

BAZAARVOICE, INC. TryIt Community Sampling

Service Overview

TryIt Community Sampling allows clients to accelerate review collection by running products sampling campaigns with the Bazaarvoice TryIt Community.

TryIt Community

The TryIt Community is an online group of engaged consumers who are eligible to receive sample products from participating brands in exchange for their authentic reviews. Community members have an expectation of leaving reviews on each of the products that they sample and risk losing their membership privileges if they fail to review at least 75% of the products they receive.

Bazaarvoice's Responsibility

1. Once you have identified the products that you would like to have sampled, Bazaarvoice will include the products you've selected in campaigns designed to invite Community members to select products they wish to sample.
2. At the end of the campaign, Bazaarvoice will provide you with a fulfillment file that includes the product and shipping information for the items that were selected by the Community members.
3. Once you have shipped the products to the Community members and provided Bazaarvoice with shipping confirmation and tracking information, Bazaarvoice will update the TryIt Community Sampling portal with this information and schedule an email to be sent requesting a review.
4. Upon receiving a review, Bazaarvoice will submit the review through the standard Bazaarvoice moderation process. After the review has passed through moderation, it will be made available for display.

Client's responsibility

1. Identify the products and the quantity of units that you would like offered to Community members for sampling.
2. After your products are selected by Community members, and Bazaarvoice has provided you with a fulfillment file that includes shipping information, you are responsible for packaging and shipping the product samples to the corresponding Community members. In order to maintain an engaged sampling community, it is imperative that the products be shipped promptly. Products should ship no later than 30 days after you receive the fulfillment file.
3. After the products have been shipped, you must provide Bazaarvoice shipping confirmation and tracking information.
4. In regard to the products you ship, you warrant the following:
 - (i) none of your materials or products will be in violation of any applicable laws;

bazaarvoice:

- (ii) the products will be provided to consumers at no cost;

- (iii) none of the your materials or products will contain any subject matter which will, or is likely to, give rise to any actions based on any of the following: libel, slander, defamation, or unfair product comparison; indecent, false, misleading or deceptive conduct or advertising; the infringement of any rights (including Intellectual Property rights) of any third party; the infringement of any moral rights of any third party; or infringement of any relevant privacy laws; regulations, licenses, codes or applicable laws regarding the Products.

Response Rate

TryIt Sampling Community members agree to write authentic reviews on a minimum of 75% of the items they receive. Individual community members that fail to leave a review on their first product selections are removed from the program. This ensures that we have an active, engaged community. Bazaarvoice cannot control whether an individual leaves a review, therefore Bazaarvoice makes no warranty that a sampled product will generate a review.

Review Sentiment and Badging

Each member of the TryIt Community is required to leave their authentic opinions on the products they have sampled. Bazaarvoice cannot guarantee that the reviews these members submit will be positive in nature, nor would we effort to do so. Authentic user reviews drive increased confidence for other shoppers when they are making their purchase decisions. Additionally, all reviews that are collected via this program will be badged where they are displayed indicating that the user received a free product in exchange for their honest feedback.

What If My Products Aren't Selected?

Bazaarvoice will include each of your selected sample products in a designated campaign, but Bazaarvoice cannot guarantee that your products will be selected by our TryIt Community members. If there is excess inventory at the end of a campaign, Bazaarvoice may, at its discretion, elect to include the products in a future campaign, at no additional cost. There are no refunds for unclaimed products or for prepaid units that go used during the term of the Agreement.