



bazaarvoice™



## Review Syndication - Distributing reviews with Bazaarvoice

Reach more than a billion shoppers on the world's largest shopping network.

### DISTRIBUTE YOUR CONTENT TO THE BAZAARVOICE NETWORK

Reach your customers where they shop by distributing your ratings and reviews to your retail channel. Our sophisticated matching and distribution engine, combined with the industry's most trusted authentication and moderation, put your user-generated content at over 750 of the world's best retailers.

### BENEFITS



**Multiply the impact of every review collected**

Reach more customers by increasing the places your shoppers can find product ratings and reviews.



**Drive success at retail**

Ratings and reviews help your products rank higher at retail sites, giving you a boost in brand consideration, awareness, and driving channel sales.



**Uncover key insights, connect with buyers**

Gain valuable feedback on your products, helping to improve messaging and positioning.

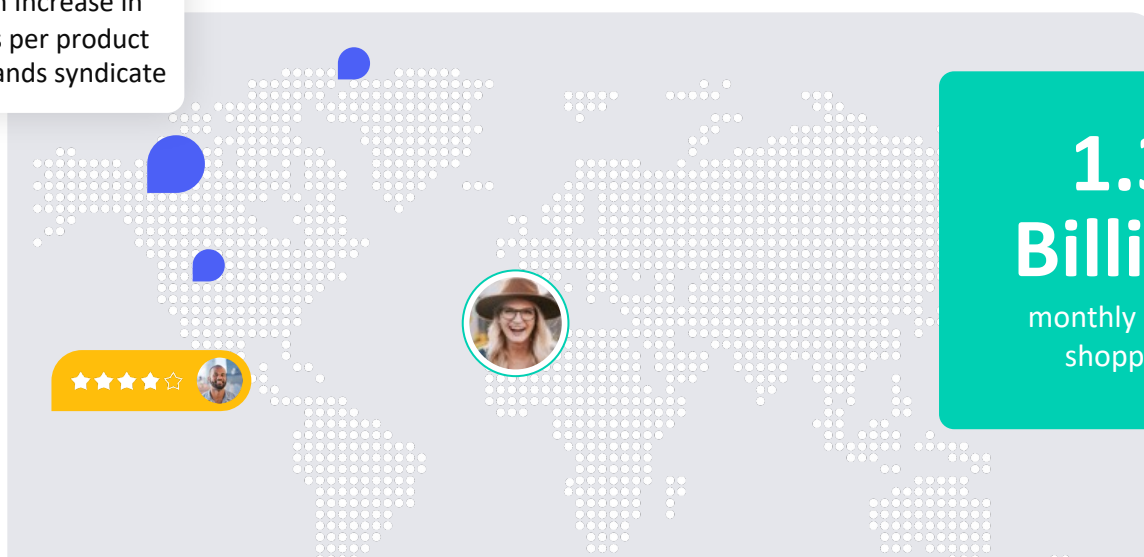


# 112%

Median Increase in reviews per product when brands syndicate

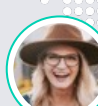
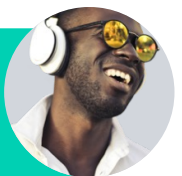
### THE BAZAARVOICE SHOPPER NETWORK

The biggest, broadest network, and single-platform innovation



# 1.3 Billion

monthly active shoppers

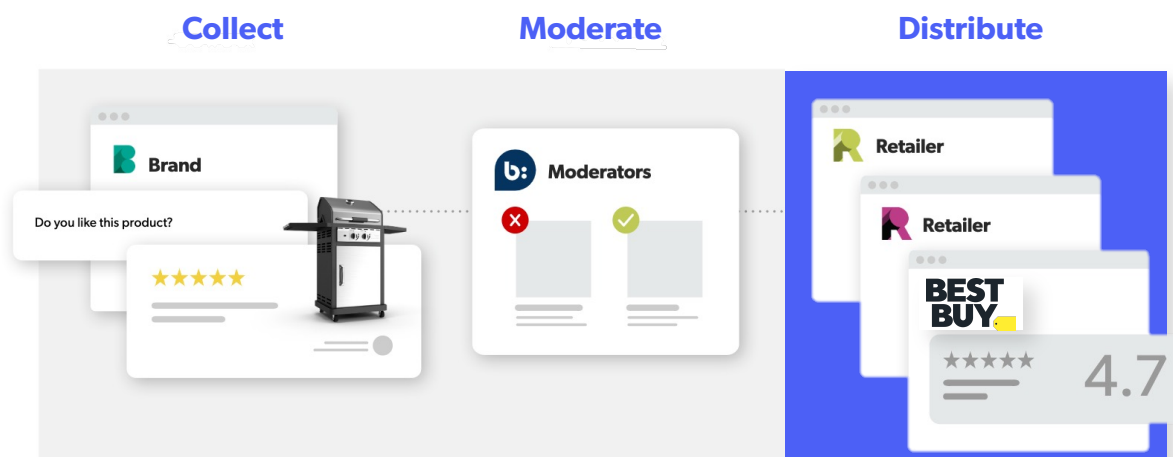


**Covers 65%**  
of the  
North America IR100

**6.2 Billion**  
page views  
monthly

**8,300+**  
brand sites and  
retail sites

## HOW IT WORKS



1

### Get set up to send your content

Brands and authorized technical providers establish an automated process to submit their catalog and content.

2

### Moderate and authenticate content

We use natural language processing and human moderators to ensure all content meets the industry's most stringent quality and authenticity standards.

3

### Match brand content to retailer catalogs

We use the industry's most sophisticated technology to match your content to retailer sites, multiplying the effectiveness of your collection programs.

4

### Distribute content to the retailers in our network

We make sure your content is displayed properly on your retailers' sites so your shoppers can find robust UGC on your products no matter where they shop.

## FAQ

### Is all content attributed to the brand?

Yes. All content is attributed to its original source and displayed on matching retailers within the Bazaarvoice Network. Sampled reviews are tagged to indicate they were received as a part of a promotion.

### What are the technical requirements for me to share content?

Bazaarvoice can partner with you to help you understand how to leverage our network of authorized partners to distribute content. Our world-class support and implementation teams can even get your in-house solutions up and running quickly.

### Do I need to have reviews displayed on my site to participate?

No. Bazaarvoice has a way for you to connect with your retailers with reviews collected through a variety of collection sources.

### Is all content moderated?

Yes. Content follows Bazaarvoice authenticity and moderation policies before being approved for publishing.

### What is the timeline to enable?

Getting started with Distribute solutions takes only a few weeks. Bazaarvoice will help guide you through the process.

### What is the price?

Syndication pricing varies. Bazaarvoice will work with you to understand pricing for your opportunity.

### What if I want to sample and collect my own reviews?

Brands can easily scale to add product sampling and Bazaarvoice's best-in-class display and collection products.

## Get Started:

To get started, visit [www.bazaarvoice.com/bestbuy](http://www.bazaarvoice.com/bestbuy)

Click "Learn More" and select "Collect and Distribute" as product interest.