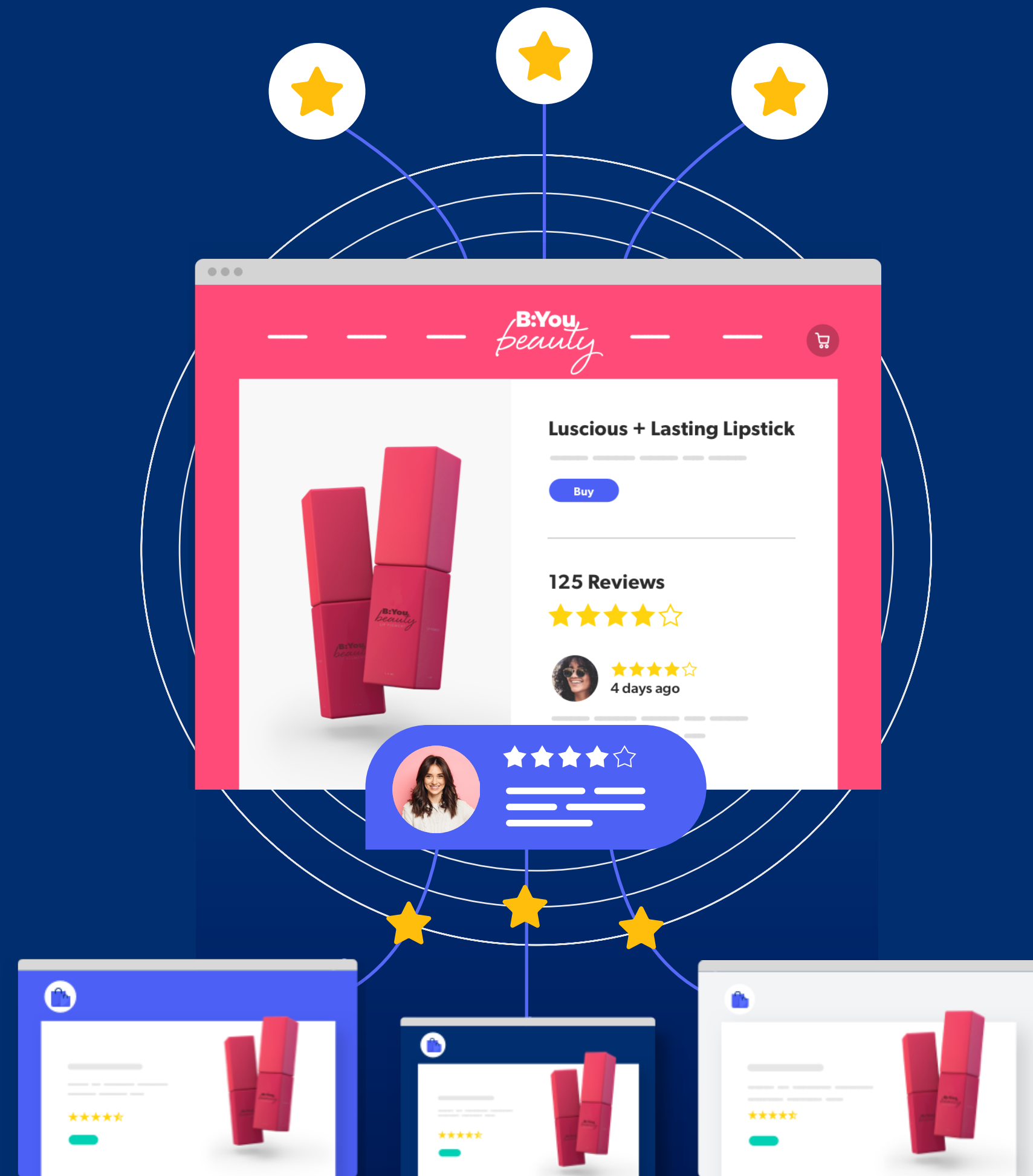


How to leverage review syndication to increase sales



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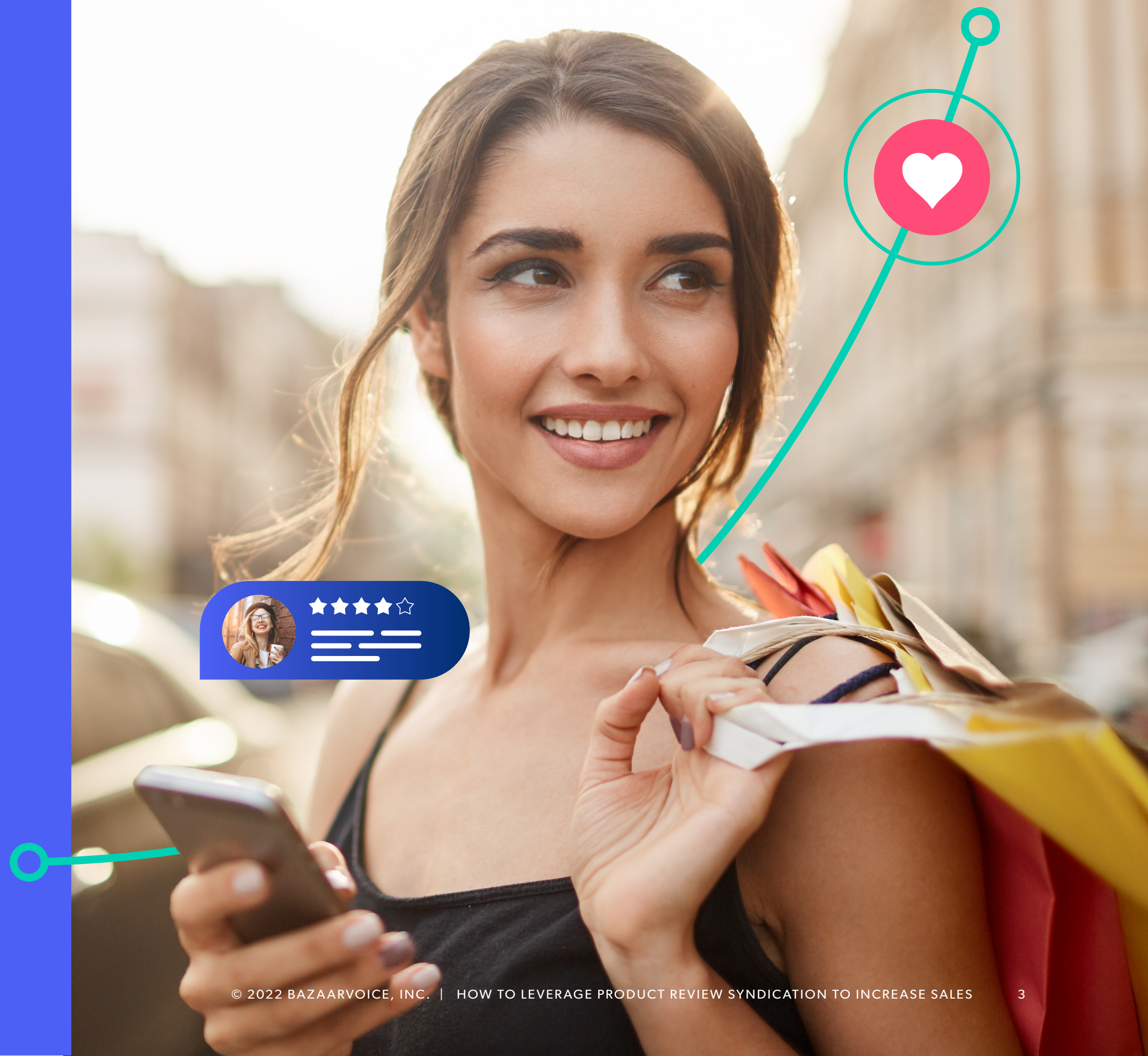
Introduction

It's hard to remember what the shopping process looked like without **user-generated content** (UGC) — aka consumer ratings, reviews, images, and more. Today, 75% of US shoppers look at reviews when shopping.¹

UGC also helps brands and retailers promote authenticity and build trust with customers. People want to hear from other people. It's one thing for a brand to make a statement – it's another for a peer to echo it.

But that's the beauty of syndication. By distributing your UGC to the Bazaarvoice Network of the world's best brands and retailers, you can reach your customers right where they are.

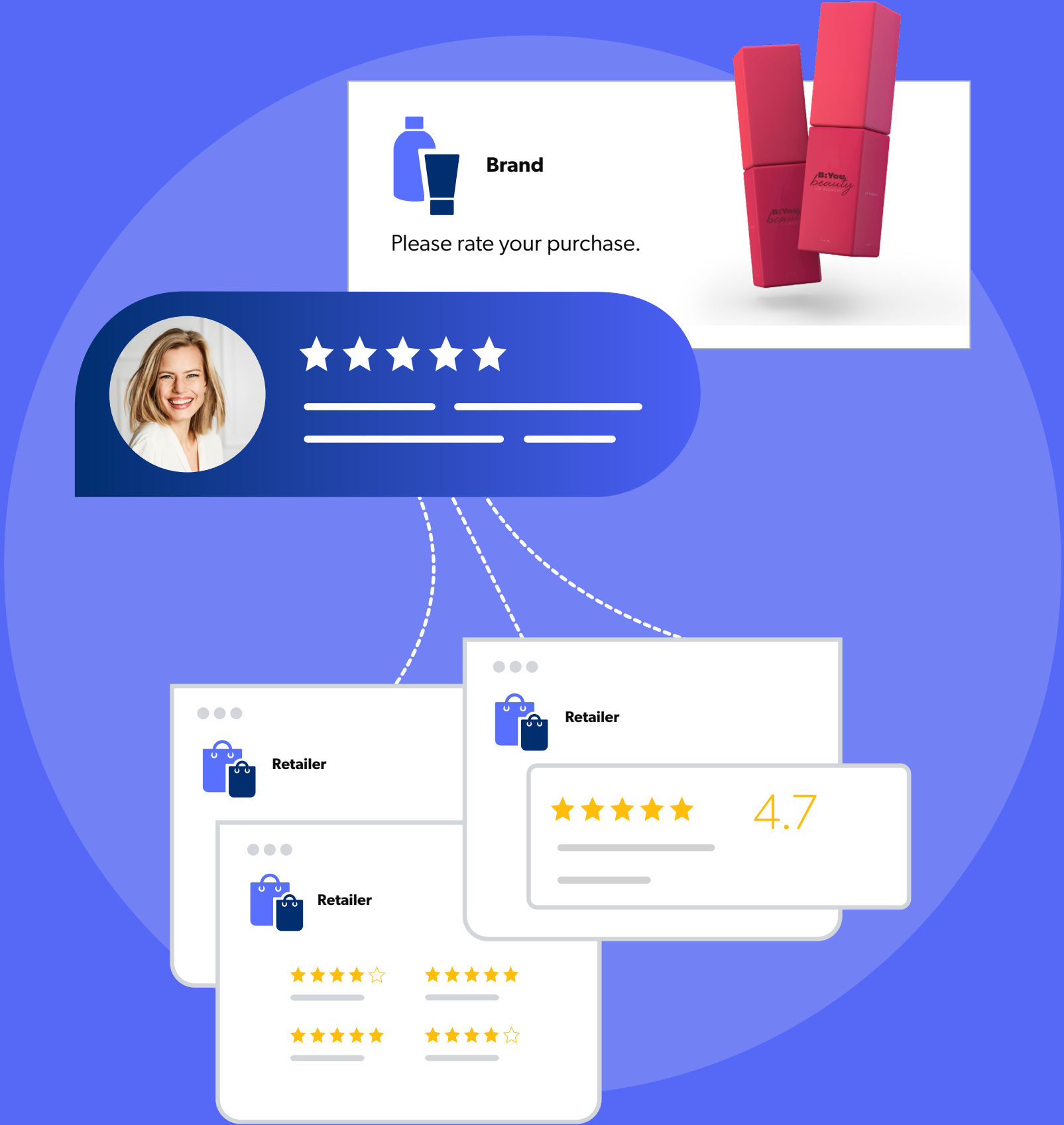
In this e-book we'll share how syndication works and why it's so essential for boosting your bottom line.



What is review syndication?

Review syndication is the process of collecting user-generated reviews and distributing them across multiple channels—social media, brand websites, emails, etc—to reach more consumers. In Bazaarvoice’s case, a lot more consumers thanks to the scope of our network.

And that’s why review syndication is so important for driving sales. Because it puts the brand’s best user-generated content (UGC) in front of customers wherever they are. **People are 6x more likely** to buy from a product detail page (PDP) that contains images from social media. Therefore it’s essential for brands today to curate the best content on channels across the web for the most impact.



Why is syndication valuable?

As a result of syndication, brands increase the reach and distribution of their content, reaching consumers they otherwise wouldn't. And retailers gain content to help shoppers make better decisions, which increase sales. Brands, retailers, and most importantly, consumers all win.

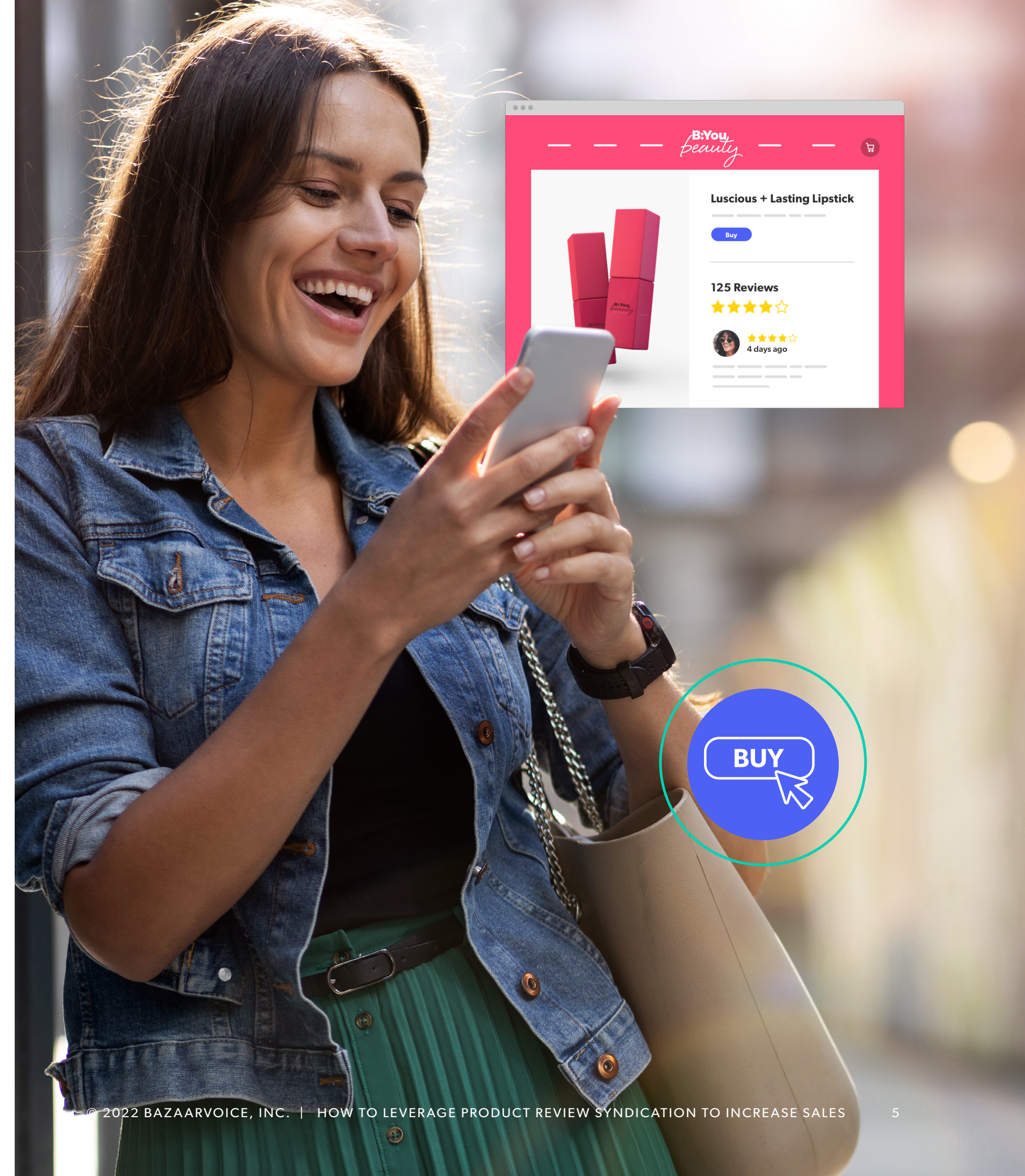
So, instead of collecting one review and only impacting shoppers that visit your brand's website, you're now impacting all of your customers, shopping at your retailers.

That being said, syndication is extremely complex, and that complexity grows as the scale of the retailers and brands grow. Much of this is due to inconsistency in how the e-commerce industry treats and manages catalog data.

There's no single way to build a catalog or one single indicator for product matching. We ingest all of the catalog data across our network, which comes to us in various stages of completeness, and then fill in the gaps to match the data piece by piece, product by product. We build a connection between brand content and retailer catalogs and have invested to make this matching process seamless on either end.

The result is that every product is given its own brand-identifier, authenticated, matched, routed, and ultimately displayed at each retailer. Retailers gain high quality, trusted, authentic content that drives SEO, sales, and engagement value, all without having to invest in their own infrastructure to gather, aggregate, and match content from the brands they sell.

Brands rest easy knowing they are putting their best foot forward and standing up to competition in the retail channel. Consumers get authentic product content wherever they shop, and they know where that content comes from. This fosters connection to the brand, trust in the retailer, and confidence to buy.



3 ways to leverage review syndication to increase sales



1. Drive success at retail:

Ratings and reviews help products rank high on retail sites, giving a boost in brand consideration, and driving channel sales.



2. Improve search rankings and organic traffic:

Google rewards high quality review content. Use content from satisfied customers to maximize your presence and give your site an instant SEO boost.



3. Listen to consumer feedback in reviews to further improve products:

Insights from reviews are important because they share how consumers view the company's products. Provide this feedback to your QA team to further improve products.

What questions should I ask of a UGC or review syndication provider?

We highly encourage brands and retailers to thoroughly evaluate any UGC or review syndication solution. To be able to better understand syndication and evaluate your options, we recommend asking any syndication provider the following questions.



DATA RIGHTS

- ☐ What data is being captured?
- ☐ How will my data be stored and processed?
- ☐ Do I have to agree to any data privileges in exchange for a zero-cost solution?
- ☐ What are the honest and responsible costs in a zero-cost solution?

PRODUCT MATCHING

- ☐ How do you ensure that brand content is matched to the right product at the right retailers?
- ☐ How are you operationalizing the matching of content?

IMPLEMENTATION

- ☐ Am I responsible for implementing an API?
- ☐ Do I need a second display on my page?
If so, how does this impact load time/page speed?
- ☐ Do you require a pixel to be implemented?

CONTENT INTEGRITY AND SECURITY

- ☐ How do you protect me from fake reviews?
- ☐ What level of moderation will our content go through before display?
- ☐ Which fraud detection systems does your software have?

How Bazaarvoice helps brands reach retail

Getting more eyes on your content at critical decision-making moments, in the places your customers love to shop is crucial. Bazaarvoice has built the world's largest network of over 12,000 brands and retailers, over 1.3 billion monthly shoppers, and 2.6 billion syndicated product reviews. No matter what industry you sell in, we've built retailer relationships to amplify the impact of your reviews and product images.

Not only do we get your UGC in the places that matter most, we make sure it's authentic and compliant. We use an industry-leading ensemble of machine learning services, backed by a team of 250+ moderators to ensure your content is appropriate and relevant before it's syndicated.

The results speak for themselves. Brands who syndicate to their retailers have benefited from a 30-45%² higher conversion rate and a 19%³ increase in revenue per visit on their retailer sites. Additionally, our retailers see 20x more shopper traffic than other networks, so every bit of your UGC goes further.

Syndication of user-generated content has become an essential tool for retailers and brands of all sizes to maximize the volume of their customer ratings, reviews, and visual content and to ensure that influential UGC is accessible wherever customers need it. If you want to learn more about how Bazaarvoice can help you reach more shoppers and sell more online through syndication, [click here](#).



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Thousands of the world's leading brands and retailers trust Bazaarvoice technology, services, and expertise to drive revenue, extend reach, gain actionable insights, and create loyal advocates. Bazaarvoice's extensive global retail, social, and search syndication network, product-passionate community, and enterprise-level technology provide the tools brands and retailers need to create smarter shopper experiences across the entire customer journey.

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