

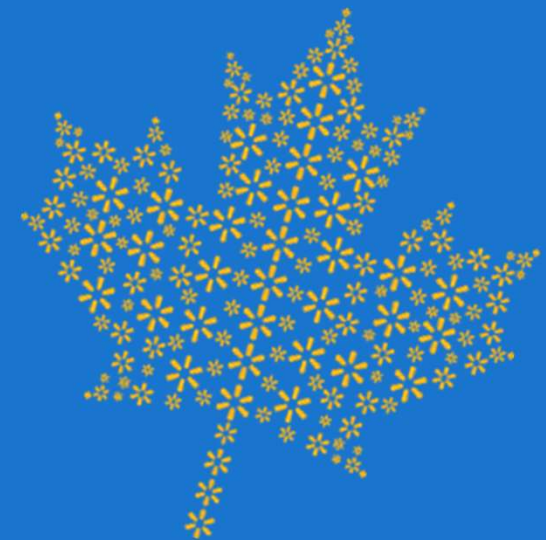


Walmart Canada

User Generated Content (UGC) Vendor Packet

Ratings & Reviews • Questions & Answers • Review Responses • Review Sharing and Migration

October 2021



Executive Summary

Objective

- A comprehensive reference document for Walmart Canada's Vendor and 3rd Party Seller community regarding all key initiatives and processes WM.CA is running related to Ratings & Reviews.

Win-Win*

- Up to 137% conversion lift when shoppers engage with user-generated content
- Up to 114% conversion increase when shoppers engage with Q&A
- Create positive brand perception and manage negative feedback by addressing customer issues directly through Review Response
- Reviews on products improves SEO results

*BazaarVoice Benchmark Data



Bazaarvoice & Walmart



- **Walmart** has partnered with **Bazaarvoice** to create a powerful content engine:
 - 🌟 **Ratings & Reviews:** leverage authentic opinions, photos, and videos to sell our products
 - 💬 **Questions & Answers:** activate and respond to questions on our site
 - 🗣️ **Review Response:** respond to questions and reviews across our site
- Walmart has also partnered with industry leading Sampling providers, HTC and Caddle Inc. to be able to offer more avenues for our vendors to grow their Review Coverage
- Finally we have setup **internal processes** to support our vendors with migrating and sharing reviews via a mapping process.

Summary of Programs

	Program/Process	Available To?		Available Through	Contact	Cost	Free
1	Sampling Program	Vendor Partners	3 rd Party Sellers	HTC & Caddle Inc	UGC_WMCA@Walmart.com	✓	
2	Review Syndication	Vendor Partners	3 rd Party Sellers	Bazaarvoice	https://www.bazaarvoice.com/walmart-ca	✓	
3	Review Response	Vendor Partners	-	Bazaarvoice	https://www.bazaarvoice.com/walmart-ca		✓
4	Connections (Q&A)	Vendor Partners	-	Bazaarvoice	https://www.bazaarvoice.com/walmart-ca		✓
5	Review Migration	Vendor Partners	3 rd Party Sellers	Walmart Canada	UGC_WMCA@Walmart.com		✓
6	Review Sharing	Vendor Partners	3 rd Party Sellers	Walmart Canada	UGC_WMCA@Walmart.com		✓
7	Manual Mapping	Vendor Partners	3 rd Party Sellers	Walmart Canada	UGC_WMCA@Walmart.com		✓
8	Removing Reviews	Vendor Partners	3 rd Party Sellers	Walmart Canada	UGC_WMCA@Walmart.com		

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Removing Reviews

Appendix

A Friendly Reminder About Content Accuracy

‘All vendors have an legal obligation to ensure that the product content displayed on Walmart.ca is not misleading in a material respect. As you review the materials in this document and implement on Walmart.ca, please ensure that all Non Native Review Content is accurate and representative of the product being displayed.’

Walmart Canada Regulatory Compliance Reminder

Walmart Canada Sampling Program: Home Tester Club, Caddle Inc. + Shopper Army

What is the Sampling Program?

A program designed to provide our Vendors/Sellers/Merchants with more options towards growing their Review Coverage



Why Sampling?

Sampling is an easy, turnkey and cost effective way of driving Review growth for 1) New Product Launches 2) Products with low or 0 Reviews 3) Products with old Reviews



Is there a fee to participate?

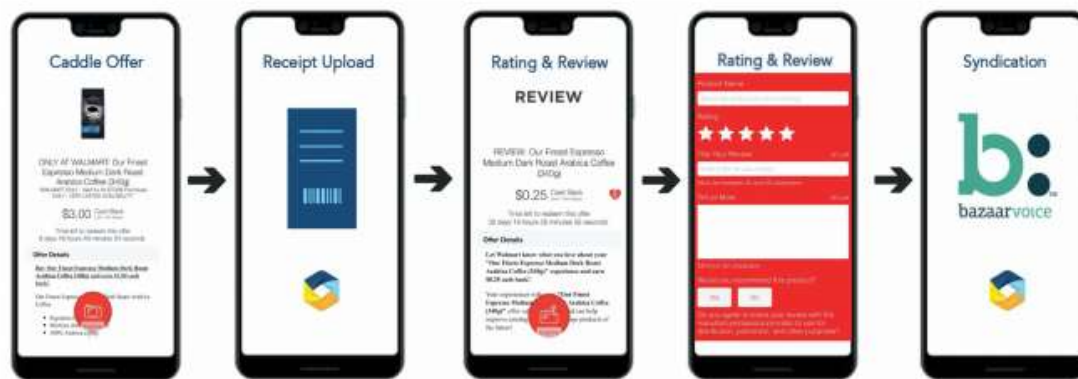
Yes there is a Fee and it differs based on the Sampling Partner you chose: HTC or Caddle Inc. or Shopper Army

How can vendor partners get started?

Please reach out to UGC_WMCA@walmart.com for more information and to get started on product sampling!

WMCA Sampling Program – Caddle Inc.

How It Works



A seamless experience by driving online purchase, validation via delivery email submission, and Rating & Review collection + syndication.

Walmart Shoppers are offered an incentive to buy your product online, they upload proof of delivery into the Caddle app. Upon validation, the Walmart shopper is prompted to complete a Rating & Review which syndicates seamlessly to your product page on Walmart.ca.

No samples. No shipping costs.

Single Campaign Cost:
\$550 per SKU
Collect & syndicate 30-50 reviews

Annual Campaign Cost:
\$1,870* per SKU
Collect & syndicate 30-50 reviews per Quarter
(120-200 reviews total)

* All-inclusive price per SKU *excluding* rebate value and processing fee.

Contact: Colleen Martin
Colleen.Martin@Caddle.ca

WMCA Sampling Program – Home Tester Club

Process:



Week 1

Home Tester Club Brief: Vendor completes Home Tester Club briefing form.

Order Samples: Vendor will order appropriate amount of product to be shipped to fulfillment house.*

Pre-Qualifying Survey Design: Custom survey used to hyper-target consumers for trial recruitment.

Post-Trial Survey Design: Standardized survey collecting the ratings & reviews (and insights if applicable).

HTC Flyer Design: Flyer is marketing collateral that accompanies the products.

Week 2

Feedback and Approvals: Vendor will provide feedback and approach on Pre-Qual survey, Post-Trial survey, and flyer.

Week 3

Trial Period

Week 4-5

Review Period and Syndication: Ratings & reviews are collected from Testers, moderated, and automatically syndicated to Walmart.ca in 24-48 hours.

Week 6

Final Campaign Wrap-Up

Walmart Pricing:

\$660 per SKU* for up to 75 samples

Additional research & insights = + \$1,500 per survey

All reviews will be syndicated to Walmart.ca through Bazaarvoice

Please note that these are negotiated prices and extremely discounted and confidential, and are only applicable for Walmart clients. Average compliance rate of 85%.

*Fulfillment is the only additional cost and will vary depending on the product specifications. The vendor may use their own method of fulfillment if preferred.

Contact: Eileen Jiao
Eileen.Jiao@buchanangroup.com

WMCA Sampling Program – Shopper Army

Contact: Megan Rybko
MRybko@bestnewproductawards.com



Confidently Generate the **Most Trusted Ratings & Reviews** on
Canada's Largest Omni-channel Retailer.

How Does it Work?

Sit back & relax! We'll take care of it.



Create Buzz
"Apply to Try"
Campaign



Target the Right Shoppers
Custom Screeners
for every campaign



Seamless Logistics
Mail-out, Rebate or
both!



Generate
Trusted & Detailed
Reviews



Insightful
Product Metrics &
Dashboard

Pricing

Mailout
\$750

Up to 50 reviews, per SKU

Rebate
\$550

Up to 50 reviews, per SKU
100% review conversion rate

Recommended

Annual Rebate
\$1870

Up to 200 reviews annually, per SKU
100% review conversion rate

New Launch (pre & post)
\$950

Up to 50 reviews pre-launch, per SKU
Up to 25 reviews post launch, per SKU



Available to
license at an
additional cost
if product
scores 4 stars
or above.

Get in touch

Megan Rybko (Sr. Marketing Manager)
MRybko@ShopperArmy.com



Ratings & Reviews: Review Syndication

What is Review Syndication?

Review Syndication enables customer review content to be collected and then published simultaneously on your brand site and Walmart.ca

Why Review Syndication Program?

- Increase reviews coverage easily
- More Reviews per SKU linked to increase in orders
- Reviews on products improves SEO (Search Engine Optimization) results

Is there a fee to participate?

- Yes, it is a fee-based program through Bazaarvoice (pricing varies)

How can vendor partners get started?

- Request more information and pricing by filling out this form: <https://www.bazaarvoice.com/walmart-ca>

Our Vendor Partners with Review Syndication

☆ Ratings & reviews

SAMSUNG ★★★★★ axel · 11 days ago A nice upgrade from my older TV!!

Since I bought this TV, I have been really happy with it. The 4k looks great compare to my 2016 Samsung TV. It's definitely worth buying if you want an Excellent 4k TV at a good price

👍 Pros: Realistic color, Bright display, Lightweight

👍 Yes, I recommend this product.

SAMSUNG Originally posted on samsung.com

Pampers ★★★★★ Pinar · 2 months ago Safe nights

As my kids grown up (3.5 years-old) they need safeties diapers. Baby dry night is my solution. They wake up dry. When I have to use other options they wake up all wet. So it worth to buy this product.

Pampers Originally posted on pampers.ca

LEGO ★★★★★ Shar2019 · 2 months ago Fun build

Enjoyed putting this together. Have yet to disassemble and rebuild into the 2 other designs, but I look forward to it.

👍 Yes, I recommend this product.

LEGO Originally posted on shop.LEGO.com

Questions & Answers: The Connections Program



What is the Questions & Answers Program?

Q&A Connections is a program available through Bazaarvoice that enables suppliers to answer customer questions

Why Questions & Answers Program?

- 68% of online shoppers find answers from brand experts more helpful than answers from consumers*
- Up to 124% conversion increase when shoppers engage with Q&A*
- Customer feedback allows us and our vendor partners to improve product development and content!

Is there a fee to participate?

- No, currently this program is FREE for suppliers

How can vendor partners get started?

- Request more information and pricing by filling out this form: <https://www.bazaarvoice.com/walmart-ca>

Our Vendor Partners with the Connections Program

Questions & answers



Mylesae · 5 months ago

Does it have wetness indicator?

3 answers

Answer this Question



CommunityAnswer · 5 months ago

No, this diaper does not have a wetness indicator.

Helpful? Yes · 1 No · 0 Report



Cata1 · 2 years ago

What is the difference between English and French edition?

2 answers

Answer this Question

Fisher-PriceCustomerCare · 11 months ago

The language spoken is the only difference.

Helpful? Yes · 0 No · 0 Report

*Source: Bazaarvoice research



Ratings & Reviews: Review Response

What is Review Response?

Review Response allow suppliers and merchants to respond to reviews with commentary posted below the original customer review

Why Review Response Program?

- ✓ Publically address a negative issue and resolution with a customer
- ✓ Inform shoppers of improvements to a product
- ✓ Reduce future misunderstandings

Is there a fee to participate?

- Yes, it is a fee-based program through Bazaarvoice (pricing varies) with an exception for private label brands

How can vendor partners get started?

- Request more information and pricing by filling out this form: <https://www.bazaarvoice.com/walmart-ca>

Our Vendor Partners with Review Response

☆ Ratings & reviews



★★★★★ chris28 · 3 months ago
thanos, infinity war

We are very happy with the lego however my 8 year old son is very disappointed that his gaudiel only comes with one stone! The picture on the box made it look like all the stones were included. I am wondering if there is a way to obtain the missing stones without having to buy all the other sets? other wise we are happy with all the lego products!

☑ Yes, I recommend this product.



Originally posted on shop.LEGO.com



Response from shop.LEGO.com:
Customer Service · 3 months ago

We're sorry to hear you found the packaging confusing! We try our best to make the details on our packages as clear as possible. You'll find that each infinity stone can be collected by obtaining each Infinity War set — mirroring Thanos' collecting the stones.



★★★★★ cavallino71 · 2 months ago
why do i need a c/c to activate roku?

I bought this tv...and setting up roku account and being asked for c/c.... Why? Other streamers allow me to continue without entering c/c. I don't agree with this setup..

Helpful? Yes · 4 No · 3 Report



Response from Sharp Product Expert:
· 2 months ago

You do not need to set up a Roku account to use the television like a standard TV. For example, with a gaming console, Blu-Ray player or cable box. You may also browse Roku's large selection of free apps without inputting the credit card information. However, you do need to sign up via email to activate a Roku account, access support and register your unit. More information can be found here: <https://support.roku.com/en-ca/article/208756088-Does-Roku-charge-monthly-subscription-or-rental-fees->
OR <https://support.roku.com/en-ca/article/208756308-how-to-use-the-roku-channel-store-to-access-your-favorite-movies-and-tv-shows>

Increasing Reviews: Review Migration

What is Review Migration?

If your sku undergoes any “grouping” or “ungrouping” activities it will cause its “Product ID” to change as well. This will disconnect all of its “Native” reviews on the backend, causing them to be lost unless we carry out a “Migration” exercise!.

Why Migrate Reviews?

- ✓ Increase review coverage on your products
- ✓ Ex. tires increased coverage from 12% to 22% when reviews were shared across assortment
- ✓ Reduce need to start collecting reviews from ground up
- ✓ Ex. Memory foam mattress: migrated reviews to the base item ID after variants were grouped together. Item ended up with 2K reviews on item page!

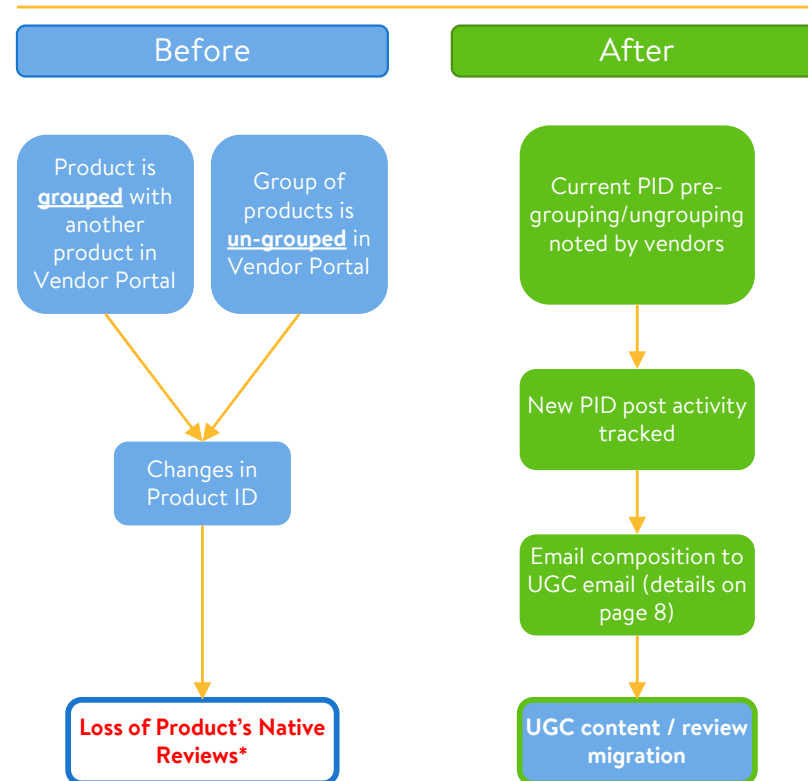
Is there a fee to participate?

- No, currently this program is FREE for suppliers

How can vendor partners get started?

- Please see “Process: Review Migration” on next page

Importance of Review Migration



*Note: If syndicated reviews were done via manual mapping then the manual mapping exercise will have to be repeated)

Process: Review Migration

1. Collect all the information as shown in the example below
2. Populate the **red** mandatory fields and the **orange** optional fields to speed up the migration process

Product Name	<Sku ID>	<Old Product ID>	<New Product ID>
xxx	SKU-6000197584925	PRD-6000197584924	PRD-6000197584324
xxx	SKU-6000199701544	PRD-6000199701543	PRD-6000199704346

3. Provide context on what products were grouped or ungrouped
4. The product ID can be found at the end of the product URL: <https://www.walmart.ca/en/ip/movelo-rush-12-boys-steel-bike/6000197536202>
5. Send the above requested information in the format to UGC.WMCA@Walmart.com
6. Email subject must begin with: "Migrate Reviews + your vendor name"

Note: Migration exercises are executed towards end of the week. Allow for **7-10 business days** for your request to be completed.

Failure to comply to these steps, including an incorrect email subject line, may result in your request being lost or delayed

Increasing Reviews: Share Reviews

What are Share Reviews?

Sharing reviews is the scenario where you get to share reviews between products which are similar in your Walmart.ca portfolio by creating “families”, such that when one product receives a review the others in that product family will receive the same as well (with a badge)

Why Shared Reviews?

- ✓ Increase review coverage on your products
- ✓ Reduce need to start collecting reviews from ground up – reviews from shared items will be brought over automatically

Is there a fee to participate?

- No, currently this program is FREE for suppliers

How can vendor partners get started?

- Please see “Process: Share Reviews” on next page

How it works?

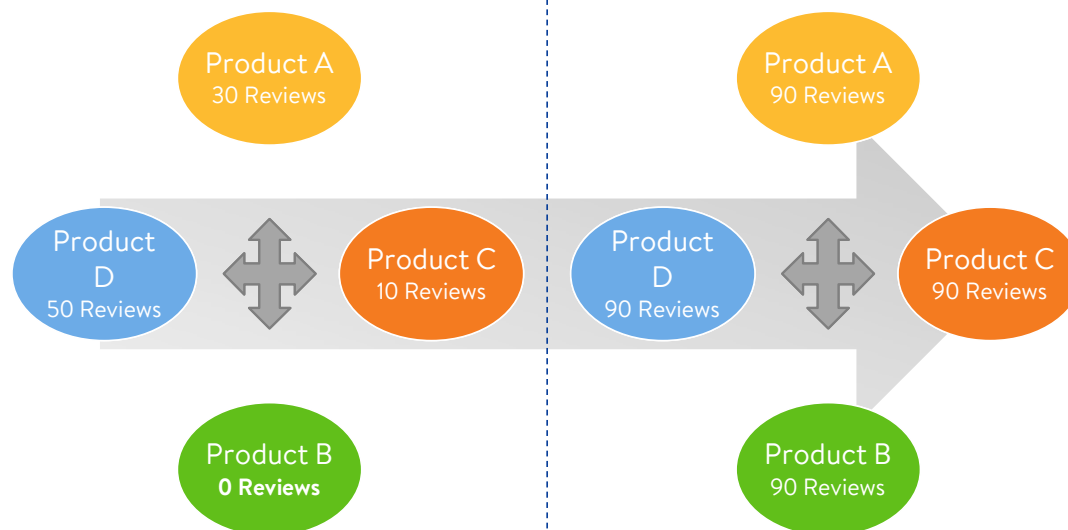
Before Share Reviews Program

Each product has its own set of reviews



After Share Reviews Program

Each product has the sum of reviews for all products within a specific family



*Note: If syndicated reviews were done via manual mapping then the manual mapping exercise will have to be repeated)

Process: Share Reviews

1. Collect the Product IDs for all the products you want to join together. Note: If you are not able to provide Product IDs, then SKU IDs will suffice but it will delay the migration as more work is required to trace the product in our systems
2. The product ID can be found in your vendor portal as well as at the end of the product URL: <https://www.walmart.ca/en/ip/movelo-rush-12-boys-steel-bike/6000197536202>
3. Provide us a name for this family for ease of search for our internal reporting
4. Send this information in the format outlined below to UGC_WMCA@Walmart.com

Family Name	<SKU ID>	<Parent/Product ID>	Product Name
XXX	SKU-6000197584925	PRD-6000197584924	XXX
XXX	SKU-6000195521500	PRD-6000195521499	XXX
XXX	SKU-6000196784662	PRD-6000196784661	XXX

5. Email subject must begin with: "Share Reviews + your vendor name"

Note: Please allow 7 business days for completion once the information is received correctly

Failure to comply to these steps, including an incorrect email subject line, may result in your request being lost or delayed

Increase Reviews: Manual Mapping from Walmart.com to Walmart.ca

What is the Manual Mapping Process?

Linking similar/same products between Walmart.com and Walmart.ca for the purpose of sharing reviews. If your products have the same UPC then matching will be an automatic process. However, if they don't match then a manual mapping process is required.

Why Manual Mapping?

- ✓ Increase review coverage on your products
- ✓ Reduce need to start collecting reviews from ground up

Is there a fee to participate?

- No, currently this program is FREE for suppliers

How can vendor partners get started?

- Please see "Process: Manual Mapping" on next page

Manual Mapping between .ca and .com



1-6 of 195 Reviews

Sort by: Most Helpful ▾



★★★★★ Happy2015 · 11 days ago
Happy2019

My daughter will be two next month and she loves this playhouse. Wish I would've bought this when she was younger. Definitely recommend. Only disappointment was the stickers were NOT included

Walmart Originally posted on Walmart.com



★★★★★ Kelly · 12 days ago

This house is perfect size for our daughter and really cute and sturdy

Walmart Originally posted on Walmart.com



★★★★★ Jrpopo · 13 days ago
Great product!

It was a lot bigger then I expected it! My daughter loves it. You have to make sure you get the stickers right the first time as they do not come off very well at all.

Walmart Originally posted on Walmart.com

Process: Manual Mapping

1. Collect 1) the Product IDs of all WM.CA products 2) the UPC's of the WM.CA products and 3) the UPC's of all your corresponding WM.COM products
2. List the Product ID's in Column A and the corresponding UPC's in column B as shown in the example below
3. **UPC's must be at least 12 digits, otherwise Mapping will not occur**
4. **Please include a couple of URL's for your US products from WMUS**
5. **Please ensure the headings are exactly as shown**

External ID	CAN UPC	US UPC
6000200920467	XXXXXX	XXXXXX

6. Send this information to UGC_WMCA@Walmart.com
7. Email subject must begin with: "Manual Mapping+ your vendor name"

Failure to comply to these steps, including an incorrect email subject line,
may result in your request being lost or delayed

Review Removal: Removing Reviews for Products on WM.ca

What are we talking about?

We often get requests from our Vendor partners and Merchant teams to remove reviews for products on WM.ca for various reasons. *****WM's standard practice is not to remove any reviews, that are relevant to the product, for the sake of authenticity and credibility. Removing reviews w/o good reason reduces credibility in the eyes of shoppers.*****

When can we Remove Reviews?

- 1) If the review goes against our moderation guidelines but somehow made it through/does not belong on that PIP
- 2) If the review is for a product that changed suppliers but UPC remained same
- 3) If review is for a product that has upgraded significantly

What is needed?

- We need merchant confirmation for the latter 2 scenarios

What next?

- Please reach out to UGC_WMCA@Walmart.com if you need help with this



Thank You!

Please forward your questions / concerns / feedback to UGC_WMCA@Walmart.com

For inquiries related to Bazaarvoice products, please visit: <https://www.bazaarvoice.com/walmart-ca>

