



HOW BEST-IN-CLASS RETAILERS 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 shopping experience has become more complex than ever. Shoppers are now forced to navigate a path to purchase inundated with growing 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. With consumers' attention being divided across a multitude of shopping devices and channels, it has become more difficult for retailers to stand out and connect with shoppers. To empower marketers to overcome this challenge, Bazaarvoice has developed holistic software solutions and best-in-class services that allow brands to better find, reach, and win consumers in today's overcrowded shopping landscape.

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

# FIND YOUR BEST CUSTOMERS AND REACH THEM BY BEING RELEVANT

Most retailers have a narrow view of online shoppers and their behavior, only having visibility into the shoppers who have already visited their site. According to a recent survey from the CMO Council<sup>2</sup> and Bazaarvoice, **83% of marketers say that when it comes to customer data, they cannot see beyond their own web properties**, leaving many retailers in the dark.

Bazaarvoice is able to solve this challenge with a unique advertising solution that is powered by first-party data collected directly from 590 million consumers monthly, across 5,000 brand and retailer sites. With Bazaarvoice Advertising, retailers can identify shoppers that are actively in-market for products they sell, even consumers that have yet to visit their site. Once identified, these shoppers can be targeted with a highly relevant ad that often leads to a more receptive consumer and better campaign results. Equally important, the freshness of Bazaarvoice's first-party data also makes for an efficient campaign, ensuring that your shoppers are not simply being retargeted over and over, especially if it is for a product they have already purchased.

For example, a global IR10 retailer was able to drive sales and outperform benchmarks by targeting active shoppers with Bazaarvoice Advertising during a 2016 spring campaign. **The retailer's swimwear campaign drove \$1.9MM in sales, with a return on ad spend (ROAS) of \$37.49, while yielding an average order value of \$75.50. These results eclipsed all benchmarks set by the client, including a desktop click-through rate (CTR) by 55%, mobile CTR by 22%, and video viewability by 275%.**

## Using Bazaarvoice Advertising with a spring swimwear campaign generated:



**\$1.9MM in sales**

Return on Ad Spend (ROAS)

**\$37.49**

Average Order Value

**\$75.50**

**BENCHMARKS**

Desktop Click-Through  
Rate (CTR)

↑ **55%**

Mobile Click-Through  
Rate (CTR)

↑ **22%**

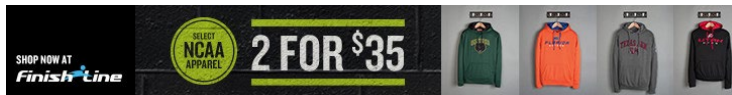
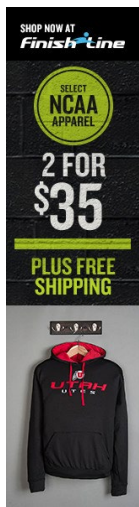
Video  
Viewability

↑ **275%**

Similarly, the leading athletic retailer **Finish Line** experienced success with custom audience 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 ROAS rate that was 3.6x higher and 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,  
Finish Line



# RISE ABOVE THE NOISE IN SEARCH WITH CONSUMER-GENERATED CONTENT

Now more than ever, consumers are taking the reins and opting for a more self-guided path to purchase, and in most cases this process starts with online search. 60% of consumers start their research on a search engine<sup>3</sup> before heading to a specific website. And when consumers search, they click on organic results 94% of the time<sup>4</sup> — with 70% of all clicks hitting the first five search results<sup>5</sup>. To drive traffic and create a more engaging shopping experience, retailers must keep the consumer's voice at the heart of their strategy.

Search engines like Google 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% lift in organic search traffic when ratings and reviews are displayed on product pages.

When **Appliances Online**, Australia's largest online appliance retailer, added a steady stream of rich consumer-generated review content to its product pages **by implementing Bazaarvoice Conversations**, organic search traffic increased 26%. This increased traffic also translated to sales, with the retailer experiencing a 91% lift in conversion among website visitors who interact with ratings and reviews.

The screenshot shows a product page for an Electrolux EWF12B32 8kg Front Load Washing Machine. The price is \$919, with a \$140 discount. The page includes a 'Reviews' section with a 'Rating Snapshot' and a customer review from PorchyPom.

Rating	Count
5★	25
4★	4
3★	0
2★	0
1★	0

**Average Customer Ratings**

Overall	★★★★★	4.9
Price / Value for Money	★★★★★	5.0
Build Quality	★★★★★	5.0
Ease of Use	★★★★★	4.9

**Customer Review:** PorchyPom - 2 months ago  
 Great Machine!

It's replaced my Electrolux 7kg front loader that worked a charm for 8.5 years & I like this one so much better so would strongly recommend this brand if you are looking to buy a new machine.

**“We really like the fact that we constantly benefit and improve our customer experience from new features as part of our ongoing partnership with Bazaarvoice.”**

—Tim Griffin,  
 Head of Data and Innovation,  
 Appliances Online



Bazaarvoice research shows that category-level searches represent 60–70% of all non-homepage organic site traffic. An A/B test with sporting goods retailer **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.

Not only does Bazaarvoice Spotlights provide a scalable way to add SEO-friendly content on high traffic category-level pages, it also replaces what Academy Sports and Outdoors SEO Manager Napo Ghonda calls “merchant speak” with customer-centric search phrases that have credibility for shoppers.



**“When the customer writes ‘this is the best bike,’ that carries a lot more weight than when we write it.”**

—Napo Ghonda, SEO Manager, Academy Sports and Outdoors

# WIN CONSUMERS WITH TRUSTED CONTENT AND ATTRIBUTE YOUR EFFORTS

Winning over consumers has proven to be more challenging as they have become increasingly savvy and skeptical of marketing messaging coming directly from brands and retailers. This is evidenced by the fact that 81% of shoppers conduct online research<sup>6</sup> before buying and that these consumers trust ratings and reviews **over 3x more** than traditional marketing.<sup>7</sup> As a result shoppers are turning to consumer-generated content, like ratings and reviews, social photos, and videos to compensate for this trust gap and retailers can see the impact, both online and off.

Let's look at the bicycle retailer **Halfords**. Since implementing Bazaarvoice Conversations, the retailer has seen significantly improved conversion rates among shoppers that interacted with ratings and reviews. **Consumers that had either read or written reviews converted 82% higher. Furthermore, shoppers that interacted with ratings and reviews were more engaged, visiting 180% more pages per session.**

halfords

Search Halfords by: [input] Help Store Account Basket

Cycling Technology Motoring Workshop & Tools Leisure Kids Zone Others Gifts Trade Card **The BIG Price drop**

Home > Cycling > Bikes > Classic Bikes > Pendleton Somerby Hybrid Bike - Blue

Pendleton Somerby Hybrid Bike - Blue

£250 4.7 ★★★★★ 199 Reviews

Half price basket when you buy selected Pendleton bikes

Choose Your Frame Size

How can I get it?

Live Chat

★★★★★

**Victoria Pendleton Somerby Bike** 12 January 2017

**Beckydob** from Newton Aycliffe, UK **Age Group:** 45 - 54 **Gender:** Female

I pre-ordered the bike for collection from the Durham Branch of Halfords. It was extremely busy, however the assistant apologised for the wait and was very efficient, polite and professional when serving. I am very impressed with the item and found no problem with collection. Would recommend!

✓ I recommend this product!

Was this helpful? 👍 YES 0 👎 NO 0

Write a review

Buy

This review is from Pendleton Somerby Hybrid Bike - 1".

★★★★★

Very trendy

12 January 2017

TrudyAdey from Harrogate, UK **Age Group:** 35 - 44 **Gender:** Female

We do not store your name with this bike but we have halfords. Only available if that was the original order and you have called the store.

With Bazaarvoice, retailers are also able to work closely with the brands they carry to give consumers a positive shopping experience. This includes syndicating consumer-generated content from partnering brand sites to bolster content volume, as well as allowing brands to answer consumer questions directly on the retailer site.

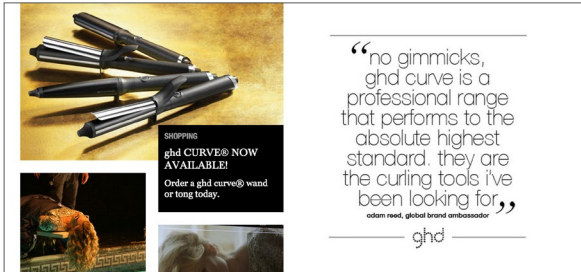
Electronics and appliances brand **LG** finds value in the ability to provide answers to shoppers' questions on retailer sites, as it pays off directly in increased sales of LG products. On one major retailer's website, visitors who interacted with the question and answer feature on LG product pages 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 4.5 cu. ft. High Efficiency Front Load Washer with Steam in White, ENERGY STAR. The product is priced at \$809.10. Below the product details, there is a Q&A section with one question: "Does this have an internal water heater?" asked by Greg on September 23, 2016. The answer, provided by LG on September 26, 2016, states that the built-in water heater is located under the washer's feet for the ENERGY STAR Qualified LG 4.5 cu. ft. High Efficiency Front Load Washer with Steam in White, Model # WJ10227RWS, to boost the hot water temperature for extra hot settings which would need for the Steam technology listed under the Fabric Care Features on the LG site. -NIV

**“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

And it's not just about written reviews or questions and answers; consumers are highly influenced by visual content such as photos and video. When they find photos taken by or showcasing shoppers just like them, they are more eager to press that "buy now" button. A Bazaarvoice study shows that when visual content is combined with ratings and reviews and/or question and answers, conversion at the retail product detail page increases 40%.



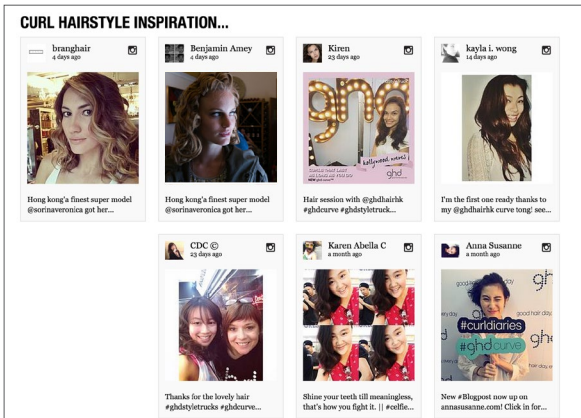
SHOPPING  
ghd CURVE® NOW AVAILABLE!  
Order a ghd curve® wand or tong today.

“no gimmicks, ghd curve is a professional range that performs to the absolute highest standard. they are the curling tools i've been looking for.”  
—adam reed, global brand ambassador  
ghd

**“With Curations content on product pages, consumers can see what real people can actually achieve with the product. That’s so much more compelling than a glossy model shot.”**

—Rob Pye,  
General Manager,  
ghdhair.com

**CURL HAIRSTYLE INSPIRATION...**



branghair 4 days ago  
Hong kong's finest super model @victoriaveronica got her...

Benjamin Amey 4 days ago  
Hong kong's finest super model @victoriaveronica got her...

Kiren 23 days ago  
Hair session with @ghdhairhk #ghdcurve #ghdstyletruck...

kayla l. wong 14 days ago  
I'm the first one ready thanks to my @ghdhairhk curve tong see...

CDC © 23 days ago  
Thanks for the lovely hair #ghdstyletrucks #ghdcurve...

Karen Abella C 8 months ago  
Shine your teeth till meaningless, that's how you fight it. | #reelife...

Anna Susanne 1 month ago  
New #Blogpost now up on annasusanne.com! Click in for...

## CONCLUSION

**Be the retailer consumers are looking for.** Many retailers are still adjusting to a marketplace where consumers are in the driver's seat. Shoppers now seek out the information they require to make purchase decisions on their own terms, whether at home or in-aisle. By leveraging consumer-generated content, retailers can become a trusted resource for shoppers and give them the confidence to turn browsing into buying. When retailers need a scalable way to collect and share customer feedback with other shoppers, be it ratings and reviews, photos or videos they can rely on the software and best-in-class services of Bazaarvoice.

**To learn more about why more than 50% of the companies on the Internet Retailer 500 choose Bazaarvoice as their preferred consumer-generated content partner, please 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.bazaarvoice.com/research-and-insight/infographics/Shopper-Marketing\\_The-New-Rules-of-Engagement.html](http://www.bazaarvoice.com/research-and-insight/infographics/Shopper-Marketing_The-New-Rules-of-Engagement.html)
- <sup>3</sup> <http://www.adweek.com/socialtimes/81-shoppers-conduct-online-research-making-purchase-infographic/208527>
- <sup>4</sup> <https://econsultancy.com/blog/10586-ppc-accounts-for-just-6-of-total-search-clicks-infographic>
- <sup>5</sup> <https://searchenginewatch.com/sew/study/2276184/no-1-position-in-google-gets-33-of-search-traffic-study>
- <sup>6</sup> <http://www.adweek.com/socialtimes/81-shoppers-conduct-online-research-making-purchase-infographic/208527>
- <sup>7</sup> <https://www.forrester.com/How+Branded+Content+Will+Unlock+The+Key+To+Consumer+Trust/-/E-PRE4784>



