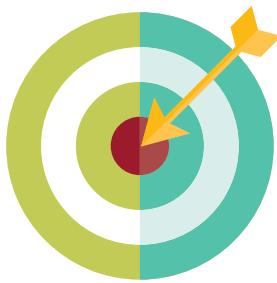


DRIVE RETAIL CHANNEL SALES

BAZAARVOICE BRAND EDGE AND SAMPLING

Brand Edge is the most effective way for brands to drive retail channel sales through consumer reviews. With Brand Edge and sampling, you can collect consumer reviews, run sampling campaigns, hear what your customers have to say, distribute reviews to retail e-commerce sites, and measure your brand perception - all in one place.



Boost awareness and consideration of your products

Consumers count on reviews to help them make buying decisions. Reviews help you rank higher in search results and on category pages – giving shoppers more reason to consider your products.



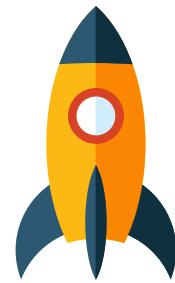
Increase online and in-store sales

Reviews give consumers the confidence they need to purchase your products, both online and in-store. What's even better is that the more reviews you have, the more sales you can expect.



Get better customer insights

The voice of your customer can be difficult to capture, that's why we make it easy for you to see what they have to say. Our consolidated review dashboard makes it easy for you to see customer feedback, identify product issues, and realize product suggestions.



Successfully launch new products

Products that launch with ratings & reviews on day one significantly outperform those that don't have review content. We can help you jumpstart review collection for launch day by running product sampling campaigns with a retail-managed sampling community or the Bazaarvoice TryIt community.

HOW IT WORKS



Collect ratings & reviews

It's difficult to get reviews without asking, so we help you streamline the process. We make it simple for you to upload customer contact lists and send out review requests so that your customers can tell the world how much they love your products. Collected reviews will then be moderated and distributed to retail sites.

Run sampling campaigns

We help you create and customize product-sampling campaigns to collect ratings and reviews from real consumers and then distribute them to retailer sites. Whether you want to sample products to a retail-managed community or to the Bazaarvoice Trylt Community, we can help you get started.

Distribute reviews to retail sites

Getting your reviews to show up on retailer sites doesn't have to be complicated. We have partnered with major retailers around the globe to make it easy for brands to automatically distribute content to their sites.

Within 4 months of launching at a national retailer, we saw a 235% revenue increase, much of which is attributable to having review content on product detail pages.

David De Nino,
Director of eCommerce, DS Laboratories



Learn more at

brandedge.bazaarvoice.com