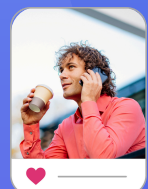
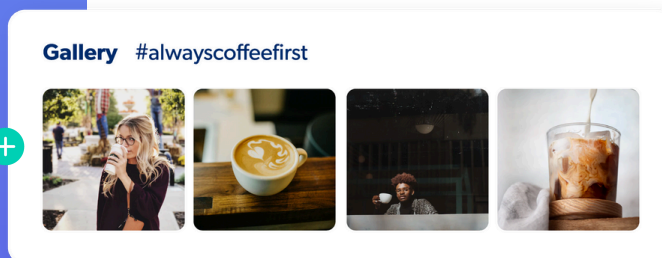




bazaarvoice™

What's really holding back your PDP?

A 2-minute myth-busting guide



The usual crop of challenges

You have reviews, but most brands aren't fully leveraging user generated content (UGC).

Product pages feel 'okay'. but under the surface, they're quietly hurting conversion, retailer demand, and digital shelf performance.

What could be the blockers?

The short answer is: Stale reviews, lack of internal metrics to measure PDP performance, and missed opportunities for regulatory or reputational compliances.



Debunking myths that are far too common

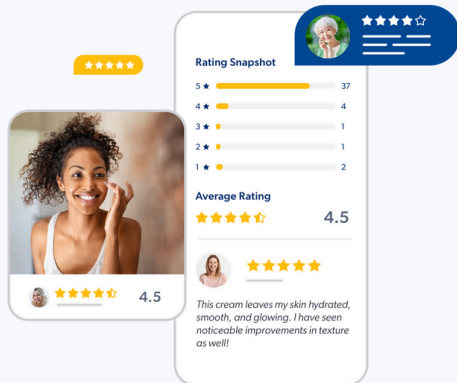
Don't let industry myths stall your PDP conversions.

Run through this list in under 2 minutes to uncover retail truths.

Myth	Reality & Action
We have reviews, so we're good.	False. Old or generic reviews don't build trust or drive sales. Inject fresh, relevant feedback with a power-packed sampling program.
A few 5-star ratings is enough.	False. A healthy review mix: Recency, volume, diverse sentiment, these are what retailers value. Use Galleries to showcase real experiences.
UGC is just nice to have.	False. UGC (reviews + customer photos/videos) is a conversion engine. Layer on visual Galleries for deeper shopper engagement.
If it's online, it's optimized.	False. Most PDPs are missing up-to-date UGC. Schedule regular content refreshes and audits for compliance and reputation.
Retailers don't care about details.	False. Retailers track page health; optimize shelf visibility with robust, dynamic UGC and integrated Galleries.

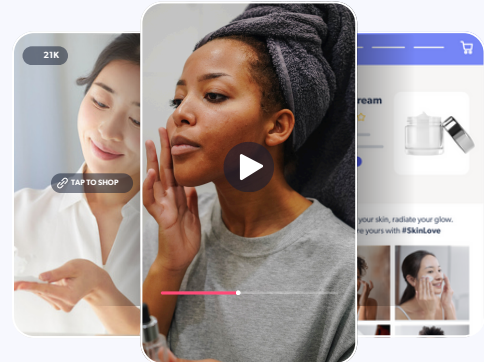
A checklist to start optimizing your PDPs today

There's an easy way to get started on the best practices.



> Ratings & Reviews

Ensure a steady flow of new, authentic reviews.



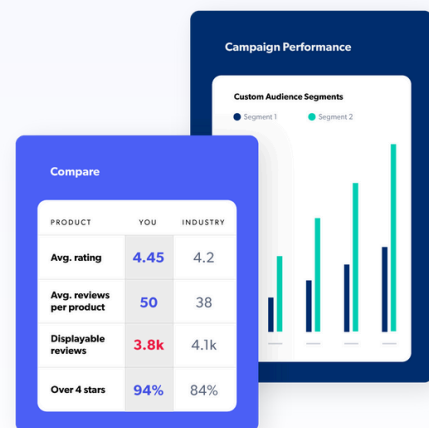
> Galleries

Feature real, shoppable customer photos/videos.



> Sampling

Drive review freshness and relevance with targeted campaigns.



> Regular audits

Review metrics and compliance, not just volume.

Here's a 1-minute audit to get started

Pull up your PDPs and check for:



Old reviews
(>3 months)



All-positive/no-negative
feedback



No real customer
images/videos



Too many
AI-generated reviews



Lack of new content from
sampling campaigns
displayed



Missing metrics or
content audit results

If you check more than two boxes, you're likely doing a disservice to your conversion and retailer trust.

Transform static pages into dynamic conversion machines

Stop the myth chasing.

Start optimizing with R&R, Galleries, and Sampling. Let Bazaarvoice guide you in making your UGC work smarter for you.

Ready to level up your PDPs?
Book a strategy session now.

[Contact us](#)