



**UNLOCK THE POWER OF
USER-GENERATED CONTENT**
TO STAND OUT ON [TARGET.COM](https://www.target.com)

What's inside

Introduction	2
Optimize UGC with Bazaarvoice solutions	7
Turn Target guest feedback into a conversation	17
Drive improvements with UGC insights	20
Key takeaways	22
References	23
About Bazaarvoice	24

Introduction

For brands that sell their products on Target.com, figuring out how to maximize channel sales is critical for business. It can be challenging to know where to begin, how to drive sales both on Target.com and in Target stores, and ultimately, how to stand out from the competition.

The key to rising above the noise? Amplify the voices of Target guests. Peer-trusted feedback, like ratings and reviews, not only validates product quality and customer affinity, but also has a significant impact on purchase decisions.

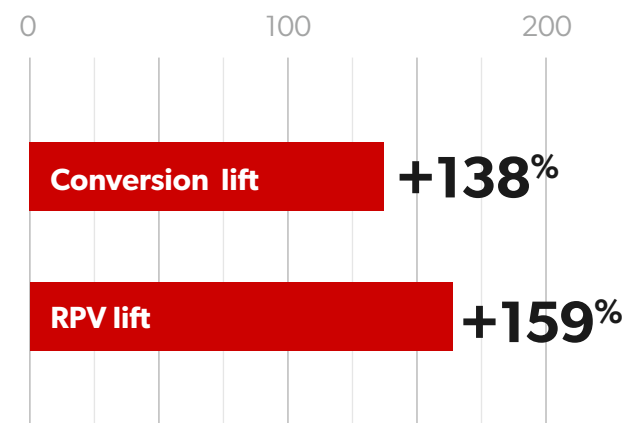
The impact of user-generated content

A user-generated content (UGC) strategy done right will increase the discoverability of your products, boost sales, and create a valuable dialogue with your customers. It can also inform SEO benefits, provide insights for product innovation, reduce return rates, and ensure shoppers have a positive experience with your brand. While Target has their own strategies to collect ratings and reviews, brands that come to the table with their own UGC strategies set themselves ahead of the rest.

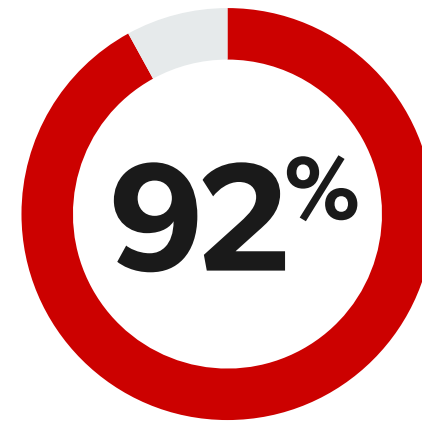
Impact of reviews by the numbers



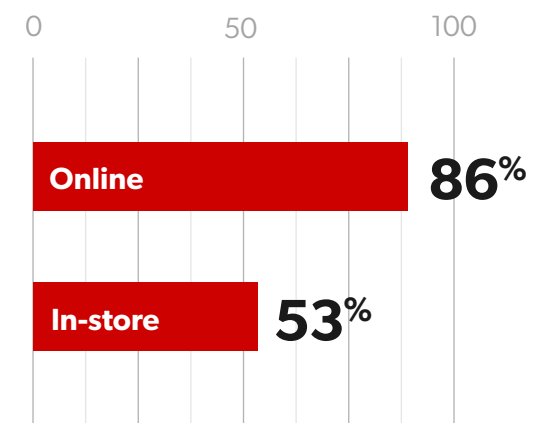
Percentage of shoppers who use reviews to evaluate similar products before buying.¹



Conversion and revenue impact for brands when shoppers engage with reviews.³



Percentage of shoppers who trust peer recommendations over traditional advertising.⁴



Percentage of brands and retailers who say consumer reviews positively influence online and in-store sales.⁵

Target + Bazaarvoice

Target and Bazaarvoice have partnered to help brands build powerful UGC programs on Target.com. Bazaarvoice leads the industry with best-in-class solutions and service, as well as unparalleled content authenticity standards. With this partnership, brands have the unique opportunity to leverage Bazaarvoice syndication capabilities, which we'll explore in the next section.

UGC comes in many forms, including ratings, reviews, questions, visual, and social content. Bazaarvoice understands the unique value of each type of UGC on Target.com and works with brands to collect a variety of content to meet every brand's specific needs.



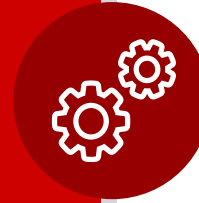
World's largest network

Over 11,500 brands and retailers, with 20x more shopper traffic than the next largest network.



More content, more conversion

Our clients have collected over 2.5 billion reviews.



Innovation for global reach

Built for and tested by over 1.3 billion monthly shoppers.



Insights and reports

Automated key metrics answer questions our most successful brands are asking.



Your success matters

6x more client success roles than the nearest competitor.



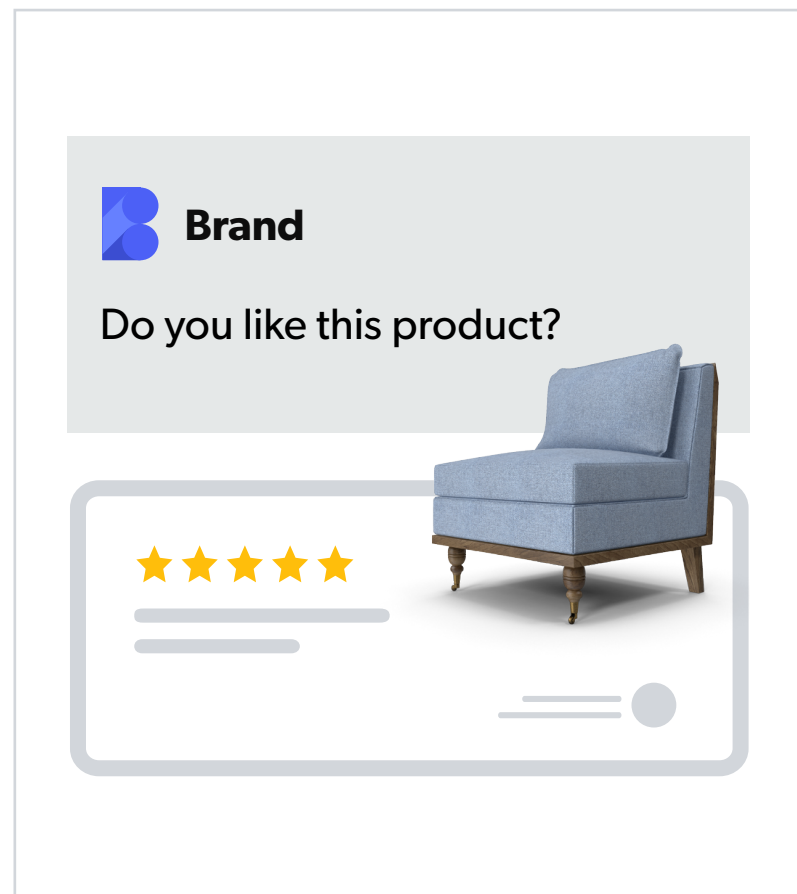
Content integrity and security

Globally, we've moderated 316 million+ reviews to date. Each year, we block 55 million fraudulent reviews.

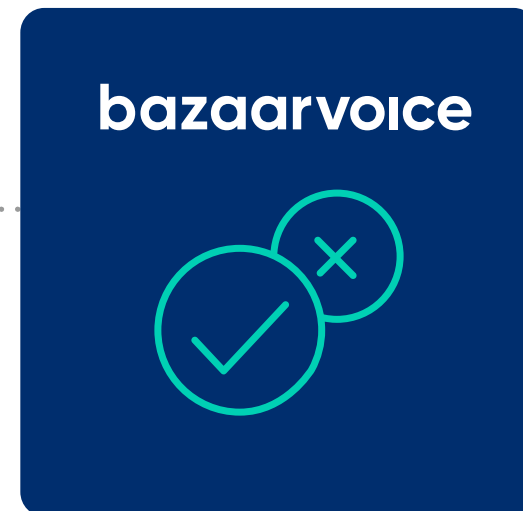
How does syndication work?

First, your brand collects UGC from customers through a range of review collection strategies. Then, as a Bazaarvoice client, this content is authenticated to ensure it isn't fraudulent and represents a customer's genuine opinion about their experience with your product(s). Once content is authenticated through a process of machine learning and human moderation, Bazaarvoice matches the content to product catalogs across a network of more than 1,750 retailers, including Target. Your UGC is then simultaneously displayed on the corresponding retailer product pages.

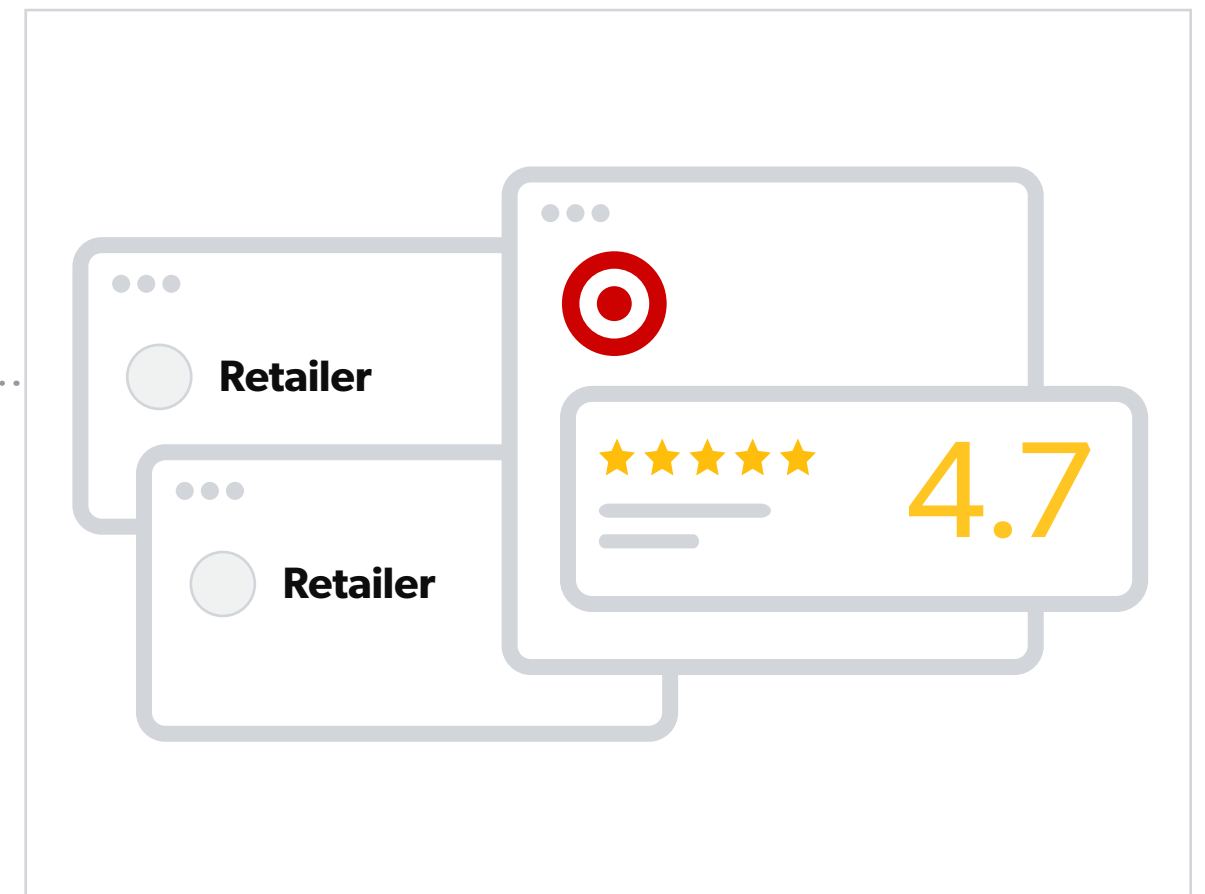
Collect



Moderate



Distribute



The impact of syndication for brands

Syndication impact by the numbers

More reviews per product

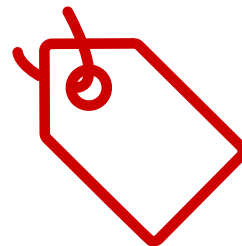
+112%



Median increase in reviews per product when brands leverage UGC syndication solutions.²

Better product coverage

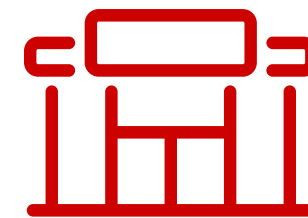
+46%



Median increase in product coverage compared to brands relying on native coverage at each retail channel.²

Retailers rely on brands

65%



Percentage of reviews that Bazaarvoice retailers source directly from brands.⁵

Optimize UGC with Bazaarvoice solutions

Now that you understand the importance of UGC and how syndication works, the next question is: how do you get more content in the right places? In the next few sections, you'll learn how your brand can leverage Bazaarvoice solutions to drive optimal performance on Target.com and amplify content from real customers to help Target guests make purchase decisions with confidence.

Collect reviews from Target guests

Bazaarvoice solution: Hey, Bullseye™

3x

Conversion lift when guests engage with reviews on Target product description pages.¹⁰

Hey, Bullseye is a review seeding program that puts your high-priority products in the hands of Target's most loyal guests in exchange for honest reviews on Target.com. Bazaarvoice will help you select key items to sample, identify target audiences within the sampling community, and guide you through fulfillment. **Watch** the program overview.

Benefits

- Boost review volume quickly for new products, seasonal items, Target exclusives, and products with outdated reviews on Target.com
- Sample products among a segmented group of Target guests that meet your desired demographics and psychographics
- Start seeing reviews on Target.com in as little as 3 weeks, once products are shipped



Collect and distribute reviews to Target.com

Bazaarvoice solution: Collect+Distribute

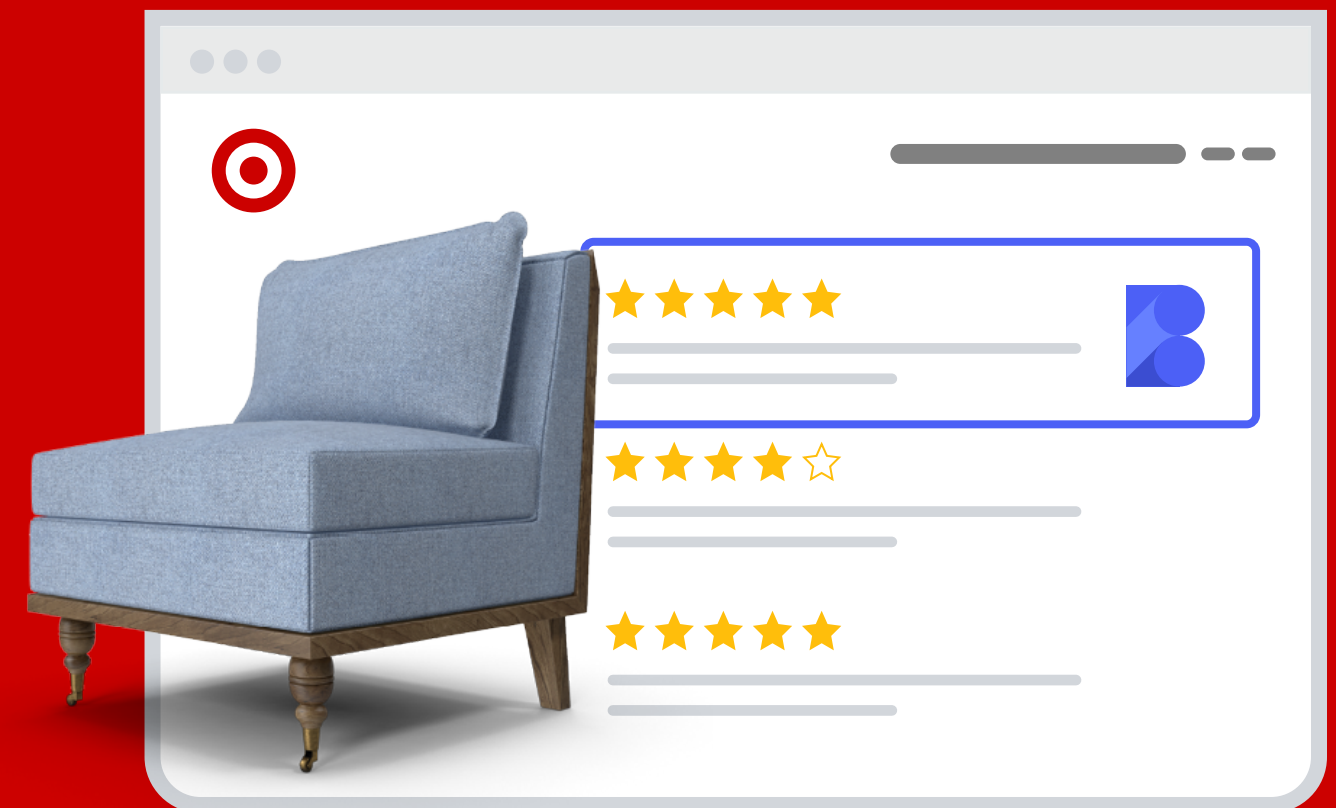
95%

Percentage of reviews
Target sources
directly from brands
through syndication.¹¹

A successful ratings and reviews strategy is one that enables a brand to routinely collect high-quality review content for key products. With Collect+Distribute, brands are equipped with the tools necessary to collect review content from their customers post-purchase and syndicate reviews to retailer websites including Target.com. This is an ideal solution for brands that rely heavily on retail channel sales and do not wish to display reviews on their own website.

Benefits

- Automate review collection for products with zero ecommerce software implementation required
- Optimize review coverage with syndication of UGC to retailers in the Bazaarvoice Network, including Target.com
- Access insights and reporting tools to analyze product performance, customer sentiment, competitive benchmarking, and more



Collect and distribute visual content to Target.com

Bazaarvoice solution: Collect+Distribute

4x

Average conversion rate lift when guests view or interact with UGC on Target.com.¹⁰

Collect and distribute high-quality visual content from social channels to retail sites within the Bazaarvoice Network, including Target.com. Curate images from your brand, your customers, and influencers. Then, tag your products, share with Target.com, and sell more with a visual shopping experience.

Benefits

- Improve your Target vendor scorecard performance by including lifestyle and social content within the image carousel of product pages on Target.com
- Boost conversion rates by offering Target guests an inspiring and engaging shopping experience
- Amplify the impact of social media investments by displaying high-quality social content on retail sites within the Bazaarvoice Network, including Target.com



Collect, display, and distribute reviews to Target.com

Bazaarvoice solution: Collect+Display+Distribute

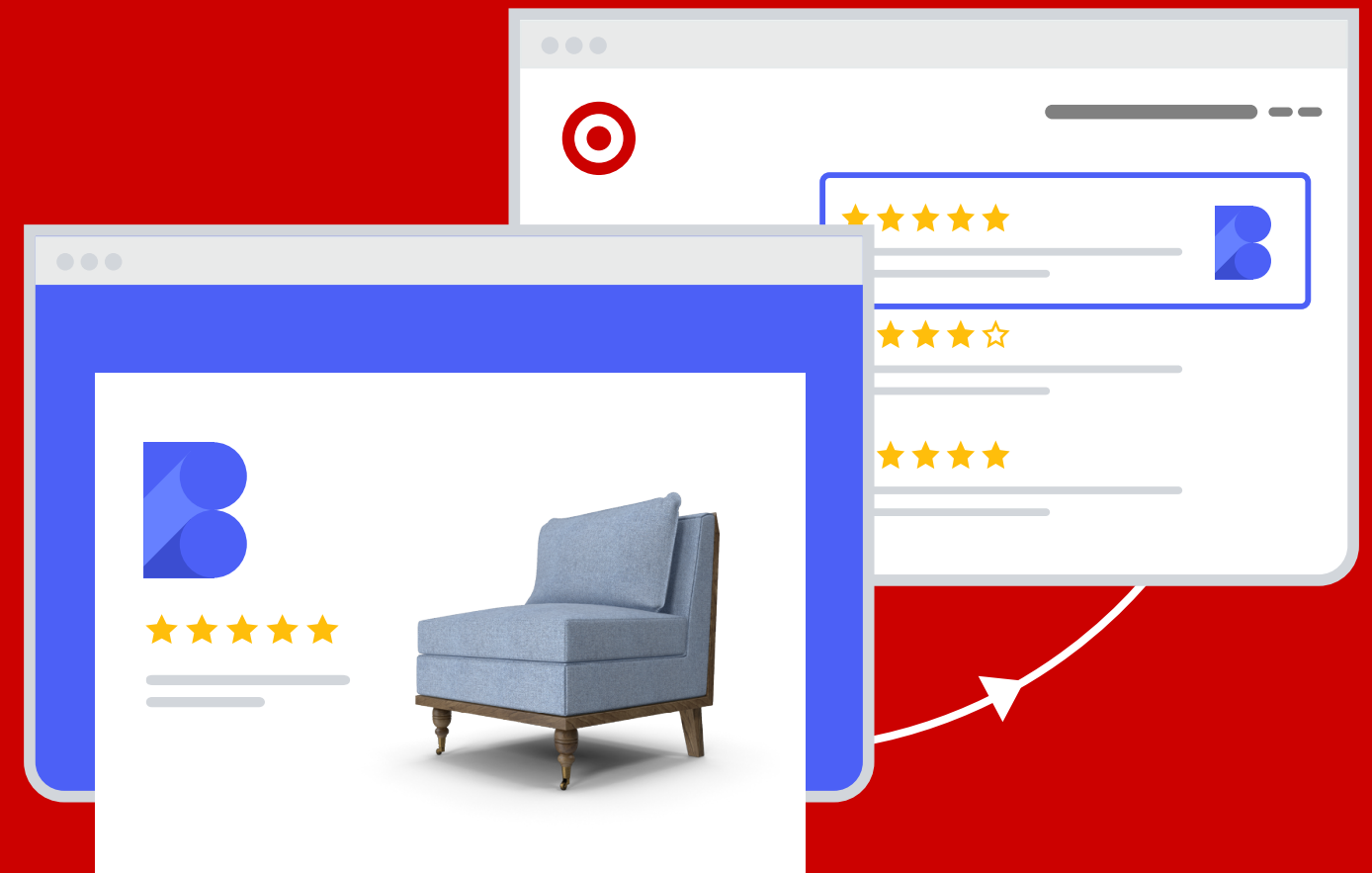
86%

Percentage of brands and retailers who say ratings and reviews are a key value driver of online sales.⁵

To boost UGC on your website as well as Target.com, Collect+Display+Distribute is the best solution. Brands are equipped to collect content from customers post-purchase, display review content on their website, and syndicate reviews to retailer sites. This strategy automates review collection, enhances your website experience, and optimizes your UGC performance on Target.com.

Benefits

- Automate review collection and showcase review content collected on your website
- Optimize review coverage with syndication of UGC to retailers in the Bazaarvoice Network, including Target.com
- Access insights and reporting tools to analyze product performance, customer sentiment, competitive benchmarking, and more



Distribute existing reviews to Target.com

Bazaarvoice solution: Distribute-Only

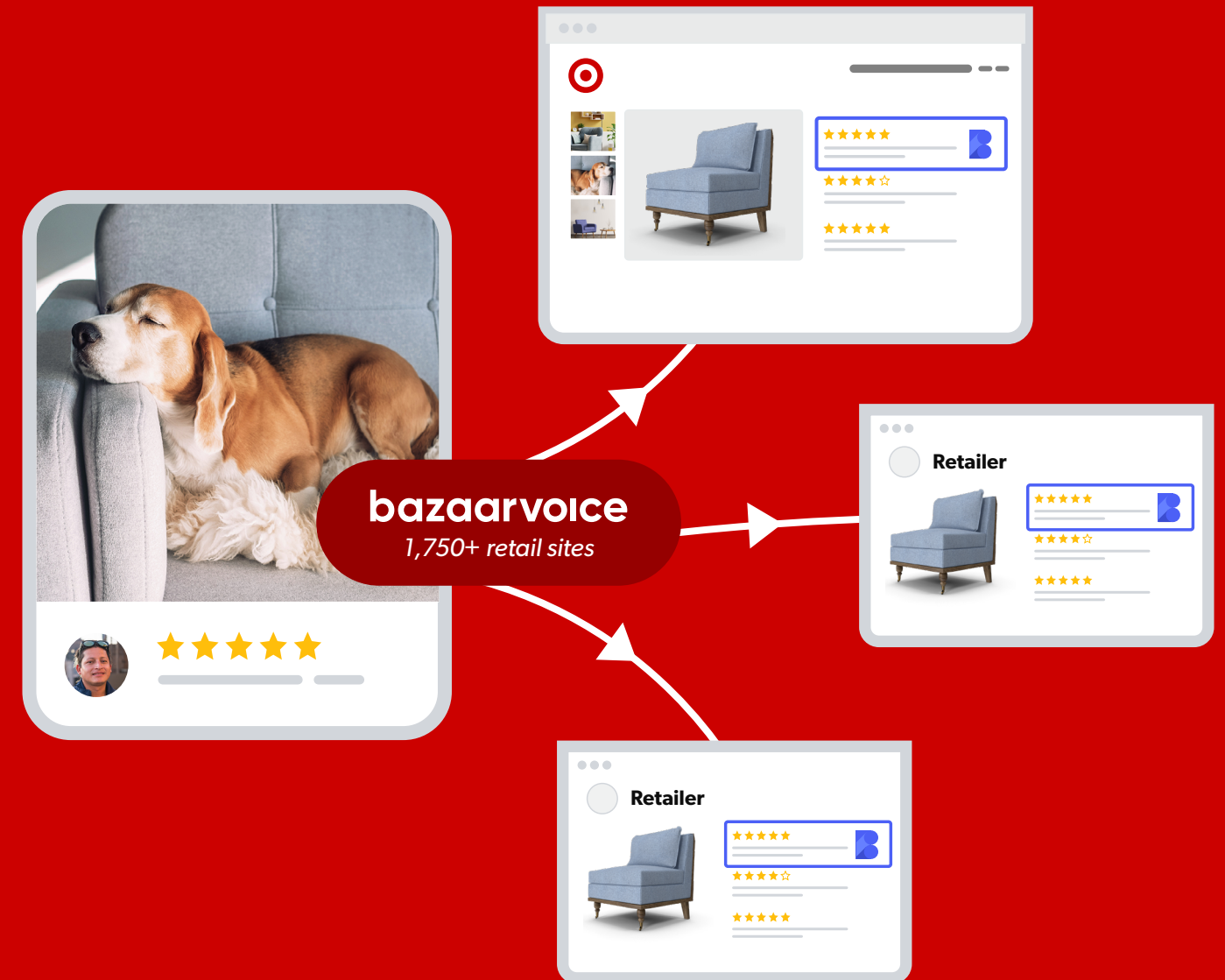
82%

Percentage of shoppers who research products online before shopping in-store.¹

Whether you have organic reviews already collected on your website, or collect UGC through another provider, Distribute-Only makes these reviews visible on Target.com. Bazaarvoice partners with several UGC providers and sampling partners to help brands drive success at retail by accessing retail sites within the Bazaarvoice Network.

Benefits

- Maintain your relationship with your current ratings and reviews provider or sampling partner
- Optimize review coverage with syndication of UGC to retailers in the Bazaarvoice Network, including Target.com
- Access insights and reporting tools to analyze product performance, customer sentiment, competitive benchmarking, and more



Tap into the Influenster community

Influenster is a product discovery platform and reviews destination where 6M+ members engage and create content about the products they discover. Influenster members are everyday, highly-engaged shoppers who come to Influenster to read and write reviews, share photos and videos, participate in product discussions and connect with brands and one another. Brands can tap into the Influenster community to generate reviews and social content, to license existing reviews to their brand- and retail-dot-coms or feature them in sales and marketing materials to improve conversion, and to gain new consumer and product insights through in-depth member surveys.

Total reviews

50M+



Influenster has 50 million+ reviews, grows by 1.5 million new reviews monthly, and is second only to Amazon in product review count.⁶

Organic reviews

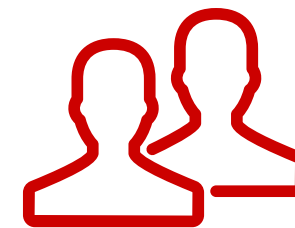
98%



98% of reviews on Influenster.com are organic; nowhere else has such an impressive collection of reviews available for brands to leverage.⁶

Community members

6M+



6 million+ members have contributed authentic reviews, photos, and questions and answers about nearly 3 million products.⁶

Data points per member

1,000+



Hyper-targeting capabilities based on where, when, and why customers are shopping, accessing thousands of data points per member.⁶

Distribute reviews from Influenster to Target.com

Bazaarvoice solution: ReviewSource

85%

Percentage of shoppers who consider how recently a review was written to inform a purchase decision.⁶

ReviewSource is an always-on service that continuously supplies organic, non-incentivized Influenster reviews to your brand website and across retailer sites in the Bazaarvoice Network. Check out your products on Influenster to see what UGC has already been collected. If you don't currently have reviews on Influenster, Bazaarvoice can work with you to ensure your products are discoverable and help you start collecting reviews from the members.

Benefits

- Optimize review quantity, quality, and recency with an always-on content stream from Influenster
- Increase organic, non-incentivized review volume across retailers in the Bazaarvoice Network, including Target.com
- Collect reviews for any number of products with no effort or expense of shipping products



Join themed Influenster sampling boxes to boost reviews on Target.com

Bazaarvoice solution: Co-Op VoxBox

51%

Percentage of millennials who research products via social networks.¹³

Drive product trial and awareness at-scale while generating social advocacy and high-quality reviews for key products through Co-Op VoxBox sampling campaigns. Participating brands have product category exclusivity in monthly themed boxes, categorized by product interests and seasonality.

Benefits

- Drive mass trial for new products and reinvigorate interest in core products
- Sample products among targeted audiences, i.e. millennial moms, beauty enthusiasts, foodies, etc.
- Optimize UGC for products with syndication of content collected to retail sites within the Bazaarvoice Network, including Target.com



Reward Target guests for purchases online or in-store

Bazaarvoice solution: CashBack Sampling

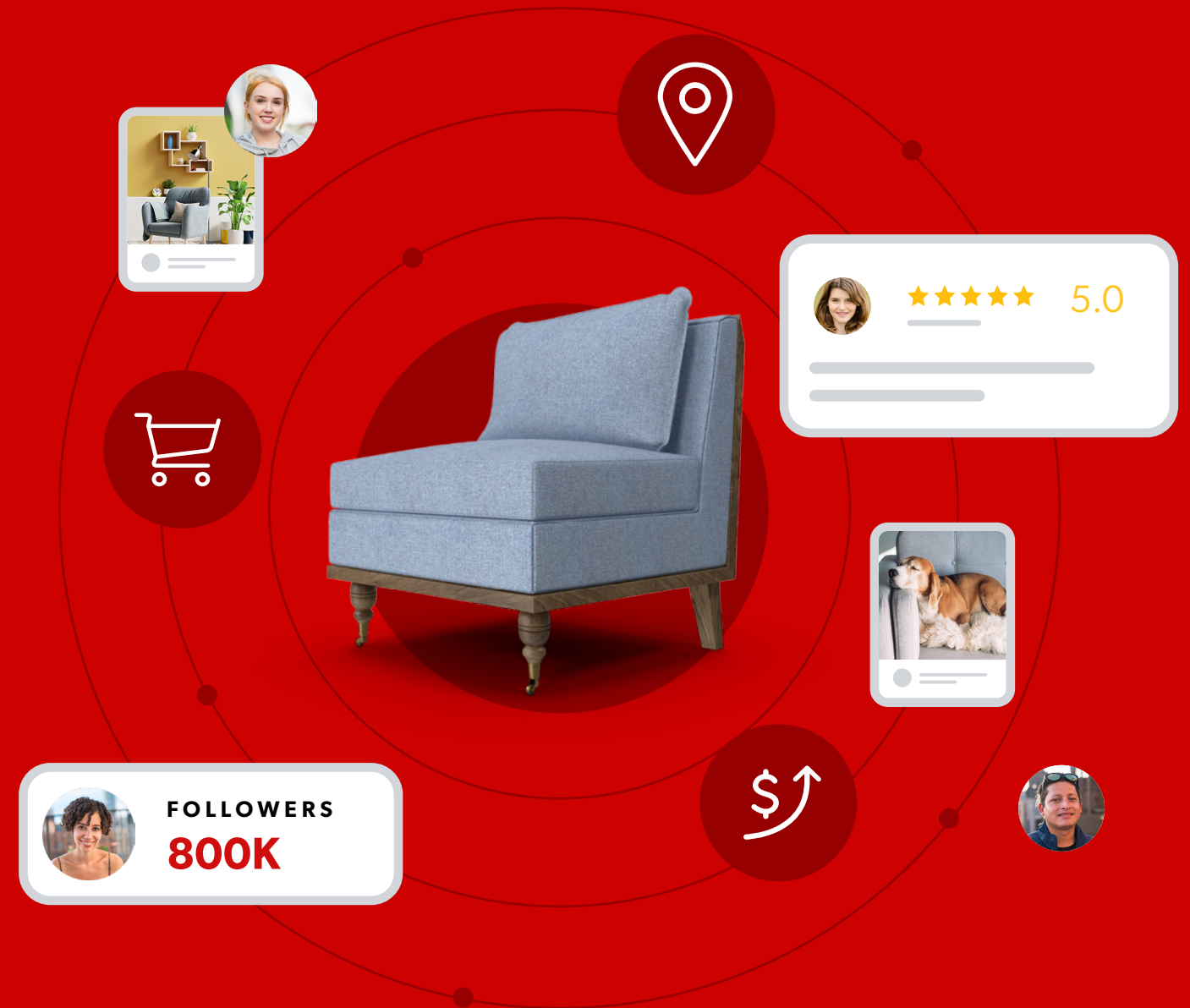
1 in 4

Internet users discover brands through social media recommendations or comments.¹²

Activate the Influencer community to purchase your products on Target.com or in Target stores, write reviews, and share social content by rewarding them with CashBack offers. Bazaarvoice will help manage reimbursement with CashBack offers via PayPal. With CashBack, brands avoid the expense and effort of shipping products to sampling fulfillment.

Benefits

- Increase foot traffic in Target stores or boost Target.com sales with CashBack offers
- Drive trial for select products while generating social buzz among hyper-targeted members
- Boost reviews and social content for products that may be difficult to sample



Turn guest feedback into a conversation

Optimizing review volume, quality, and recency are all key components of a successful UGC program, but the work doesn't stop there. Customers are looking for brands to engage with them, whether that be in the form of answering questions or responding to feedback. About half of shoppers (48%) say seeing a brand/retailer respond to customer reviews will increase their likelihood to purchase.¹

By engaging with guests on Target.com, you'll bolster the impact of your UGC program and further establish trust and credibility with Target guests.

Answer questions and respond to reviews

Bazaarvoice solution: Connections

4x

Conversion lift when guests engage with Q&A on Target product pages.¹⁰

About a third of shoppers say they always expect a brand to respond publicly to their review, regardless if their review is positive or negative. Intent to purchase doubles when shoppers see a brand's response to a negative review versus a negative review by itself.

Given Target's requirement for all brands to engage with Q&A on Target.com, all brands have free access to answer questions with Connections Basic. Brands can also establish a deeper connection with Target guests by responding to reviews with Connections Premium.

Benefits

- Easily prioritize high-impact questions and reviews with alerts
- Build trust by helping Target guests feel confident about their purchase decisions
- Respond to questions and reviews on Target.com and across multiple retail channels simultaneously, with an easy-to-use response interface

Q

Are the cushions washable?

A

Hey Winona. Yes, the cushions have zippers for easy removal.

4.0



Excellent quality chair, but I received mine without the cushion.



Hi Chris, I am sorry the cushion was not included. We would be happy to deliver one to you. Please contact customer care at 800-555-5555.



Best practices for responding to reviews



Be sympathetic

Show customers that you understand their frustration and ensure their opinion is validated.



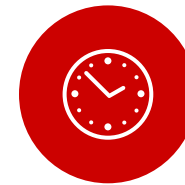
Help future shoppers

Your response may have a major influence on future shoppers' purchase decisions. So, treat your response as valuable information for a larger audience than just the person who left the review.



Be personal

Consumers appreciate authenticity, so avoid using cookie-cutter responses or excerpts from your policies.



Respond quickly

Be sure to respond to a negative review within 24-48 hours, as this will further demonstrate a sense of urgency on your part to resolve the issue.



Respond both on and offline

Going the extra mile to follow up with a complaint offline will show your customers that you are determined to make things right and will also allow for another opportunity to turn things around.

[Download](#) the full ebook on how to respond to reviews.

Drive improvements with UGC insights

Bazaarvoice Insights helps brands easily examine and understand their UGC performance across channels, understand common areas of praise and complaint from customers, compare their performance against competitors, and improve programs with recommended actions. With this information, brands can determine where and how to prioritize resources to continuously optimize their UGC strategies at-scale.

Analyze your UGC performance on Target.com

With pre-built and customizable reporting tools and smarter insight capabilities, Bazaarvoice clients have access to invaluable UGC data to understand product performance, customer sentiment, competitive benchmarking, and more. Bazaarvoice's Insights application uses machine learning to analyze and surface product and UGC program performance data and consumer sentiment. In addition, the latest industry benchmarks sourced from Bazaarvoice's network of clients are included in the application to help brands and retailers compare performance to peers.

How Bazaarvoice clients use UGC insights⁵

- Customer service improvement (72%)
- Product improvement (66%)
- Hone messaging and marketing tactics (50%)



Key takeaways

1 Optimize product pages

UGC is a key measurement of success on Target.com product description pages.

2 Boost conversion

Reviews validate the desirability of your products and have a direct impact on conversion.

3 Establish trust

Brand responses to reviews and questions are crucial to establishing trust and loyalty among Target guests.

4 Leverage insights

UGC offers invaluable insights across multiple teams within your organization including, product, marketing, sales, and customer service.

Now's the time to optimize your UGC on Target.com. Leveraging Bazaarvoice's powerful retail network and best-in-class solutions will give you the competitive advantage to serve the needs of Target guests and, ultimately, drive sales.

 **Get started**

References

- 1. Consumer survey, Deloitte and Bazaarvoice, 2019.**
Base: 3,700 consumers in the U.S., Canada, France, Germany, and the U.K.
- 2. Benchmark data, Bazaarvoice, 2020.**
- 3. Shopper experience index, Bazaarvoice, 2020.**
<https://www.bazaarvoice.com/shopper-experience-index/>
- 4. Retail reputation report, Reputation.com, 2020.**
<https://www.reputation.com/resources/report/retail-reputation-report/>
- 5. Shopper experience index, Bazaarvoice, 2019.**
https://www.bazaarvoice.com/wp-content/themes/bazaarvoice/_sei-2019/static/downloads/BV19-SEI-Main-NA-Final.pdf
- 6. Review recency survey, Bazaarvoice, 2020.**
Survey of 5,000 consumers in the U.S., Canada, UK, France, and Germany.
- 7. Review insights survey, Influenster, 2019.**
- 8. Consumer survey on value of Q&A, Bazaarvoice, 2017.**
- 9. The reputation management revolution: A global benchmark report, Uberall, 2020.**
<https://get.uberall.com/reputation-management-revolution-report-en/>
- 10. Conversion data, Target, 2020.**
- 11. Inbound syndication report, Target, 2020.**
- 12. Flagship report: Commerce, GlobalWebIndex, 2019.**
Base: 230,936 internet users aged 16-64.
https://www.globalwebindex.com/hubfs/Downloads/Commerce_Report.pdf
- 13. Flagship report: Social, GlobalWebIndex, 2019.**
Base: 278,359 Internet Users aged 16-64.
<https://www.globalwebindex.com/hubfs/Downloads/2019%20Q1%20Social%20Flagship%20Report.pdf>
- 14. Consumer trust and fake reviews survey, Bazaarvoice, 2020.**
Base: 10,000 consumers in the U.S., U.K., France, Germany, and Australia.
<https://www.bazaarvoice.com/resources/consumers-call-for-action-on-fake-reviews/>

About Bazaarvoice

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.

BAZARVOICE.COM

bazaarvoice[®]