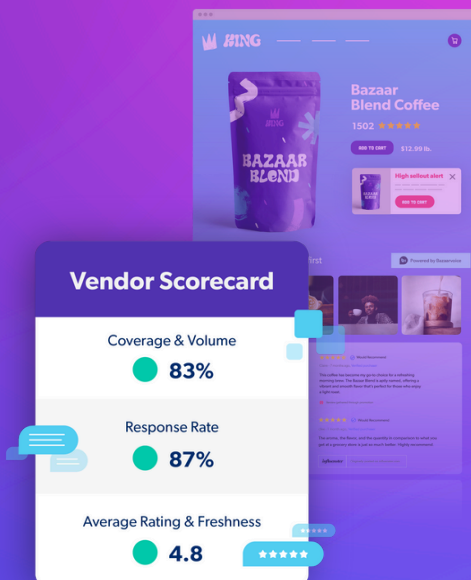


The vendor scorecard playbook

How top brands win retailer data

The rules of retail have changed. The vendor scorecard has evolved from a compliance burden into your single most powerful tool to grow sales and gain leverage with retailers.

Your score has become the data-driven foundation of your entire retail relationship. A high score proves you are actively helping the retailer solve their most pressing problem: driving digital sales and building consumer trust.



STRATEGIC IMPACT	WHY IT MATTERS
Unlocks leverage & partnership	A strong score moves you from a transactional vendor to a trusted strategic partner, leading to better terms and premium placement.
Guarantees CRO & PDP performance	Scorecard health is directly tied to the performance of your PDPs (product detail pages). Better scores = more trustworthy content = higher CRO (conversion rate optimization).
Identifies opportunity & trust	The scorecard reveals exactly where to focus resources for maximum impact on sales and consumer trust.
Critical UGC metrics	Retailers are now measuring: (i) Content coverage (zero is the enemy) (ii) Review volume/freshness (iii) Average star rating (iv) Response rate (how quickly you engage)

PRO TIP

Retailers see your response rate as a direct reflection of your customer service. It's often the fastest and easiest metric to improve for an instant score lift and a quick win with your retail partner.

The actionable strategy

You can't control inventory, but you can control your content. Bazaarvoice is your indispensable partner in executing these three actionable plays, driving performance on every critical UGC KPI.

	ACTION STEP	BAZAARVOICE SOLUTION	SCORECARD IMPACT
BUILD YOUR CONTENT COLLECTION ENGINE	Set it & forget it	Review response email automation: Use our platform to automate and optimize post interaction emails for a predictable, high-volume stream of content.	Boosts volume & freshness
	Turbo-boost new products	Product sampling: Leverage our Influenster network to generate 50+ honest reviews pre-launch, immediately solving the "zero review" gap and maxing out Coverage.	Maxes out coverage

	ACTION STEP	BAZAARVOICE SOLUTION	SCORECARD IMPACT
AMPLIFY YOUR BEST CONTENT	Instant scale & trust	Review syndication: Instantly push your high-quality reviews from your brand site across your entire retail network.	Elevates average star rating & volume across the channel
	Drive product excellence	UGC insights: Use review data to pinpoint why a rating is low (e.g., packaging vs. product quality) and fix the root cause.	Guarantees sustained rating improvement

	ACTION STEP	BAZAARVOICE SOLUTION	SCORECARD IMPACT
ENGAGE AND RE-ENGAGE	Own the conversation	Active moderation & response: Use the Bazaarvoice platform to monitor and respond to critical reviews directly on the retailer's site.	Maximizes response rate (an easy, fast fix!)
	Ensure quality	Training and best practices: Get guidance on crafting effective, on-brand responses that address concerns and protect your reputation.	Ensures consistent, positive brand messaging

Stop guessing. Start executing.

UGC vendor scorecard