



# Increase review coverage with Influenster

## Gain more value for your brand

Reviews matter. It's a fact. Ninety-three percent of shoppers say reviews impact their purchasing decisions.<sup>1</sup> With sampling, you'll receive higher-quality reviews and quickly accelerate review collection at scale with an easy-to-use solution.

Leverage our 8M+ global Influenster community made up of highly-engaged shoppers to drive review coverage on new products, seasonal/promotional items, evergreen products in need of fresh content, products with low ratings, and so much more!

## How sampling works

- 1 Select your products**  
If you don't know what product to sample, think about those that are new to market, recently reformulated, hero SKUs, seasonal or evergreen pages that need a content refresh!
- 2 Match with the right audience**  
A variety of data points are leveraged to get your products into the right hands. By matching with your target audience, we ensure the highest-quality review content.
- 3 Ship your products**  
Once members have selected their products, you will ship your sampling orders. You may also contract with Bazaarvoice on fulfillment or non-ship solutions to get your samples to members!
- 4 Collect your reviews**  
In as little as a month from beginning your campaign, you'll have fresh content on your product pages.



★★★★★

*This cooler is a life-saver*



Extreme Cooler, 80 qt.

★★★★★

4.5 | 803 Ratings

★★★★★ **Great design and ca**

June 21, 2021 | originally posted on in

I used this cooler for 4 days at a car and 2 pla  
filled it full of food!! everything stay  
frozen! in the cooler(I am doing an e  
cooler I would recommend to anyone who has a lot of food they need to store.



★★★★★ **Very good for the price**

August 10, 2020

It is wayyyyy bigger than what I thought. I purchased two of them for a big party and all I re  
one of them and a very small cooler to fit the excess of beer. It also kept the ice from melt  
1030am to midnight and even then, there were still whole ice cubes when I dumped everyt

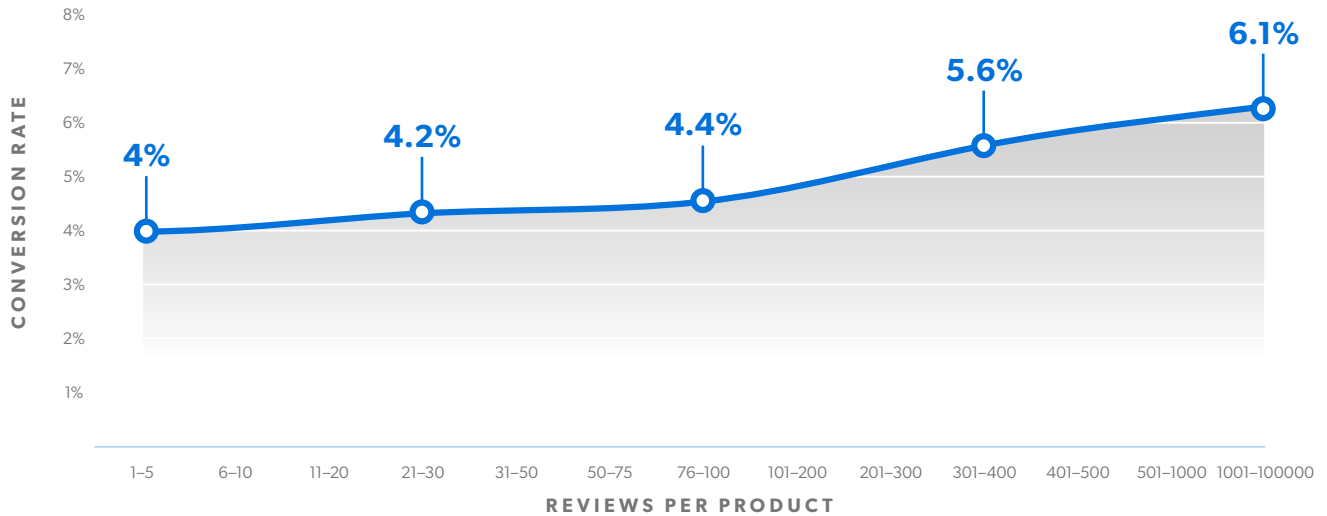
★★★★★ **Excellent cooler**

June 23, 2021 | originally posted on [influenster.com](https://www.influenster.com)

This keeps our food and drink way cooler than any other cooler we have ever had. I like t  
size as our family has grown. plenty of room for ice and food/drink. Our bags of ice were  
after 3 days!

## More reviews, more sales

### Review volume milestones<sup>2</sup>



## By the numbers

### Pricing

Walmart Suppliers have a reserved rate of **\$15** per unit

### Fulfillment

Suppliers may ship directly to members or contract with Bazaarvoice for fulfillment.

### Timeline

Average time from agreement to review collection ranges from 30 to 45 days.

★★★★★

**90%**  
avg campaign review write rate.<sup>3</sup>

*Durable quality and tons of storage. Love!*

Start connecting with shoppers everywhere!

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

**Get started**

**bazaarvoice**

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Sources: 1. Podium, The State of Online Reviews, 2017

2. Bazaarvoice Data, 2022

3. Results based on program averages and may vary by product