

GIVE YOUR BRAND AN EDGE

With [90% of consumers](#)¹ buying decisions being influenced by online reviews, and shoppers trusting ratings and reviews [3x more than traditional advertising](#),² it is paramount for brands to take advantage. Brand Edge™ helps small-to-medium businesses easily and cost-effectively collect and distribute consumer-generated ratings and reviews on retailer sites. With Brand Edge, you can make sure that your products are found, considered, and purchased.

Getting started with Brand Edge is straightforward and quick. Within minutes of signing up, you can begin collecting reviews by simply uploading a list of your customer contacts. From here, emails will be automatically generated and sent to these customers to solicit ratings and reviews, so you can quickly build up review volume.

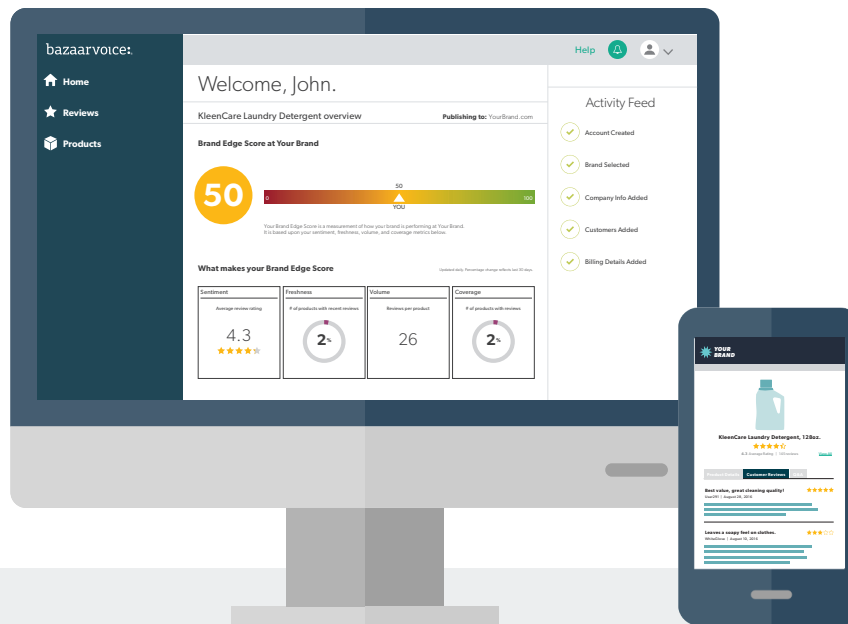
Once collected, these reviews go through an extensive moderation process, ensuring that they are authentic and meet retailer standards. After this moderation process, your reviews will automatically publish out to the retailer site where they can be seen and influence active shoppers. The speed and simplicity of this automation is invaluable for busy marketers wearing multiple hats within a company.

Along with its ease of use, Brand Edge is unique with regards to its exclusive retail business partnerships. These relationships include [4 of the top 10 retailers](#) in the United States that work solely with Bazaarvoice and provide a massive audience for brands to reach and influence.³

“Brand Edge turned out to be exactly what we needed. I can’t believe how easy it made it for us to get customer reviews and syndicate them.”

-DAVID DE NINO,
DIRECTOR OF ECOMMERCE,
DS LABORATORIES





Not only can you publish ratings and reviews to retailer sites with Brand Edge, but you can also hear what your customers have to say about your products in one single dashboard. This makes it easy for you to get customer feedback, identify product issues, and realize product suggestions.

With this dashboard you can also measure and track your brand perception over time. We rank you based on: review rating – what is the average rating for your products, review volume – how many reviews do you have, review freshness – how recent are your product reviews, and review coverage – how many of your products have reviews. This gives a holistic view of your brand at a glance.

Brand Edge is a month-to-month solution with no long-term contract that gives your brand flexibility in solving its business challenges. Sign up today to start increasing sales and gaining product and marketing insights with consumer reviews.

To begin with Brand Edge,

[visit brandedge.bazaarvoice.com](http://visit.brandedge.bazaarvoice.com)

RESOURCES

- ¹ Marketing Land, "Survey: 90% Of Customers Say Buying Decisions Are Influenced By Online Reviews." April 9, 2013. <http://marketingland.com/survey-customers-more-frustrated-by-how-long-it-takes-to-resolve-a-customer-service-issue-than-the-resolution-38756>
- ² Forrester, "How Branded Content Will Unlock the Key to Consumer Trust." March 21, 2013. <https://www.forrester.com/How+Branded+Content+Will+Unlock+The+Key+To+Consumer+Trust/-/E-PRE4784>
- ³ National Retail Federation "Top 100 Retailers Chart 2015." <https://nrf.com/2015/top100-table>