**bazaarvoice®**

# Turn social influence into a measurable sales engine

Embed content directly on product detail pages (PDPs) for higher clicks, carts, and sales.

Your highest-performing social content rarely makes it to your ecommerce site, creating a disconnect in the shopper journey. Time to bring that content directly to your PDPs with immersive video and photo galleries that drive measurable sales.

- **No proof of ROI** → No clarity on which content converts

- **Brands lack rich, inspiring PDPs** → Social and creator content never show up where shoppers decide

- **Manual rights, tagging, and removal workflows** → Increased risk to brand safety

## Proven Performance

Brands see a

# 251%

increase in conversion when users interact with onsite photo and video galleries.

## The Bazaarvoice Social Commerce solution

turns creator and user-generated content into live, high-performing PDPs across your site and your syndicated retail channels.

**The result: Fresh, brand-safe, and measurable product pages**

### Dynamic PDPs
Authentic social proof flows directly to the PDPs and keeps them fresh.

### Built-in compliance
Manage rights, tagging, and expiration in-flow.

### Proof of ROI
Measure revenue for every piece of content to prove sales impact.
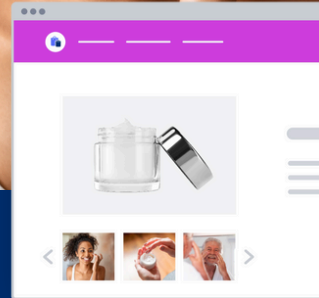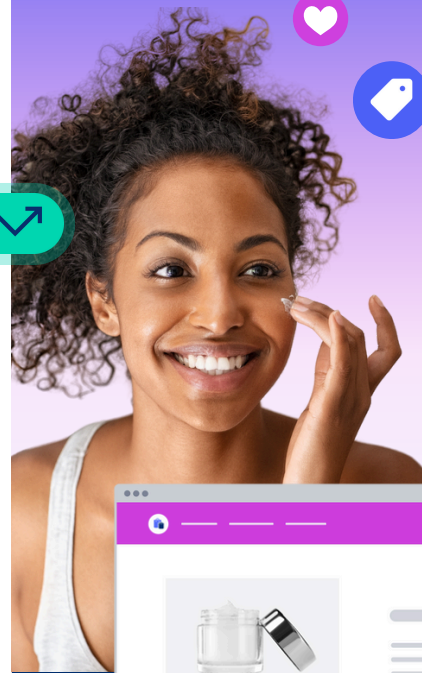
### Full-funnel reporting
Transparent metrics build confidence with partners.

## Put your content to work

Make your social content go further by bringing shoppable videos and photos from social channels to e-commerce sites to drive measurable sales.

**With Bazaarvoice Social Commerce**, you get immersive, brand-safe content working where decisions happen.

**Request a demo today**