



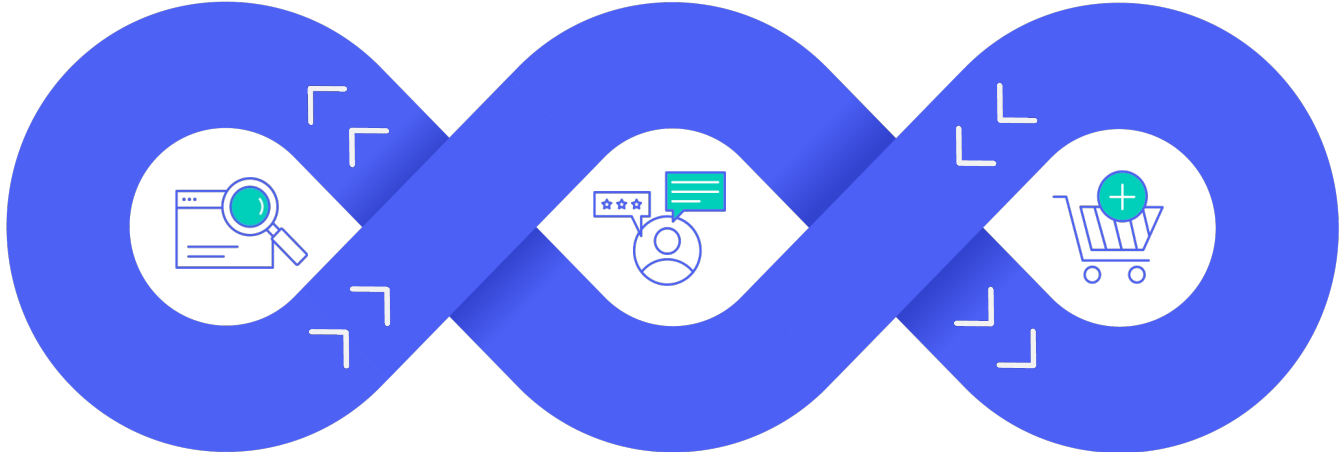
**bazaarvoice™**

# **Walmart + Bazaarvoice**

February 2024

# Bazaarvoice + User Generated Content overview

# Who is Bazaarvoice?



**11,500**  
Brands & Retailers

**1M+**  
New reviews monthly

**50M+**  
Total reviews



# A strong foundation is key



# What is User Generated Content?

User Generated Content (UGC) is any written or visual content shared by a consumer about a product they've experienced.

Most common forms of UGC include:

- Ratings & Reviews
- Questions & Answers
- Star Ratings
- Consumer Photos
- Social Content

822 reviews Filter by: **All Stars** Sort by: **Most Relevant**

**★★★★★** 7/9/2021  
**I'm a happy customer!**  
I previously owned the un55j58500 and the it is worth the upgrade to the newest qled tv. it took a few hours of my eyes to adjust to the picture quality and the brightness and how clear this tv performs. I'm really happy i made the purchase and it is going to be a good summer chilling in the air conditioned room. gaming on this tv are amazing, everything came in details which the old "js" model could

**★★★★★ Verified Purchase** 8/29/2023  
**Ridiculous Experience**  
This TV came with a long thin, blue line top to bottom of the left side screen. NO SUCCESS IN RETURN/EXCHANGE PROCESS. I am getting bounced around and am at a loss as to what to do!!! I bought extended warranty. What's the point????  
Amber  
👍 0 🗨️ 0

**★★★★★** 5/6/2021  
**The best TV for rest of the Family**  
[This review was collected as part of a promotion.] My spouse received this TV. I was not sure what to think. I am the person in the house that just watches TV and usually does not care about the features or picture quality. Does it turn on and off, can I hear the sound. I am good. But after I saw this massive TV on the wall and I was shown what true 4K content in HDR looks like. I was blown away. The more I watched the more I noticed the fine details of the picture that I never would have noticed before. Simply put, the picture quality was amazing and I never knew a TV picture can look so life like. Once the TV got configured and all the apps added, I was able to watch all my favorite shows and movies and seamlessly moving from on...  
[See more](#)  
gartfamily  
👍 0 🗨️ 0  
Originally posted on The Insiders

**★★★★★** 6/23/2021  
**Great viewing experience**  
[This review was collected as part of a promotion.] This TV has one of the viewing and sound experiences. The images are bright and crisp, while the sound is impacting. There is no need for a sound bar in my opinion. My family and I love watching 4K movies on it and playing on our PS5. There isn't any lag and all the apps run smoothly.  
armzilla05

**★★★★★** 11/23/2021  
**Broke in 4 weeks**  
After just 28 days, two lines of dead pixels appeared on the screen. Poor quality product.  
TTTT  
👍 6 🗨️ 1  
Originally posted on Samsung US  
Supplier Response  
TTTT, Thank you for choosing Samsung's QN90A and for sharing details of the screen abnormalities you are seeing. Please run - [See more](#)

**★★★★★** 6/2/2021  
**Great if you want a 65" prism in your living room.**  
i was very excited about this tv. i am 100% in the samsung

**SAMSUNG**  
**SAMSUNG 65" Class Neo QLED 4K (2160P) LED Smart TV QN65QN90 2021**  
**★★★★★ (4.6) 822 reviews**  
**\$1,477.00**  
**\$77/mo with affirm** [Learn how](#)  
Price when purchased online ⓘ

**Reviewers highlighted: picture, colors, for gaming**

Our faves from your feed  
Tag **#IYWYK** to share yours.

- All
- Clothing & Accessories
- Women's Clothing
- Men's Clothing
- Baby & Kids Clothing
- Home
- Beauty
- Grocery
- Health & Wellness
- Toys & E. > air



# Reviews come in two forms...

Those that Walmart collects themselves, and those that brands share with Walmart

## Native Content

**Native content is any content that Walmart has collected on their own, from their own customers.**

Some examples include...

- Reviews collected via post purchase emails
- Reviews posted directly on the PDP

## Syndicated Content

**Syndicated content is any content that a brand collects and shares or distributes to Walmart.com. Syndication matching is done via UPC matching.**

All syndicated content is properly attributed it's original source.

# Review volume + conversion



Source: Bazaarvoice data, 2022

# Review volume + conversion at top-performing retailers



When looking at the performance of top performing retailers, those that focus on a well rounded UGC program that include quality, recency and quality, see a considerable lift in sales.



# Collecting User Generated Content

# Bazaarvoice programs

Increase review coverage through vendor engagement and participation

PROGRAM	DETAILS	CAN PRIVATE BRANDS PARTICIPATE?
<b>SAMPLING</b> Influencer	Send samples to our global community of 8M+ Influencer members in exchange for honest and authentic reviews	Y
<b>SYNDICATION</b> Share your reviews to Walmart.com	Collect reviews from your own customers and syndicate them across the Bazaarvoice network	N
<b>REVIEW RESPONSE</b> Connections Premium	Respond to customer reviews on Walmart.com	Y
<b>QUESTIONS &amp; ANSWERS</b> Connections Basic	Answer customer questions on Walmart.com	Y

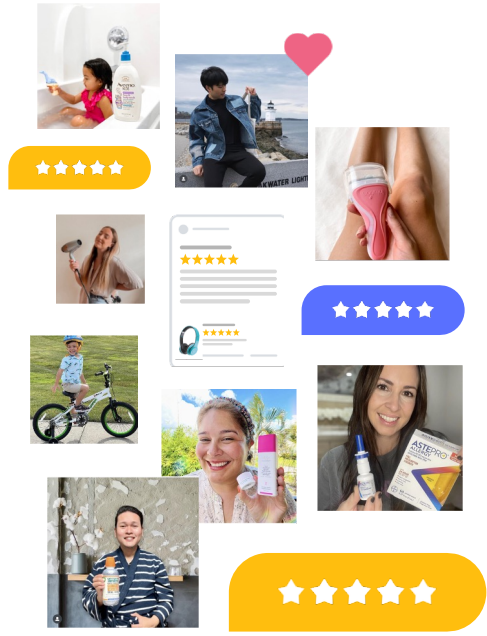
**Q&A NOT  
CURRENTLY LIVE**

# Influenster

Product sampling

# Influencer sampling

Activate targeted segments of engaged shoppers on Influenster



Access a global  
**8M+**  
community

Who have created over  
**66M+**  
pieces of UGC and add  
500K+ new UGC  
monthly

Activate your ideal  
audience with up to  
**1,000**  
data points per  
member

# Sampling timeline

Timelines are estimates for planning – actual dates are subject to change once campaign request has been approved

STAGE	ACTION	TIMING
<b>Campaign kickoff</b>	Brand submits finalized campaign request	4 weeks pre-ship
<b>Ready for shipment</b>	Bazaarvoice confirms shipping information	2 week pre-ship
<b>Products shipped</b>	Brand ships products to Influenster members	
<b>Content submission</b>	Products received and members begin submitting content	1 week post-ship

# Syndication

# Syndication

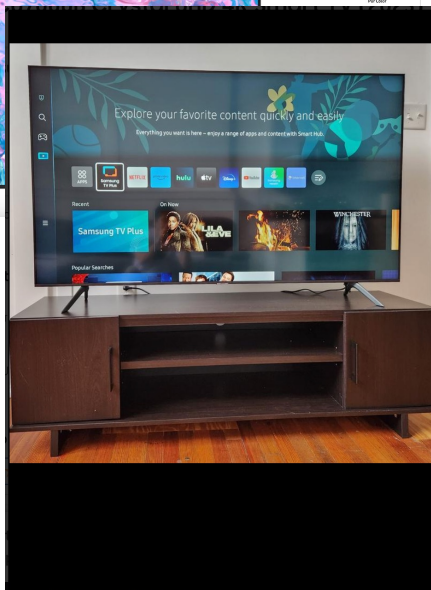
Syndication allows brands to collect content on their own and distribute (share) it to other retailers within the Bazaarvoice Network

SAMSUNG.COM



## 75" Class CU7000B Crystal UHD 4K Smart TV (2023)

UN75CU7000B / UN75CU7000BXZA ★★★★★ 4.4 (971) Write a review Share your product experience



Loved it. Worth it. Crystal UHD Smart TV 65"

Savir21

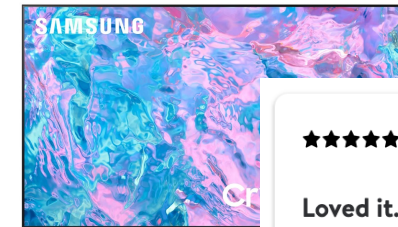
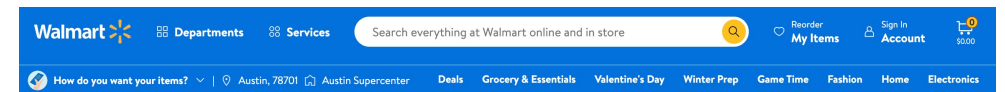
INCENTIVIZED REVIEW

8 months ago

Bought this Crystal UHD Smart TV and loved it the moment I opened it. The design is slick. The display of screen is one of the best I've experienced if not the best. The tv stand is strong, it does not wiggle or move. Moving from different features/apps is smooth when using the remote. I really love the remote as it is easy to hold and use compare to other remote I've used. Overall, this is the best Smart TV I've bought. Loved it. Worth it.

Helpful? 👍 (41) 🗨️ (5) [Report](#)

WALMART.COM



5/26/2023

## Loved it. Worth it. Crystal UHD Smart TV 65"

[This review was collected as part of a promotion.] Bought this Crystal UHD Smart TV and loved it the moment I opened it. The design is slick. The display of screen is one of the best I've experienced if not the best. The tv stand is strong, it does not wiggle or move. Moving from different features/apps is smooth when using the remote. I really love the remote as it is easy to hold and use compare to other remote I've used. Overall, this is the best Smart TV I've bought. Loved it. Worth it.

Savir21

👍 13 🗨️ 0

Originally posted on [Samsung US](#)



Syndication done via UPC matching

# Syndication opportunities

PACKAGE	DETAILS	GOOD FOR...
<p><b>COLLECT – DISPLAY – DISTRIBUTE</b></p>	<ul style="list-style-type: none"> <li>Brands will work with Bazaarvoice to gather content on their products</li> <li>Content will be displayed on the brand website and distributed to Walmart.com</li> </ul>	<p>Brands with their own website</p>
<p><b>COLLECT – DISTRIBUTE</b></p>	<ul style="list-style-type: none"> <li>Brands work with Bazaarvoice to gather content on their products and distribute content to Walmart.com</li> </ul>	<p>Brands that do not have their own website, but want to boost review coverage at key retailers</p>
<p><b>DISTRIBUTE ONLY</b></p>	<ul style="list-style-type: none"> <li>Distribute content through the Bazaarvoice network regardless of where content is being collected</li> </ul>	<p>Brands utilizing a different review provider or collecting content on their own</p>



# Connections

Review Response and Question & Answer

# Review Response (Connections Premium)



Review Response (Connections Premium) gives brands the chance to directly engage with customers, by responding to their reviews on Walmart.com.

Allowing brands to respond to reviews removes the information gaps that keep customers from buying products, and gives the information that they're looking for – directly from the supplier



Shopper intent to purchase doubles when seeing a brand's response to a negative review versus a negative review by itself<sup>1</sup>

1. Westfield Research Consumer Survey

☆☆☆☆ 2/3/2023

**Disappointed**

Every time I use these they stretch out and I end up using 2 or 3. Sometimes the floss pulls out of one side. Disappointed

me Walmart Associate

the Supplier

Hi me, We are sorry to hear about your experience with the Equate ) Clean Mint Floss Picks Dental Flossers, Mouthwash Burst Mint Flavored, Soft Tape Floss, Gentle Cleaning, Stimulates Gums, Built-in Tongue Cleaner, Textured Pick, 75 Count. We take customer service concerns very seriously and are committed to providing our customers with high quality products. We strongly encourage you to contact our Call Center Team at 1-800-864-9719 or via email by going to [www.perrigo.com/contact-us](http://www.perrigo.com/contact-us) and reference case number 1749402. We look forward to addressing your concerns and hearing from you! [See less](#)

☆☆☆☆ Verified Purchase 4/22/2023

**cheaply made**

I tried three picks, all of them broke.

Teacher702 Walmart Associate

the Supplier

Hi, We are sorry to hear about your experience with the Equate ) Clean Mint Floss Picks Dental Flossers, Mouthwash Burst Mint Flavored, Soft Tape Floss, Gentle Cleaning, Stimulates Gums, Built-in Tongue Cleaner, Textured Pick, 75 Count. We take customer service concerns very seriously and are committed to providing our customers with high quality products. We strongly encourage you to contact our Call Center Team at 1-800-864-9719 or via email by going to [www.perrigo.com/contact-us](http://www.perrigo.com/contact-us) and reference case number 1778732. We look forward to addressing your concerns and hearing from you! [See less](#)

# Questions & Answers (Connections Basic)

Brands can engage directly with Walmart customers increasing brand presence and building customer confidence

2/3 of shoppers claim that reviews and Q&A impact their purchase decisions

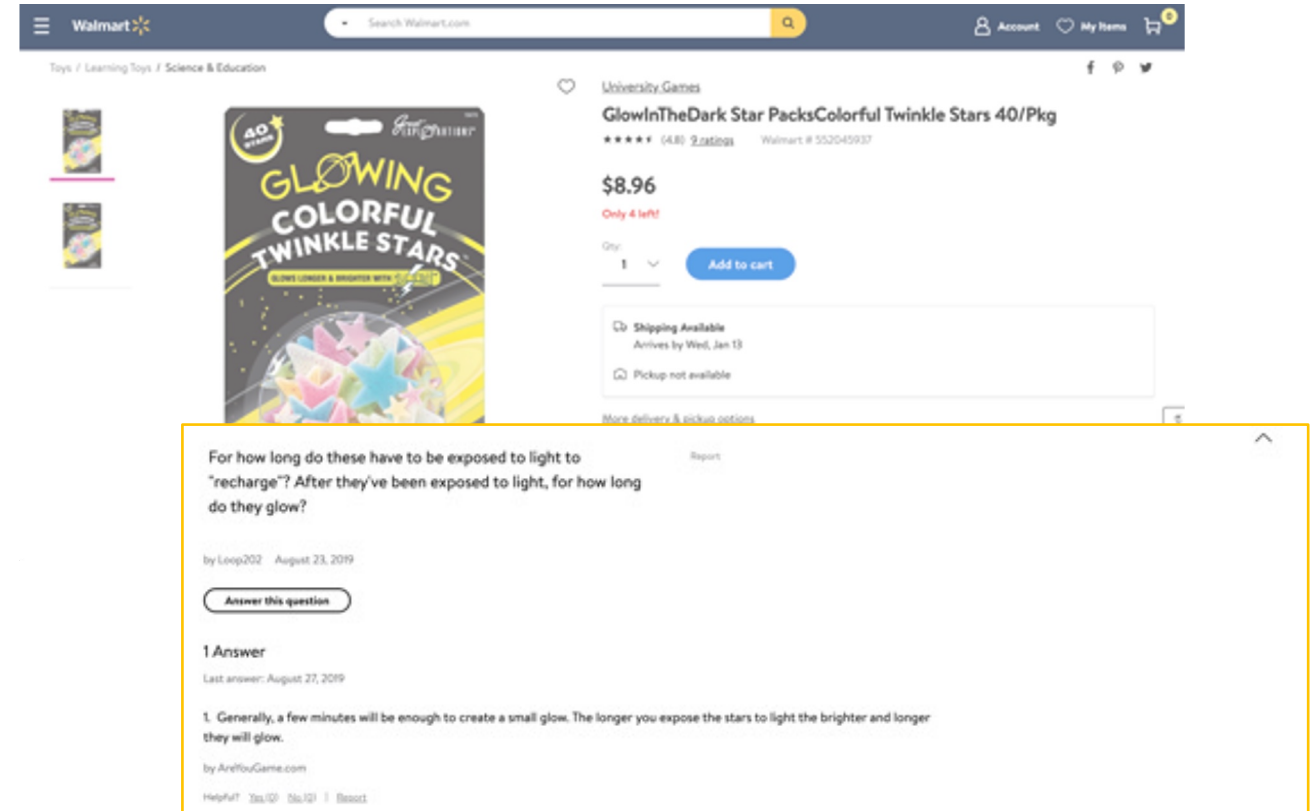
127%

Increase to conversion rate for shoppers who interact with Q&A online

58%

Percent of shoppers who expect a brand response on the same day a question is asked

Shopper Experience Index, Volume 17 (2023)



The screenshot shows a Walmart product page for 'Glow in the Dark Star Packs' by University Games. The product is priced at \$8.96 and has a 4.8-star rating. A Q&A section is overlaid on the page, showing a question from user Loop202 asking about the exposure time for the stars to glow. The answer, provided by user AreYouGame.com, states that a few minutes of exposure is sufficient, and longer exposure results in a brighter and longer-lasting glow.

Walmart

Search Walmart.com

Account My Items

Toys / Learning Toys / Science & Education

University Games

Glow in the Dark Star Packs Colorful Twinkle Stars 40/Pkg

★★★★ (4.8) 2,248 reviews Walmart # 552045937

\$8.96

Only 4 left!

Qty: 1

Add to cart

Shipping Available  
Arrives by Wed, Jan 13

Pickup not available

More delivery & pickup options

Report

For how long do these have to be exposed to light to "recharge"? After they've been exposed to light, for how long do they glow?

by Loop202 August 23, 2019

Answer this question

1 Answer

Last answer: August 27, 2019

1. Generally, a few minutes will be enough to create a small glow. The longer you expose the stars to light the brighter and longer they will glow.

by AreYouGame.com

Helpful? Yes/No No/Yes | Report

# Recap

# Bazaarvoice programs

Increase review coverage through vendor engagement and participation

PROGRAM	DETAILS	PRICING	CAN PRIVATE BRANDS PARTICIPATE?
<b>SAMPLING</b> Influenster	Send samples to our global community of 8M+ Influenster members in exchange for honest and authentic reviews	\$15/unit	Y
<b>SYNDICATION</b> Share your reviews to Walmart.com	Collect reviews from your own customers and syndicate them across the Bazaarvoice network	Cost is custom scoped depending on number of products, number of reviews, number of retailers, etc...	N
<b>REVIEW RESPONSE</b> Connections Premium	Respond to customer reviews on Walmart.com	Cost will vary based on annual review count	Y
<b>QUESTIONS &amp; ANSWERS</b> Connections Basic	Answer customer questions on Walmart.com	FREE	Y

**Q&A NOT  
CURRENTLY LIVE**

## NATIONAL BRANDS

[www.bazaarvoice.com/walmart](http://www.bazaarvoice.com/walmart)



### Optimize your ratings and reviews strategy to drive Walmart sales.

Partner with Bazaarvoice to collect and share user-generated content about your products on Walmart.com. Give Walmart shoppers the confidence to choose your products over your competitors.

Get started

Walmart and Bazaarvoice have partnered to help brands build impactful user-generated content (UGC) programs on Walmart.com. As the world's leading UGC provider, Bazaarvoice works with the largest network of retailers, brands, and shoppers. Bazaarvoice leads the industry with best-in-class solutions and customer service, as well as unparalleled content authenticity standards.

## PRIVATE BRANDS

[www.bazaarvoice.com/wmtprivatebrands](http://www.bazaarvoice.com/wmtprivatebrands)



### Drive sales and increase coverage on your Private Brand products with Influenster

Partner with Bazaarvoice to collect and share user-generated content about your products on Walmart.com. Give Walmart shoppers the confidence to choose your products over your competitors.

Get started

Walmart and Bazaarvoice have partnered to help brands build impactful user-generated content (UGC) programs on Walmart.com. As the world's leading UGC provider, Bazaarvoice works with the largest network of retailers, brands, and shoppers. Bazaarvoice leads the industry with best-in-class solutions and customer service, as well as unparalleled