

Visual Syndication Network

Convert more with effortless visuals at scale

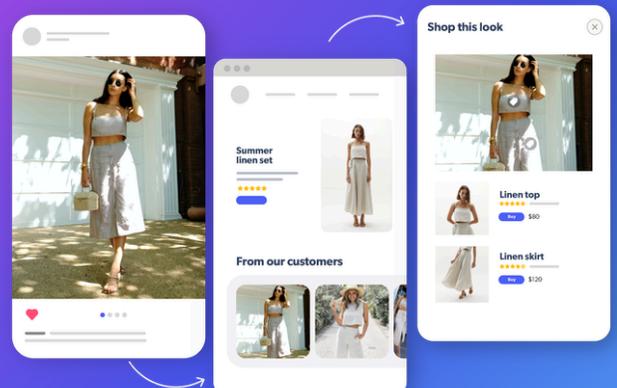
Are your [product display pages](#) (PDPs) truly captivating? Many retailers find their pages feeling a bit... quiet. They're missing that crucial buzz of real-world content, the kind that builds genuine trust and truly moves the needle on sales.

What if the most powerful content you need is already out there, and just waiting to find its way to your site? This guide explores a smarter way to activate your PDPs by leveraging a pre-existing stream of creator content. We're removing the manual friction of sourcing so you can focus your Social Commerce investment where it matters: the conversion.

What exactly is Visual Syndication Network?

Bazaarvoice helps you source high-impact visuals from eligible brands across our network of 600+ partners, directly to your site. You get a steady stream of:

- + Real customer moments (UGC):**
Authentic photos and videos from shoppers sharing genuine product experiences.
- + Creator spotlights:**
High-impact visual content from influential voices and brand loyalists that adds professional-grade social proof to your product pages.
- + Social snapshots:**
Curated visual stories proven to engage audiences on social media.





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 have **Bazaarvoice Social Commerce Galleries** implemented on your site, you are likely ready to start receiving and displaying syndicated brand content. A brief chat with your account team can confirm your technical setup and next steps.



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 complete control to review and moderate syndicated visuals, ensuring brand alignment.

What this means for your growth?

This isn't just about aesthetics; it's about your bottom line. When retailers bring these real-world moments to their shoppers, the impact is massive:

292%

increase in conversion



55.53%

increase in time on site



22.95%

increase in average order value



Bazaarvoice Gallery performance benchmarks, 2025



Showing real people using our products in a lifestyle setting gives us powerful social proof and is reinforcing the real-world.

Jordan Gold

Director of E-commerce from Takeya

[Click here to read more](#)

Your best content is ready and waiting

Your brand partners are already creating the content your customers want to see. We provide the cost-free connection to receive these high-quality assets directly from the source. By joining the [Visual Syndication Network](#), you gain a decisive strategic advantage that boosts reach, deepens shopper trust, and significantly increases conversion rates.

Ready to bring that energy to your pages? Let's chat.
Reach out to your Bazaarvoice representative today and let's get started.

[Contact us](#)