bazaarvoice



101 on UGC + content syndication

The bar has been raised for consumer expectations. Now more than ever, shoppers want more convenience, stellar customer service, transparency, and trustworthy information to drive their decisions. If your brand understands your shoppers, wonderful. But if not? Earning that sale just got more difficult.

The golden ticket to unlocking positive shopper sentiment, increasing conversion, and locking in brand loyalty? User-generated content (UGC). Be it visual or written, UGC is your window into winning over customers.

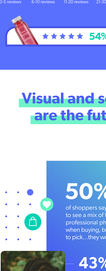
The top two ways customers have been shopping for the past year are browsing and buying in-store (46.4%) and researching and buying on brand/retailer websites with delivery (43.4%), with another 1 in 3 shoppers buying on social media. And UGC helps your customers everywhere they are.

Ratings and reviews are table stakes for shopper decisions

% of shoppers that read reviews at a certain price point[1]

46.4%	32.4%	21.2%
Always read reviews	**Sometimes** read reviews	**Never** read reviews

Multiple aspects of UGC impact a shopper's decision[1]



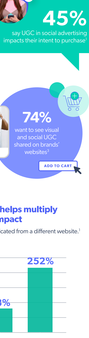
48%
of shoppers are reading reviews more now than they did prior to COVID[1]

6-10
reviews are what shoppers need on average to feel comfortable buying a product[1]



54% of shoppers are willing to leave a review after receiving a free product[1]

Visual and social content are the future of UGC



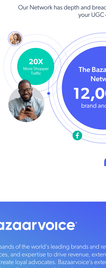
50%
of shoppers say they want to see a mix of UGC and professional photography when buying, but if they had to pick... they would pick UGC[1]

43% of 18-24 year olds + **47%** of 2 1-34 year olds
have made purchases on social media in the past year[1]

Where shoppers look for product photos and videos[1]



Influence of visual UGC by platform[3]



UGC has an impact everywhere you put it

47%
say UGC in promo emails impacts their intent to purchase[1]

45%
say UGC in social advertising impacts their intent to purchase[1]

64%
want to see visual and social UGC shared on social media[1]

74%
want to see visual and social UGC shared on brands' websites[1]

ADD TO CART

Syndicating your reviews helps multiply their value and impact

38% of shoppers notice when reviews were syndicated from a different website.[1]

Distributing reviews to retailers drives results

19%
lift in revenue per visitor[4]

30%
Conversion lift[5]

45%
lift in conversion on products that have a 4-star+ rating and 100 reviews[6]

The Bazaarvoice Network

Our Network has depth and breadth no one can match, so every bit of your UGC goes further.

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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.

Learn more

Resources

1. Bazaarvoice 2021 Shopper Experience Index
2. Bazaarvoice Network Data, 2020
3. Bazaarvoice Research Group/PSC
4. Fortune 100 retailer case study
5. Retailer case study
6. Internal case study

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