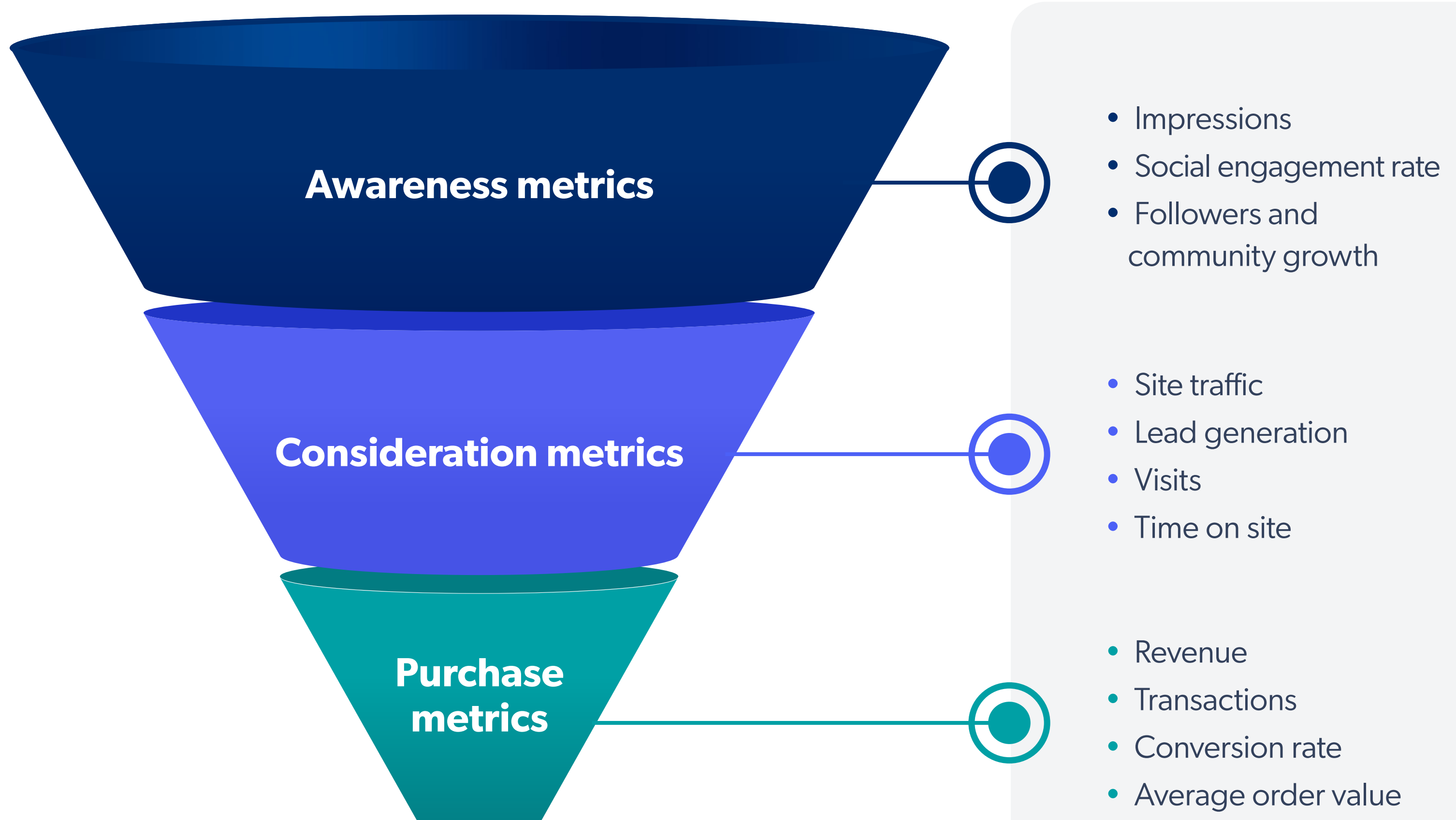
**Set up a central content repository.** This allows people across teams access to the social content. Make sure to organize and tag the content for ease of use.

# Measure social commerce — from reach to revenue

Because an effective social commerce program ties social content and e-commerce together, social commerce measurement should go beyond standard social metrics like reach and engagement. With the right technology, you can track the performance of every piece of photo and video content in your marketing and e-commerce channels all the way to revenue.

## Craft a winning strategy with full-funnel metrics

But revenue isn't the only metric that matters. Depending on your specific goals, we recommend tracking a variety of KPIs throughout the funnel to optimize your entire shopping experience — and prove the value of your efforts to anyone and everyone.

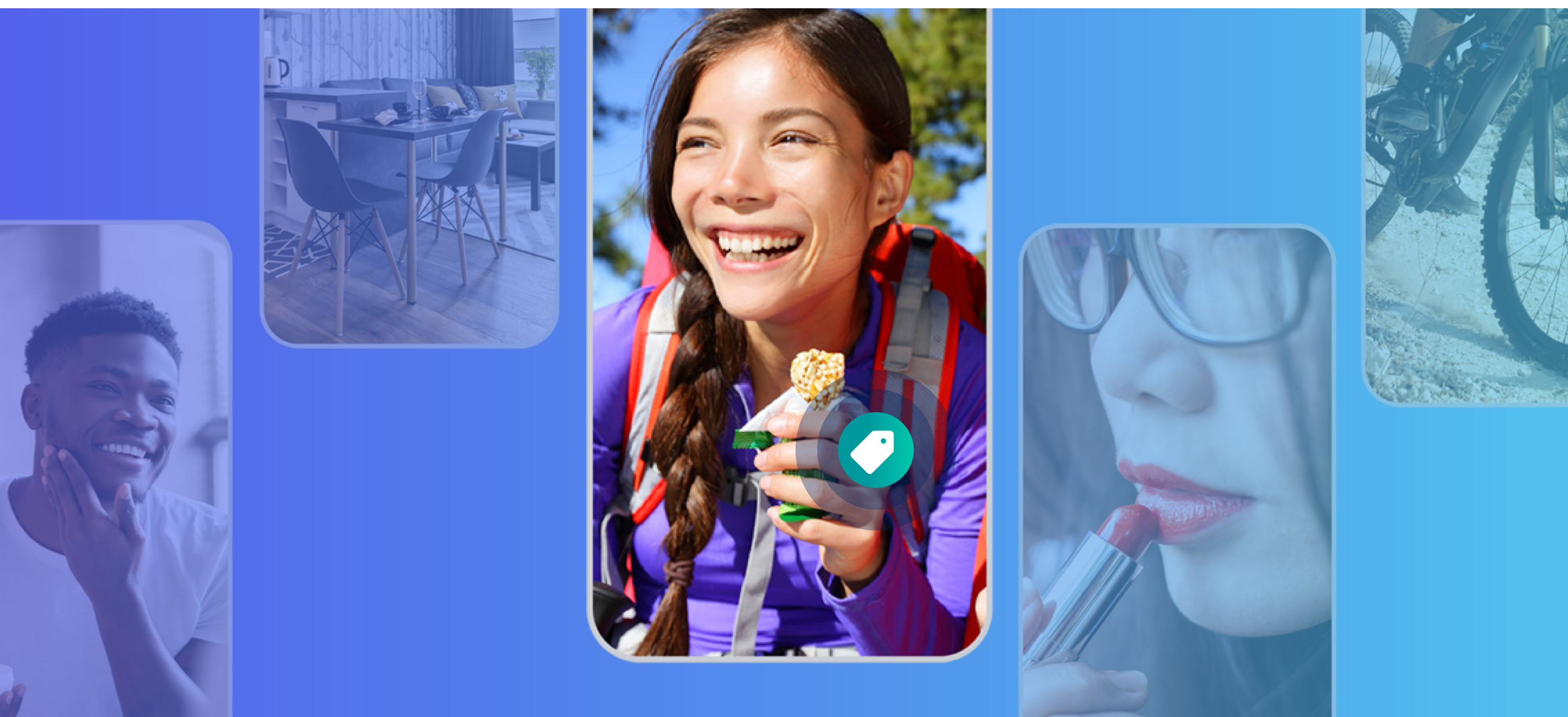


Keep in mind that none of these numbers mean much on their own. It's important to understand what each metric is telling you so you can understand why it's relevant (or not) to your social commerce campaign.

For example, a high number of followers doesn't mean much for your brand if those followers aren't engaging and buying. Your content may not be resonating with your audience if they aren't clicking through to your site — consider whether a new type of content or a new set of influencers may be a better fit. Maybe you need to swap out high-dollar influencers for more authentic content creators and feature that content in your link-in-bio on Instagram and TikTok.

Average order value lower than you'd like? You may need to increase discovery of your lesser known products. Consider a sampling campaign to get these products featured in social content, then add that content to your on-site homepage and category galleries to drive discovery and PDPs to increase purchases — after all, you can't buy what you can't find.

And remember, if you take the time to make it shoppable, you get the gift of making it measurable everywhere your brand puts that shoppable content. Metrics only matter if you can use them to prove the value of your investments or improve performance.





## Mine performance data with a social commerce platform

Collecting the data you need to measure the impact of your social commerce program comes down to connecting the data dots between social platforms, your website, and your analytics platforms — and for that, you need a robust social commerce tool that serves social, commerce, and content needs holistically and at scale.

As you evaluate options, make sure you look for the following attributes.



### Emphasis on ROI

Social media managers and e-commerce professionals alike are facing both economic pressure to reduce spend and consumer pressure to create more. Every marketing investment must show a clear ROI. Look for a platform that can directly tie content, campaigns, and channels to accelerated e-commerce success, including site traffic and revenue.



### Holistic platform for the full shopping experience

The role of social channels in the buyer's journey continues to grow, but most buyers still engage across a variety of brand touchpoints throughout that journey. Look for a social commerce platform that goes beyond social media management to allow you to curate, share, and monetize authentic content faster across the full shopping experience.



### Ability to measure full-funnel metrics

Measuring revenue is the end game, but your social commerce platform should also help you to measure KPIs along the way. Be on the lookout for a tool that clearly reports on visits, click-through rate (CTR), average order value, transactions, engagement, impressions, reach, likes, and comments. These reports should be easily exportable via Microsoft Excel, email, and PDF so you can analyze and share the data as necessary. Make sure they provide insights and analytics integrations too — it's reasonable to expect a provider to offer integrations with Google Analytics or Adobe, and that's a great way to make your success metrics available to others in real-time.

## 3 ways to measure social commerce impact

### 1. Revenue impact

In the Bazaarvoice Social Commerce platform, you can directly attribute the top-line revenue impact of all galleries, photos, and Like2Buy with its tracking capabilities. The platform tracks the visitors who clicked on a gallery and then went on to make a purchase.

Another way you can measure the revenue impact of your social commerce content is to analyze KPIs like **site visitors, conversion rate, and average order value** for users who come to your site through social media.

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### 2. Incremental revenue

You can measure incremental revenue with the following equation:

#### **Incremental revenue =**

(Revenue per visitor who engaged with a gallery - revenue per visitor who did not engage with a gallery) x visitors who engaged with a gallery

Note: Using Bazaarvoice, you can automatically track this. With a standard analytics platform, you will manually need to set up event tracking.

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### 3. ROI

This calculation takes into account the cost of your investment versus the revenue after profit is deducted. Use this equation to measure ROI:

$$\text{ROI} = (\text{Net income} / \text{cost of investment}) \times 100$$

## Visualize your social commerce performance with dashboards

Bazaarvoice is the leader in empowering shoppers to create and share authentic product experiences that inspire and instill the confidence to buy — and allowing your brand to accurately measure those experiences.

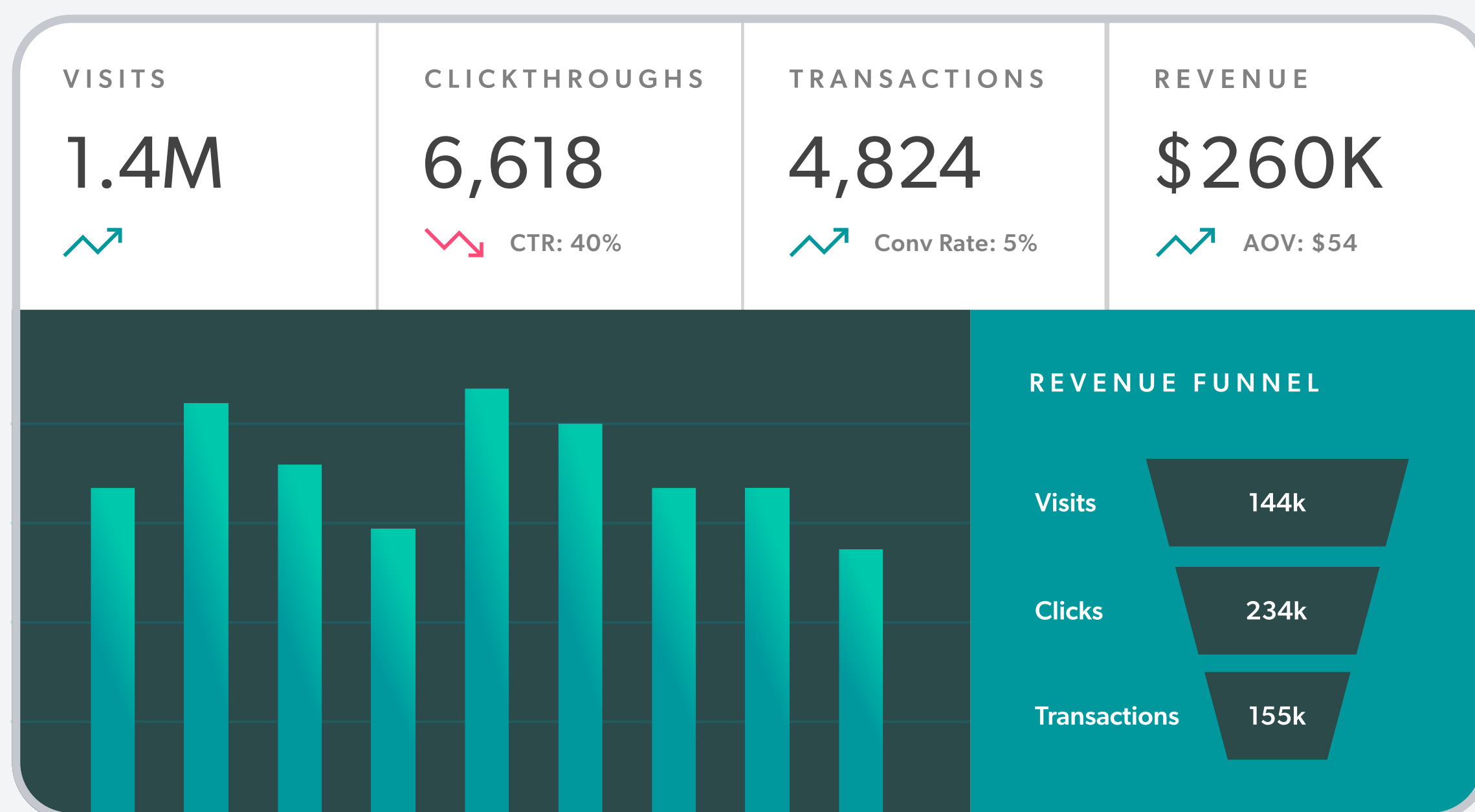
By allowing you to tag your products in social content like Instagram and Facebook posts, and create unique shoppable links that can be used across channels, Bazaarvoice helps you develop a winning brand strategy by measuring what works (and what doesn't) in real time so you can make fast, data-backed decisions.

Some of the most actionable reporting dashboards include:

### Revenue summary

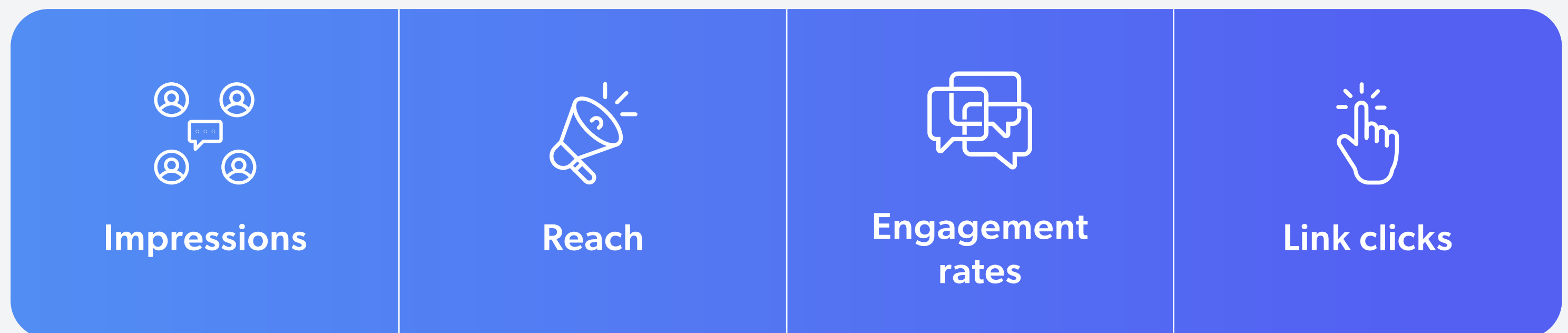
The revenue summary dashboard gives you an aggregated view of activity driven by social commerce, including total visits, click throughs and CTR, transactions, average order value, and revenue.

The insights from the revenue summary allow you to clearly connect your social strategy to revenue by quantifying the value of your social investments.





## Revenue generated per post

Bazaarvoice reporting also allows you to drill down into the performance of each social post. In addition to revenue per post, this view also gives you insight into higher-funnel metrics like:



Viewing revenue per post is particularly useful for optimizing your performance. When you can clearly see which kinds of social posts drive engagement and revenue, you can double down on your efforts to curate and distribute those types of social content across your channels.

Recent post performance					
PUBLISH DATE	IMPR.	REACH	ENG. RATE	LINK CLICKS	REVENUE
 June 26, 2023 1:32 PM <a href="#">View Details</a>	78,203	73,729	6.54%	2,576	\$938.37
 June 25, 2023 3:15 PM <a href="#">View Details</a>	87,367	48,359	7.89%	7,847	\$456.29

◀ **When it comes to Facebook,** Bazaarvoice can measure revenue generated per post.

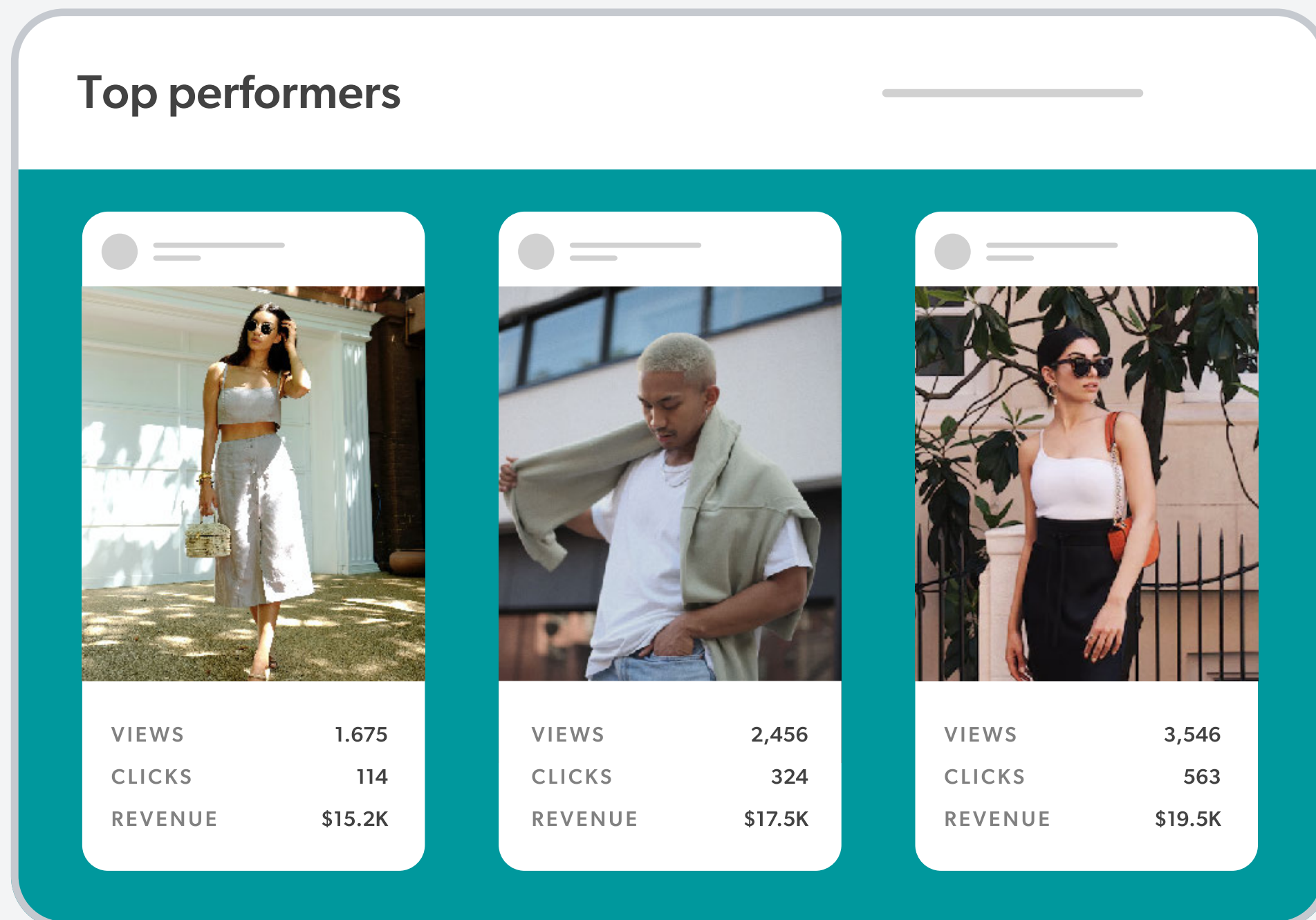
Instagram traffic by channel				
SOURCE	VISITS	TRANS.	CONV. RATE	REVENUE
<a href="#">Like2Buy</a>	7,587	95	3%	\$1,897.45
<a href="#">Promoted Posts</a>	8,378	124	5%	\$1,974.14
<a href="#">Story Links</a>	5,247	107	2%	\$1,541.74

◀ **For Instagram,** Bazaarvoice can measure revenue generated from promoted posts, links in your story, and your Like2Buy link-in-bio solution.

## Top performing contributors

It's often difficult to measure the impact an individual creator has on your business outcomes, especially revenue. Brands like Villeroy & Boch and Samsonite show impressive results from their creator campaigns, but how can you tell which creators are performing, which may need some coaching, and which might not be a great fit?

The Bazaarvoice platform allows you to identify which contributors are knocking it out of the park versus who you need to work with on quality, reach, speed, etc. You may need to reset creator expectations and/or improve your content brief to improve the output from these individuals.



## Engagement & ROI breakdown

You have all of that beautiful shoppable content on your channels. And they don't just look nice — they're a goldmine of important insights.

Bazaarvoice Social Commerce reporting can measure and compare the ROI from all your shoppable storefronts on social and e-commerce with key performance metrics including visits, clickthroughs, revenue and more.

The screenshot shows a table titled 'Engagement & ROI breakdown' with the following data:

EXPERIENCE	VISITS	INT.VIEWS	CLICKTHROUGHS	CTR	TRANSACTIONS	CONV.RATE	AOV	REVENUE
Galleries	463K	147K	41.0K	9.59%	6,864	2.93%	\$61.57	\$454K
Like2Buy	14.5K	13.2K	12.3K	75.54%	215	1.98%	\$58.92	\$13.5K
Reveal	65.2K	13.2K	11.0K	13.61%	119	1.22%	\$62.16	\$5,810.00
Showroom	28.6K	14.5K	11.7K	38.45%	158	1.51%	\$53.44	\$8,974.00

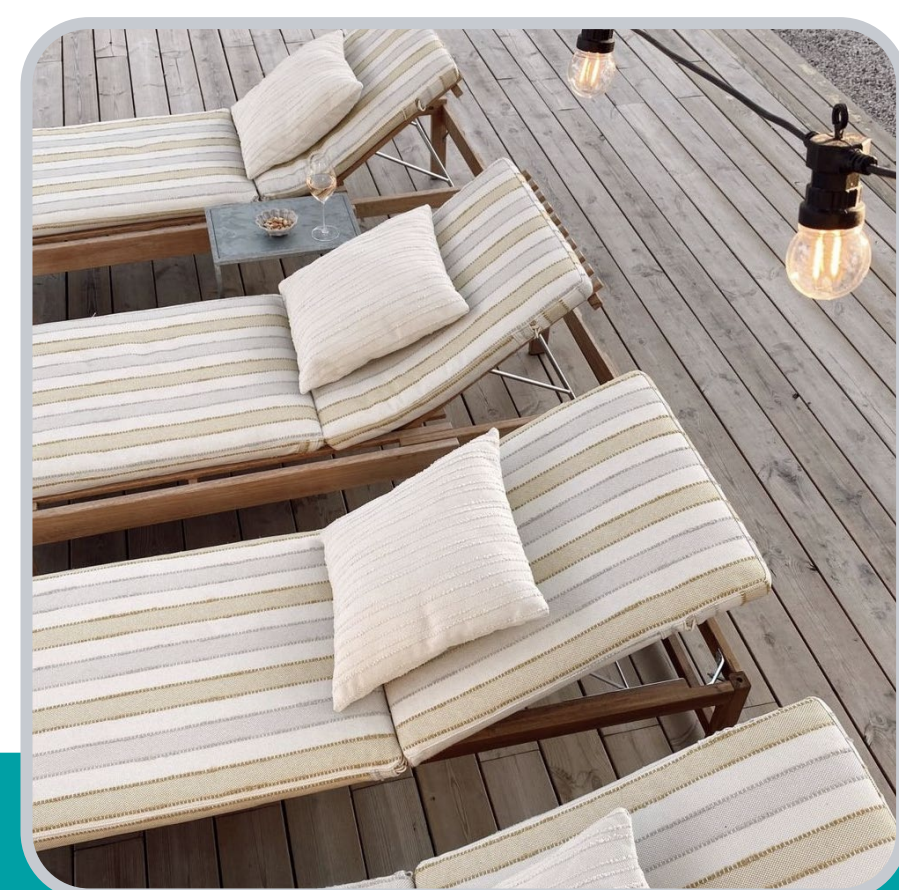
## SUCCESS STORY

# Bemz

Interior design company Bemz was looking to increase site conversions, improve the customer journey across all channels, reach new customers, and boost shopper confidence in its products.

In addition to implementing Bazaarvoice's Social Commerce tools, Bemz decided to work with several creators to produce imagery for social channels — a key part of their marketing strategy. Because Bemz is a small company, it mostly works with a core group of creators who match the brand's aesthetic. Rather than use big-name interior design influencers, the brand relies on regular people with large followings who already own an Ikea products to build trust among customers.

Because the Bazaarvoice platform allows Bemz to measure the impact of UGC on social media from top to bottom of the funnel, the brand has seen how valuable this initiative is for the company, and is increasing its investment in social.



Now that we can see how well people are reacting to the imagery, it's built a case for us internally and proves that we should be putting more money toward creating more content surrounding our products in natural settings.

**Annie Karlsson, Chief Commercial Officer at Bemz**

## Bonus: Measure cost savings

Bazaarvoice also allows you to track cost savings generated by shopper content. Remember, producing content can be expensive and time-consuming.

Get a clear view of just how much you're saving by relying more heavily on UGC instead — it's another proof point of the value of your social commerce program.

### Content acquisition and distribution

Estimated value of media acquired and distributed via Bazaarvoice

Tagged media

Distributed media

Rights-approved media

1,271

Tagged media

Photos or videos with one or more product tags or labels

\$100

Media production cost

Cost estimate to produce your individual pieces of content

\$127K

Cost savings

Total amount saved by acquiring media through Bazaarvoice

# About Bazaarvoice Social Commerce

The Bazaarvoice Social Commerce solution allows you to turn social content into shoppable experiences that drive sales — in all the places your shoppers hang out. And beyond that — measure them.

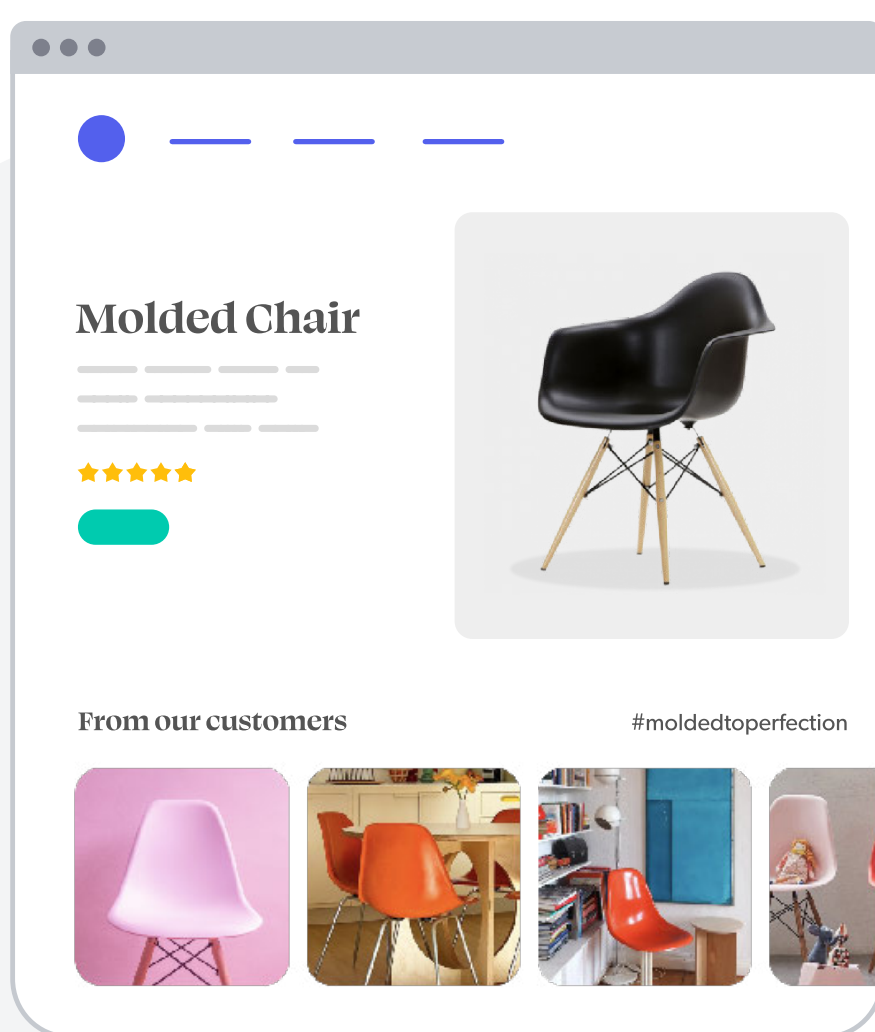
## Develop a winning social strategy with an intelligent, all-in-one social suite

Our social solutions enable you to fuel your brand's social strategy with a goldmine of on-brand creator content and authentic UGC that stands out on social and converts at e-commerce. With AI-powered automation and recommendation tools, you and your teams can curate and share authentic content faster, freeing up time to craft compelling shopping experiences.



## Increase on-site conversions with social galleries

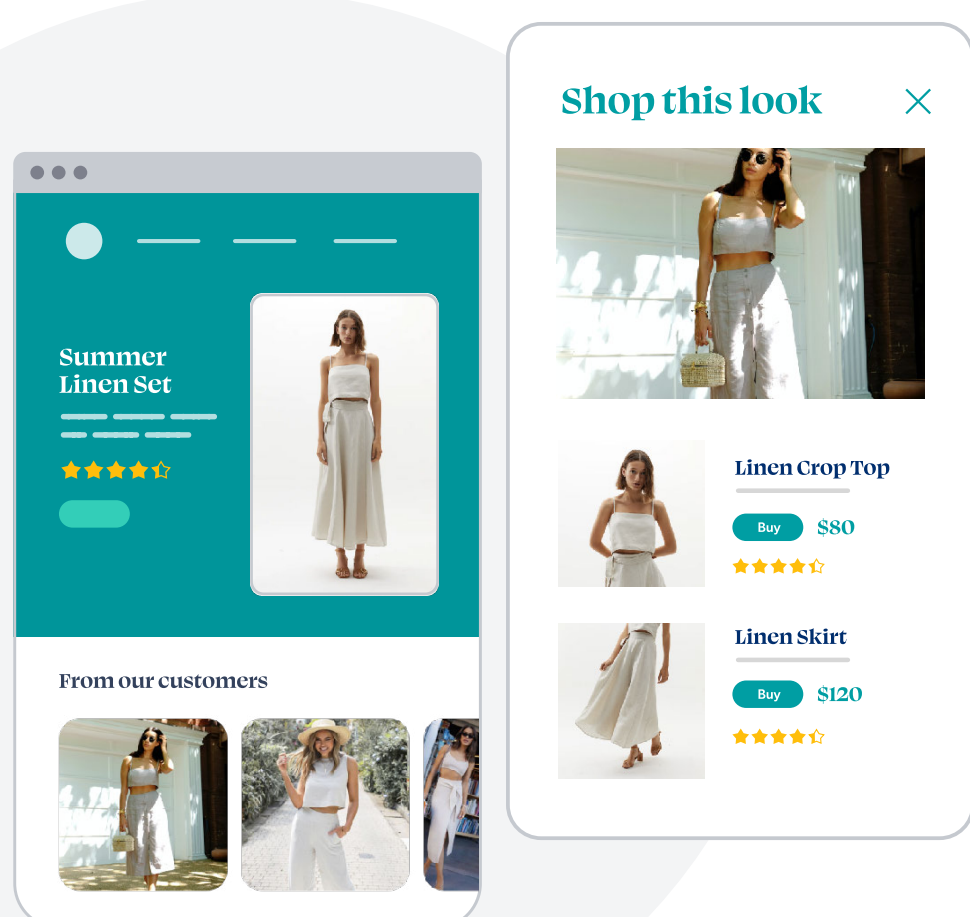
Bazaarvoice Galleries let you display authentic social photos and videos posted by your advocates, so you can create beautiful, shoppable collections to showcase your products. We help you collect, curate, and manage content at scale — from getting content rights from social users and content creators to AI-based recommendations that help you tag products faster and more accurately.





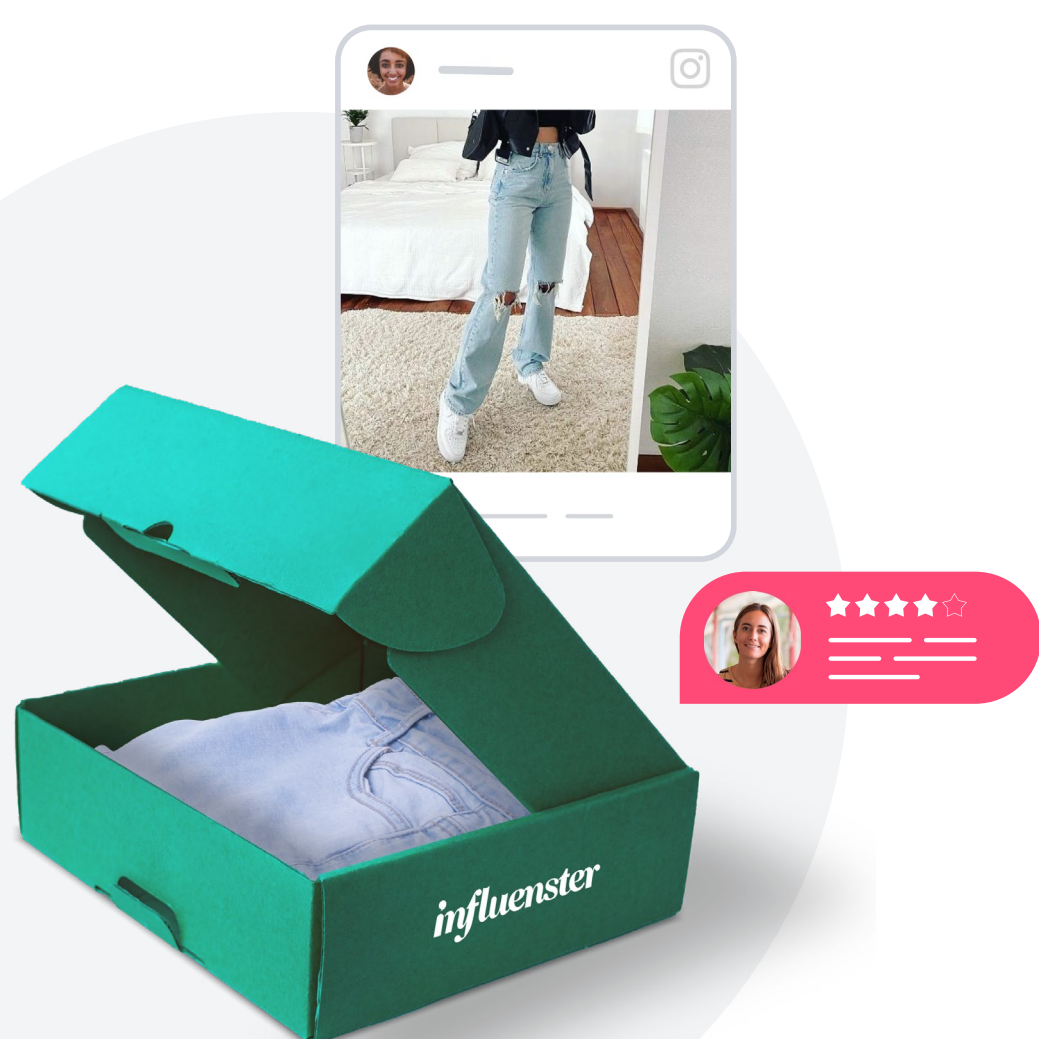
## Create high-converting shopping experiences with lifestyle content

Bazaarvoice customers who optimize their product pages with authentic social proof see conversions skyrocket. Feature photos and videos from customers, influencers, and partners, and drive up to a 172% increase in revenue per e-commerce session. Combine the power of social content and ratings and reviews on product detail pages and see a 3X increase in conversions.



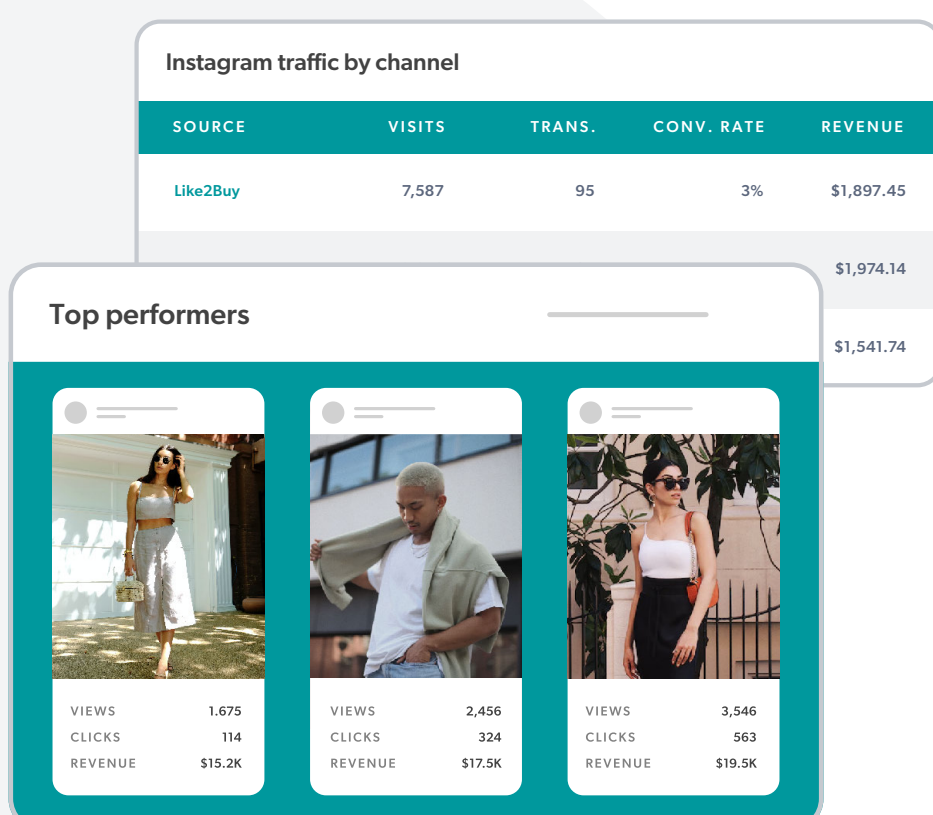
## Fuel your social commerce program with content activation solutions

We help you get your products into more hands — and the right hands, at that. Social content generated from our skilled Bazaarvoice Creator partnerships, and our 8 million+ member Influencer community is an ideal companion to any social commerce program. From our community-dedicated dashboards in the Social Commerce platform, you can track, measure, and prioritize making your incentivized content shoppable.



## Develop a winning strategy you can prove

Social Commerce analytics measure performance for all social efforts, marketing campaigns, and e-commerce displays — all in one place. Identify your top-performing content, channels, campaigns, and creators. Gain powerful competitor and influencer insights. Analyze top media by views, product clicks, and revenue attributed to each social post and gallery photo or video. Prove the value of every photo and video from your social strategy with revenue attribution to connect social content to e-commerce success.



# Key takeaways

Using the right social commerce strategy, measurement framework, and technologies that tie social and e-commerce together allows you to track the impact of your social media efforts — straight to revenue.

- **Content is the conduit to uniting social and e-commerce teams.**  
Using social content throughout the buyer journey aids in product discovery, consideration, and purchase, improving performance across traditional funnel silos.
- **Shoppable content is the crux of social commerce.** The brands that make it the easiest to jump right from social content into the transaction will capture the most revenue.
- **A content supply chain will improve your scale and efficiency.**  
Take a supply chain approach that will allow you to shift from content creation to collection, curation, and distribution of UGC. You'll spend less and generate more of the content consumers prefer.
- **Measuring performance across the funnel requires a holistic social commerce platform with an emphasis on ROI.** Look for a tool that can report all the way to revenue, break down revenue by post, measure and compare ROI from shoppable storefronts, and identify top-performing creators (and make sure they offer analytics integrations).
- **The Bazaarvoice Social Commerce solution** allows you to turn social content into shoppable experiences that drive sales wherever your shoppers are — and measure them all in one place.

## Prove that your social commerce strategy converts

Drive — and measure — impressive results through social commerce, just like Samsonite, Villeroy & Boch, Bembz, and more.

[Learn more](#)

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Thousands of the world's leading brands and retailers trust Bazaarvoice technology, services, and expertise to drive revenue, extend reach, gain actionable insights, and create loyal advocates. Bazaarvoice's extensive global retail, social, and search syndication network, product-passionate community, and enterprise-level technology provide the tools brands and retailers need to create smarter shopper experiences across the entire customer journey.

**[bazaarvoice.com](https://www.bazaarvoice.com)**

**Supercharge your commerce engine**