



bazaarvoice™

13K+
brands & retailers

Visual Syndication Network

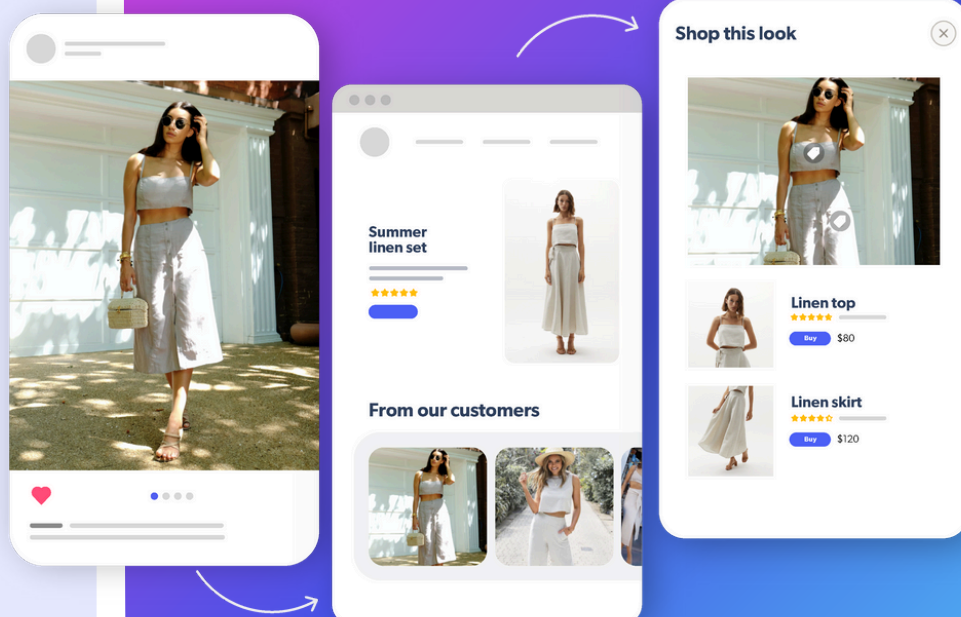
Your brands' best visuals, amplified on your PDPs.

Are your [Product Display Pages](#) (PDPs) truly captivating? Many retailers find their pages feeling a bit... quiet. They're missing that crucial buzz of real-world content, the kind that builds genuine trust and truly moves the needle on sales.

What if the most powerful content you need is already out there, and just waiting to find its way to your site? This guide is about a smarter way to bring your PDPs to life, turning them into vibrant, trusted spaces that convert, all without extra cost or effort!

What exactly is Visual Syndication Network?

Already trusted by over **1,750** brands worldwide and connected to more than **2,300** global retailers, Visual Syndication is a way to effortlessly channel the incredible visual content your brand partners are producing onto your product pages.



Here's how this connection works, simply and effectively:



Through this established network, you gain a steady stream of:

Real customer moments:

Authentic photos and videos from shoppers just like yours, sharing their genuine experiences. This is the ultimate word-of-mouth, visually.

Creator spotlights:

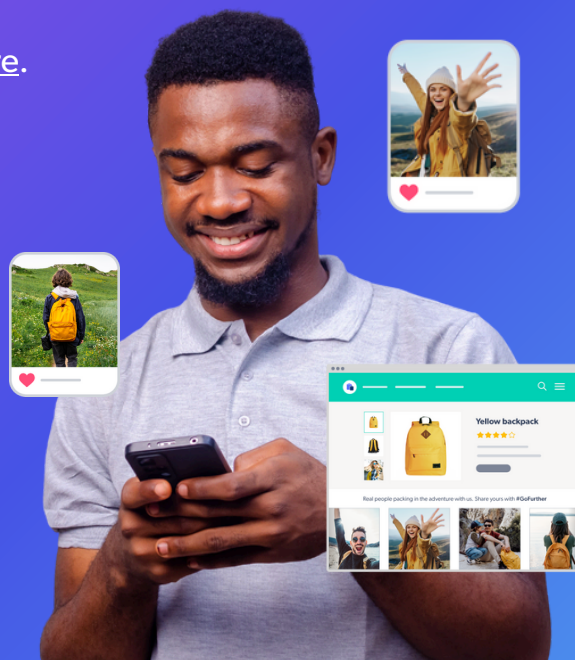
Dynamic, short-form video content from influential voices, showcasing products in compelling, relatable ways.

Social snapshots:

Curated visual stories that have already proven their power to engage audiences on social media.

Brands collect and product-tag this content within the Bazaarvoice Visual Syndication Network (VSN), ensuring it's intelligently matched to the correct PDPs on your site, which lets you reach your customers exactly where they are. Our network of **13000+** brands and retailers reaching **2.3 billion+** monthly shoppers then handles the complexities of content formatting and delivery, adapting to each retailer's unique requirements. Every content is carefully vetted and approved by the brands themselves, so you can trust it's ready to go.

This means you can get more product UGC in more places that convert, by putting your best UGC in front of your customers wherever they are.



What does this mean for your business?

Your brand partners' visual investments can now transform your site's performance effortlessly.

Here's how it helped Andi-Co, a distributor of premium European appliances for household and commercial use, drastically increase their product reviews and influence customer purchasing.



Prior to working with Bazaarvoice, you could probably count on one hand the number of reviews we had on partner sites. Now, there are hundreds or thousands, depending on the brand. This volume of reviews plays a major factor in winning over customers.

Robin Werth

Marketing Manager,
Andi-Co

[Read more](#)

Joining the network: your path to a stronger digital shelf

Bringing the Visual Syndication Network to your site is designed to be simple, requiring minimal effort:



Quick eligibility check:

If you're already a Bazaarvoice partner (for [Ratings & Reviews](#), ReviewSource, or other products), you're likely eligible to use this solution. A brief chat confirms.



Simple opt-in:

Once confirmed, it's a quick "yes". This leverages your existing Bazaarvoice connection - no new fees, systems, or complex integrations.



Transform your pages:

Content flows directly to your PDPs, enhancing the customer journey. You retain full control to review and moderate syndicated visuals, ensuring brand alignment.

Your best content is ready and waiting

Your brand partners already create the authentic, sales-driving content you need. Bazaarvoice offers a simple, cost-free connection to bring it directly to your customers. By joining the [Visual Syndication Network](#), you gain a powerful strategic advantage that boosts reach, deepens shopper trust, and significantly increases conversion rates.

Connect with your Bazaarvoice representative today and start bringing content that truly performs to your product pages.

[Contact us](#)