



HOW BRANDS FIND, REACH, AND  
WIN CONSUMERS WITH BAZAARVOICE  
AND CONSUMER-GENERATED CONTENT

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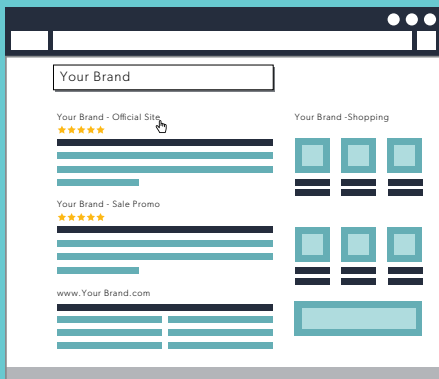
# SHOPPERS AREN'T PLAYING HARD TO GET. THEY ARE HARD TO GET.

For most consumers, the typical path to purchase has become increasingly complex as they are inundated with product choices, endless information, and a barrage of advertising. According to marketing research firm Yankelovich, shoppers are subjected to over **5,000 marketing messages every day<sup>1</sup>**, with most being interruptive rather than relevant to their wants or needs. Today's consumers are always connected, but their attention is divided across a multitude of shopping channels and devices. In turn, it is more difficult than ever for brands striving to stand out in a noisy marketplace. To empower marketers to overcome this challenge, Bazaarvoice has developed holistic software solutions and best-in-class services that allow brands to find, reach, and win consumers in today's overcrowded shopping landscape.

In this e-book you will learn how a diverse set of brands partnered with Bazaarvoice to successfully harness the power of consumer-generated content (CGC) such as ratings, reviews, and curated visual content. With authentic CGC, these brands were able to increase awareness, improve consideration, and drive sales conversion while turning customers into brand advocates.

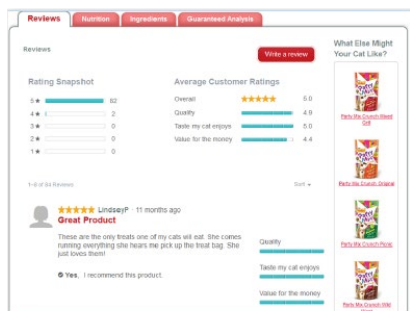
# BE FOUND, NOT FORGOTTEN

Driving awareness is one of the largest challenges brands faces. This includes being discovered by consumers as they search for the perfect product. Now, more than ever, consumers are taking the reins and opting for a more self-guided path to purchase. In most cases, this process starts with online search.



60% of consumers<sup>2</sup> start their research on a search engine before heading to a specific website. And when consumers search, they click on organic results 94% of the time<sup>3</sup> — with 70% of all clicks<sup>4</sup> hitting the first five search results.

Search engines love the freshness and volume that consumer-generated content provides. The inclusion of the five-star rating snippets and keyword-rich review content significantly lifts click-through rate and improves rank position in search engine results pages. On average, Bazaarvoice clients experience an incremental lift of 15–40% in organic search traffic when ratings and reviews are displayed on product pages.



When **Friskies** implemented Bazaarvoice Conversations, **adding consumer-generated review content to its product pages increased organic traffic by 28%**.

Bazaarvoice research reveals that category-level searches represent 60–70% of all non-homepage organic site traffic. An A/B test with **Academy Sports and Outdoors** showed that **SEO results jumped an average of 2.8 Google result spots when using Bazaarvoice Spotlights**. This equates to 2,676 shoppers per day, and nearly 1 million visitors per year.



**“Before Spotlights, we were optimizing category pages by touching each individual page and writing content for it.”**

—Napo Ghonda, SEO Manager, Academy Sports and Outdoors

# THE REVELATION OF RELEVANCE

While consumers are proactively searching for products on their own, brands still need to be able to target them to raise awareness. Bazaarvoice Advertising allows brands to find consumers that are currently in market for their products, making their advertising efforts more relevant and less interruptive. This relevance often leads to a more receptive consumer and better campaign results.

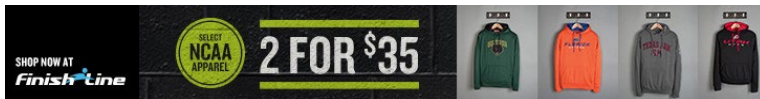
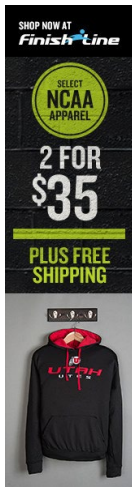
Bazaarvoice is able to do this because of its unique first-party data, collected directly from real in-market consumers, right as they are shopping. This gives visibility into what an individual consumer is shopping for, which brands they have considered thus far, and what they have recently purchased across the web and devices.

This contextual data is invaluable when used to serve those consumers advertising that will best speak to their needs, placing the right ad in front of the right consumer efficiently cuts through the noise. Equally important, this first-party data also ensures that brands are not simply retargeting shoppers over and over, especially if it is for a product they have already purchased.

Smarter targeting of real-time shoppers drove results for **Finish Line**, a leading sports apparel brand, with custom shopper segments. In a head-to-head A/B test, segments built on Bazaarvoice first-party data performed significantly better than segments built on traditional third-party data. As a result, **Finish Line's display ad campaign saw a return on ad spend (ROAS) rate that was 3.6x higher using custom Bazaarvoice Shopper Segments built on first-party data as compared to off-the-shelf third-party audience segments. There was also a healthy 3.4x higher view-through rate (VTR).**

**"We're open to trying new, innovative approaches, with an eye towards improved results. Bazaarvoice made it simple to get the campaign off the ground in a few short weeks and more importantly, was able to clearly demonstrate results with their unique reporting."**

—Lora Loesch, Director of Digital Finance & Paid Marketing at Finish Line





**EGO** uses Bazaarvoice Advertising to efficiently reach and engage active shoppers who are truly in-market for lawn mowers and other power tools. **One 2016 ad campaign that EGO ran netted a 200% lift in brand consideration, as compared to those who didn't see the ad.** Additionally, by incorporating their authentic review content in Word-of-Mouth Ads, EGO was able to reach shoppers with relevant and useful messaging to help guide them through their path to purchase.

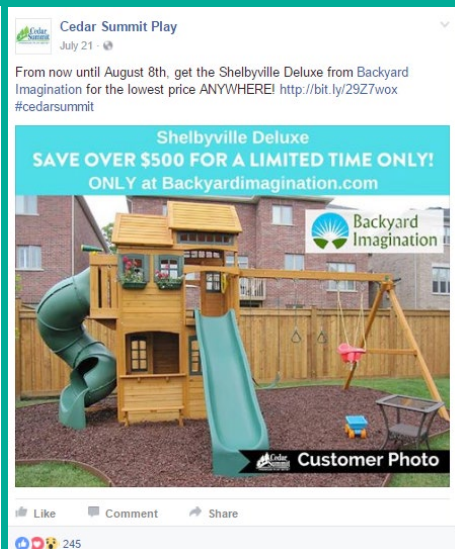


 **200%**  
lift in brand  
consideration



# BE AN OMNIPRESENT BRAND TO BUILD CONSIDERATION

As consumers comparison shop, brands need to be everywhere consumers are in order to drive influence and build consideration. Syndication through the Bazaarvoice Network allows brands to publish consumer-generated content on multiple retailer sites to ensure it is seen and has impact.



**Solowave**, a designer and manufacturer of outdoor living products, **has leveraged Bazaarvoice to syndicate more than 2,000 reviews across multiple retailer sites to extend brand reach and increase sales.** In addition to publishing ratings and reviews, and curated consumer-generated photos, Solowave uses Bazaarvoice Connections to respond to consumer reviews and questions directly on retail partner sites.

Electronics and appliances brand **LG** also finds value in the ability to provide answers to shoppers' questions on retailer sites, as it pays off directly in increased sales of LG products. On one major retailer's website, visitors who interacted with the question and answer feature on LG product pages converted at a higher rate and showed a higher average order value than those who didn't.

The screenshot shows a product page for an LG Electronics 4.5 cu. ft. High Efficiency Front Load Washer with Steam in White, ENERGY STAR. The price is \$809.10. Below the product details, there is a Q&A section. A user named 'bonesdad' asked a question on December 6, 2016: "Does this have an internal water heater?". The answer, provided by the retailer, states: "On home depot's specifications this washing machine says it has an internal water heater. On LG's website, though, this model looks like it doesn't." The page also includes navigation links, a search bar, and a 'Save to List' button.


**“We’re no longer just relying on people coming back to our website to get more information about the product they’re considering on a retail site. If they have one or two questions they need clarification on, we’re right there to give them the answers and get them closer to a purchase decision.”**

—Bob Buhowski,  
Digital Marketing Group,  
LG

# WIN CONSUMERS WITH TRUSTED CONTENT

Winning over consumers has become more challenging as they have become increasingly savvy and skeptical of marketing messaging coming directly from brands. This is evidenced by the fact that 81% of shoppers conduct online research before buying<sup>5</sup>, and trust ratings and reviews over 3x more than traditional marketing<sup>6</sup>. As a result, shoppers are turning to consumer-generated content like ratings and reviews, photos, and videos to compensate for this trust gap.

In the tremendously competitive market for running equipment, **Univers-Running** relies heavily on consumer-generated content to help consistently win the mindshare and wallets of consumers. **Since implementing Bazaarvoice, Univers-Running.com has seen a 110% uplift in the conversion rate among online visitors who interact with Ratings and Reviews or Questions and Answers compared with those who don't.**



**KlemAUC**

Amiens, France

Avis 1  
Votes 0

Âge 25 à 34 ans

Sexe Homme

Discipline préférée  
Trail


Niveau de pratique  
Entre 3 et 5 ans

★★★★★ · il y a 6 jours

1ère sensation agréable

Pas encore essayer sur une sortie mais la première sensation et un grand confort et une assez bonne légèreté pour une chaussure de trail. Je les test demain soir à l'entraînement et dimanche sur un trail de 42,7km.. Je mettrai à jour après la course. Et sérieux, elles ont de la l'allure non?

Oui, Je recommande ce produit.




Confort

Accroche

Maintien

Protection

Set avis vous a-t-il été utile ? Oui · 0 Non · 0 Signaler



Réponse de Univers-Running.com :

Cynthia Staff UR · Staff UR · il y a 6 jours

Hello Clément ! Top, je te remercie pour ses premières sensations évoquées et ses photos. J'ai hâte de connaître ton ressenti sur le terrain ;)

En attente de la mise à jour, je te souhaite de bonnes courses !

Carrément, qu'elles ont de l'allure ! C'est vraiment une chaussure de trail très travaillée par New Balance, Enjoy ;)

**“We worked with another review solution previously, but it was too simple. Bazaarvoice goes much further than collecting average ratings and overall reviews.”**

—Arnaud Wolak,  
Managing Partner,  
Univers-Running


**“We particularly appreciate the consultants and engineers who provide us with personalized service and innovative solutions to meet all of our needs.**

—Pauline Colasse,  
Marketing Manager,  
Univers-Running

4 BIKE TOURS

## PARIS DAY BIKE TOUR

★★★★★ “The Day Tour was a terrific way to get a feel for the geography of Paris and its main attractions.” Bruce, New Zealand




Whether you're a Paris rookie or traveled veteran, our goal is not to overwhelm you with boring dates and stories. Instead, we offer you the famous sites, a great orientation, all the educational info, heaps of unique and fascinating stories, fantastic photo ops, a comfortable bike and superb personal service from your guide. Es-

±3.5 hours  
Reservation recommended

BIKE TOURS 5

## PARIS NIGHT BIKE TOUR

★★★★★ “I can't recommend the Night Tour more highly than to say it was the highlight of our stay in Paris.” Jean, United Kingdom



Bike through the Latin Quarter and witness the best nightlife in town. Ride around the Île de la Cité, along the river and enjoy ice cream at Berthillon (the most famous ice cream shop in Paris). Cross over the picnic-filled Pont des Arts bridge and enjoy the sunset over the Paris rooftops. See

±4.5 hours  
Reservation recommended

Bazaarvoice client **Fat Tire Tours**, which offers activities and tours in major cities around the world, recognizes that CGC in all forms, especially visual content, is a great way to engage with consumers.

**Using Bazaarvoice Conversations, Fat Tire Tours has collected thousands of reviews of its tours and activities in Paris, Barcelona, Berlin, and London and shared them online to much success — as demonstrated by a 49% lift in conversions among visitors who interact with reviews.**

Travelers' photos and videos are just as important to Fat Tire Tours as reviews — if not more so, given the emotional appeal of travel memories captured in pictures. With Bazaarvoice Curations, the company displays guests' photos and videos — and not just those posted on the company's website, but also images from Instagram, Facebook, and other social channels.

**Fat Tire Tours experienced a**  
 **49%**  
**lift in conversions**  
**among visitors who interact**  
**with reviews.**



*"I rented this beautiful Rachel Gilbert dress for a work Gala event. I absolutely loved the dress!" Courtney, Sydney*



*"I rented this dress last weekend and it was amazing! Such a fabulous service. I will definitely be renting for other events from here." Sophie, Melbourne*



*"This is my second hire from GC and both times the customer service was A-mazing! I've hired elsewhere and it wasn't that great which makes you nervous when you have a big event coming up so thanks again! xo" Fleur, Brisbane*



*"Perfect summer time wedding dress. Had so much fun in this dress. Fitted perfectly and suited the occasion." Kate, Perth*

Similarly, the fashion rental brand **GlamCorner** found that authentic consumer-generated content helped them win customers over and give them the confidence to purchase. **After just three months of using Bazaarvoice Conversations and Curations to collect and post customer reviews, which often include photos and videos, GlamCorner saw conversions increase by 30%. Order volumes and revenue also grew substantially. GlamCorner reported a 50% reduction in returns and refunds within seven months of implementing Bazaarvoice Conversations.** Fewer returns and refunds mean lower costs for GlamCorner and — more to the point — a better customer experience.

**"Consumer-generated content is the single most important driver of our business growth."**

—Dean Jones, CEO, GlamCorner



## CONCLUSION

Many brands are still adjusting to today's marketplace, where consumers are in the driver's seat. While shoppers now seek the information they require to make purchase decisions on their own terms, rather than being pushed marketing messaging, brands still play an important role in the shopper journey. By leveraging consumer-generated content, brands can facilitate the peer-to-peer opinions and recommendations consumers rely on. And, when brands need a scalable way to systematically collect customer feedback and easily share it with other consumers — be it ratings and reviews, photos or videos — they can rely on the software and best-in-class services of Bazaarvoice.

**For more information, visit [bazaarvoice.com/products](https://bazaarvoice.com/products).**

## ABOUT BAZAARVOICE

Bazaarvoice helps brands and retailers find and reach consumers, and win them with the content they trust. Each month in the Bazaarvoice Network, more than one-half billion consumers view and share authentic consumer-generated content (CGC), including ratings and reviews as well as curated visual content across 5,000 brand and retail websites. This visibility into shopper behavior allows Bazaarvoice to capture unique first-party data and insights that fuel our targeted advertising and personalization solutions.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas with offices across North America and Europe. For more information, visit [www.bazaarvoice.com](http://www.bazaarvoice.com).

# RESOURCES

<sup>1</sup> <http://www.nytimes.com/2007/01/15/business/media/15everywhere.html?smid=pl-share>

<sup>2</sup> <http://www.adweek.com/socialtimes/81-shoppers-conduct-online-research-making-purchase-infographic/208527>

<sup>3</sup> <https://econsultancy.com/blog/10586-ppc-accounts-for-just-6-of-total-search-clicks-infographic>

<sup>4</sup> <https://searchenginewatch.com/sew/study/2276184/no-1-position-in-google-gets-33-of-search-traffic-study>

<sup>5</sup> <http://www.adweek.com/socialtimes/81-shoppers-conduct-online-research-making-purchase-infographic/208527>

<sup>6</sup> <https://www.forrester.com/How%2BBranded%2BContent%2BWill%2BUnlock%2BThe%2BKey%2BTo%2BConsumer%2BTrust/-/E-PRE4784>

