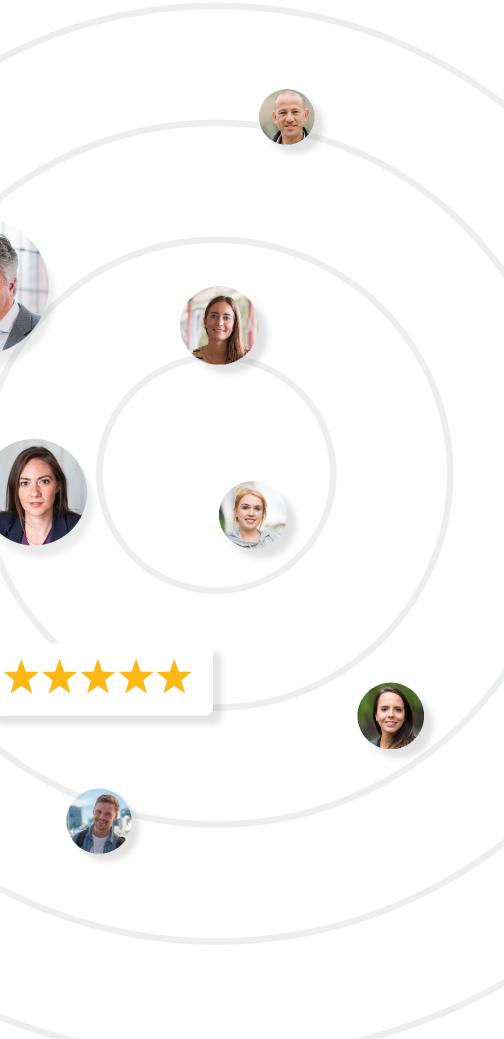# Programmatic Buyer's Guide

Bazaarvoice Advertising

Bazaarvoice Advertising

Access Active Shoppers Programmatically

Bazaarvoice Advertising, a first-party data advertising solution, allows you to power campaigns programmatically with rich intent data sourced directly from the millions of shoppers engaging with the expansive Bazaarvoice ratings and reviews platform.

The Bazaarvoice Advantage:

- 242M+ unique targetable shoppers
- 125M+ consumer products
- 6000+ brand and retail sites

How we build our audience segments:

Bazaarvoice qualifies users into audience segments based on various intent signals and data points:

- What categories of products does the user shop for?
- What interests does the user have, based on their shopping behaviors?
- Which products has the user viewed, researched, or purchased (down to the Stock Keeping Unit (SKU) level)?
- Which products is the user likely to be interested in, based on their past purchases?
- What types of products are similar users interested in?

These insights help us identify each user for precise targeting within audience segments.

Bazaarvoice audience segments are publicly available in The TradeDesk, Amobee, Salesforce Data Studio, and can be pushed to most other Demand Side Platforms. Contact **programmatic@bazaarvoice.com** or your sales representative for more information.

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Using Bazaarvoice Data Across KPIs

Whether your marketing strategy aims to raise awareness or drive conversions, Bazaarvoice audience segments will help you reach your target consumer.

YOUR MARKETING OBJECTIVE	ADVERTISING KPI	HOW BAZAARVOICE CAN HELP	EXAMPLE SEGMENTS
AWARENESS	• Click Through Rate • Viewability • Video Completion Rate • Reach	**Persona Segments** help you build awareness and positive sentiment for your brand and products for the right users.	• Active Online Shoppers • Fitness Enthusiasts • Tech Early Adopters • Pet Owners • New Moms
BRAND INFLUENCE	• Brand Lift or Influence Studies		
SEASONAL PROMOTION	• KPI Seasonality Lift	**Seasonal Segments** capitalize on insights from high-volume periods of shopping activity. Use these segments to enhance marketing initiatives during the most critical moments of the year.	• Trending Holiday Gift Shoppers • Home Entertainers • Mother's Day Shoppers • Deal Seekers & Coupon Cutters
SITE TRAFFIC & ENGAGEMENT	• Average Pageviews Per Consumer • Click-to-Visit Ratio • Unique Visitors • Cost Per Visit • Average Time On Site • View Through Rate	Use a **Custom Segment** to target deeper engagers, who are researching multiple relevant reviews.These users have demonstrated deep and focused interest – redirect their research to your site pages.	• In-Market Computer Peripherals Shoppers • In-Market Dogs Shoppers • Technology Geeks
ONLINE SALES, E-COMMERCE	• Return on Ad Spend • Cost Per Conversion • Conversion Rate	Focus on the most qualified and engaged shoppers with **In-Market Segments.** Bazaarvoice is uniquely able to find shoppers across a network of 6000+ brand and retail sites and target them down to the product SKU they are browsing. Maximize efficiency for sales strategies by anti-targeting recent purchasers with **Suppression Segments.**	• In-Market Food & Wine Shoppers • In-Market Arts & Entertainment Shoppers • In-Market Jewelry Shoppers • In-Market Sneaker Shoppers
OFFLINE FOOT TRAFFIC OR OFFLINE SALES	• Foot Traffic Study • Offline Attribution Study	If your products are commonly bought offline, don't forget that users pull up their smartphones in the store aisle to quickly verify purchases with online ratings & reviews – the type of shopping behavior that is recorded by Bazaarvoice for advertising usage. Our shopper segments used for targeting, restricted by geographic area, are a great way to find and reach users shopping where you have a store.	• Tech Early Adopters • Back to School > College
BRAND LOYALTY & REPURCHASE	• Lifetime Customer Value • ROAS	Target **Known Purchaser Segments** to promote repurchase, brand loyalty, or replenishment.	• In-Market Coffee/Tea Shoppers • New & Expecting Parents

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AWARENESS

Build brand recognition and grab attention from the right consumers. Enhance your awareness campaigns across KPIs using Bazaarvoice **Persona Segments** and **Seasonal Segments.**

- **Persona Segments** group consumers based on browsing and buying patterns, allowing you to target holistic shopper profiles.

- **Seasonal Segments** capitalize on trending shopping activities across our 6,000+ partner brand and retail sites throughout the year. No matter what the holiday or special event may be, your user is buying gifts, preparing to host or entertain, and making the most of sales events. Bazaarvoice tracks these activities and builds seasonal audiences to target the right consumers.

SAMPLE AWARENESS SEGMENTS

- **Active Online Shoppers:** Users who have been actively purchasing, browsing product pages, or reading ratings and reviews anywhere across Bazaarvoice's 6,000+ partner sites.

- **Fitness Enthusiast:** Our users' shopping intent signals help us understand who they are. Fit Athletes shop for nutrition supplements, athletic apparel, athletic gear, fitness trackers and technology, sports equipment, and more.

- **Holiday Gift Givers:** Shoppers browsing for trending gifts like jewelry, cologne, perfume, gadgets, and more.

HEAR FROM OUR CUSTOMERS ★★★★★

Using Bazaarvoice segments, a leading video game publisher used a mix of upper and lower funnel tactics to reach known gamers and build awareness around their newest game. Supporting a successful launch with the right targeted audience gave them an 86% and 81% completion rate for Desktop and Mobile video.

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CONSIDERATION

Engage with consumers as they become aware of a want or need and begin to research their choices. Bazaarvoice **Custom Segments** or **Predictive Purchasers** both help you intercept shoppers who are researching competitive or similar products.

- **Custom Segments** are built by a programmatic consultant at Bazaarvoice, tailoring intent signals for your specific needs and KPIs.

- **Predictive Purchasers Segments** draw on Bazaarvoice's exclusive insight into the shopper journey and what products a user views or purchases before becoming interested in the next product.

SAMPLE CONSIDERATION SEGMENTS

- **In-Market Coffee/Tea Shoppers:** Users who are looking for validation from ratings and reviews for coffee supplies and are likely to be interested in advanced coffee machines.

- **Family & Parenting Shoppers:** These users are in a deep engagement and consideration phase, reading multiple reviews for baby supplies within the past 45 days.

- **Predictive Home Theater System Purchasers:** Predictive analysis determines that these shoppers are likely interested in home theater systems based on their prior browsing and buying history.

HEAR FROM OUR CUSTOMERS ★★★★★

> *A leading quick-cup coffee maker used Bazaarvoice predictive audiences to improve reach and consideration for their new line of flavors. Bazaarvoice audiences outperformed all other data providers in the campaign for both consideration lift and product purchases across the entire line.*

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CONVERSION & SALES

The ultimate goal of all advertising initiatives is to inspire consumers to purchase. Bazaarvoice **In-Market Segments,** paired with **Suppression Segments** that eliminate recent purchasers, allow you to intelligently target the most focused group of shoppers who are still looking to make a purchase - maxing the efficiency of your ad spend.

- **In-Market Segments** help you find a shopper in the optimal moment of the user journey, when their behavior indicates they are in-market.

- **Suppression Purchasers** remove shoppers who have purchased from your audience in order to eliminate ad waste.

SAMPLE CONVERSION/SALES SEGMENTS

- **In-Market Pets Shoppers:** Target shoppers who shop for and purchase pet food and supplies. Bazaarvoice tracks these users across their engagements, taking note of cyclical purchase behaviors. With SKU-level product targeting, we can even pinpoint shoppers looking for particular species and breeds.

- **Past Purchasers of Televisions:** Whether you are selling TVs and want to suppress recent TV purchasers, or you are selling TV accessories and want to target TV buyers, this segment will help you reach the right shoppers at the right moment.

- **High End Retail Shoppers:** Target consumers who engage with ratings and reviews content at high end retailers within the rolling 45-day lookback. These users have demonstrated willingness to convert online and are transacting with frequency.

HEAR FROM OUR CUSTOMERS ★★★★★

An agency using Bazaarvoice in-market segments to drive sales for a leading fitness technology brand was so happy with performance after gaining a 56% lift in sales, they recommended our segments across campaigns for additional products.

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About Bazaarvoice

Bazaarvoice connects brands and retailers to consumers, so that every shopping experience feels personal. From search and discovery to purchase and advocacy, Bazaarvoice's solutions reach in-market shoppers, personalize their experiences, and give them the confidence to buy. Each month in the Bazaarvoice Network, more than 900 million consumers view and share authentic content including reviews, questions and answers, and social photos across 6,000 brand and retail websites. Across the network, Bazaarvoice captures 1.8 billion shopper signals monthly - data that powers high-efficiency digital advertising and personalization with unmatched relevance.

Get in touch to learn more. Bazaarvoice audience segments are publicly available in The TradeDesk, Amobee, and Salesforce Data Studio, and can be pushed to most other Demand Side Platforms. Contact **programmatic@bazaarvoice.com** or your sales representative for more information.

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