



Additional Resources

What is Walmart Spark Reviewer?

Walmart's exclusive community of loyal shoppers where members receive free products in exchange for authentic, quality reviews! [Check out our two-pager](#) for everything you need to know!

How many units should I sample?

[A sampling unit](#) represents a single inventory item that you can offer to the sampling community in exchange for a genuine, unbiased product review. There is no minimum number of units that you need to purchase, but please work with Walmart to determine the appropriate number of units per SKU. If your product has variants that are setup to share reviews on Walmart PDPs, you can optimize your units based on the inventory available. Read more about what types of products can share reviews [here](#).

What products are best to sample?

More reviews lead to more purchases. A single review can make a difference, with 1 review leading to a 10% lift in orders. Each additional review increases lift, with 50 reviews resulting in a 30% lift in orders. While all products can be ideal for sampling, we recommend prioritizing sampling for:

- Collecting reviews for soon-to-be released products - all you need is your Walmart item ID all you need is your Walmart item ID, a product image, and the FMV for the product!
- Increasing review count or improving star rating for existing or low reviewed products
- Increasing review count to be competitive within a product category
- Collecting fresh content for seasonal and promotional products

What happens next?

Within a week of completing your purchase, you will receive a welcome email with instructions to get started and introduce your Account Manager who can answer any additional questions about the sampling process and how to kick off your first sampling campaign.

After you receive the welcome email and are ready to start sampling, you will update the [sampling nomination form](#) and submit the completed form to support@bazaarvoice.com to launch your product offer to Walmart community members. You will need to submit a new nomination form for each sampling campaign that you would like to run.

You will communicate with our sampling operations teams for each campaign via the support case or email used to submit your nomination form. You can view your campaign results in real time by logging into your sampling dashboard at portal.bazaarvoice.com. Once your campaign is complete, we will provide you with reporting on the success of your campaign.

To view an approximate timeline of your campaign milestones, use our [Sampling Calculator](#) to plug in when you want to see reviews onsite, plan to submit the nomination form and whether you purchased fulfillment from

Bazaarvoice. Sampling units purchased via this checkout link will expire in 12 months and are considered used once the sampling nomination form is submitted.

High Level Sampling Process Overview

Once you have submitted your nomination form, your campaign will move through the following process:

1. Nomination form intake will be confirmed by sampling team - please keep an eye out for any follow-up questions
2. If you are fulfilling orders in-house you will receive the campaign fulfillment file that contains the fulfillment information for members who have opted into your campaign within ~2-weeks
3. You will return the fulfillment file with tracking information to the Bazaarvoice team and ship the products to members. Please alert the team that the fulfillment file has been completed by responding to the email that initially notified you that the file was available
4. Members will begin submitting their reviews over the next month as they receive their products
5. You can expect a campaign report roughly 1 month after items have shipped providing you with your specific campaign / product details