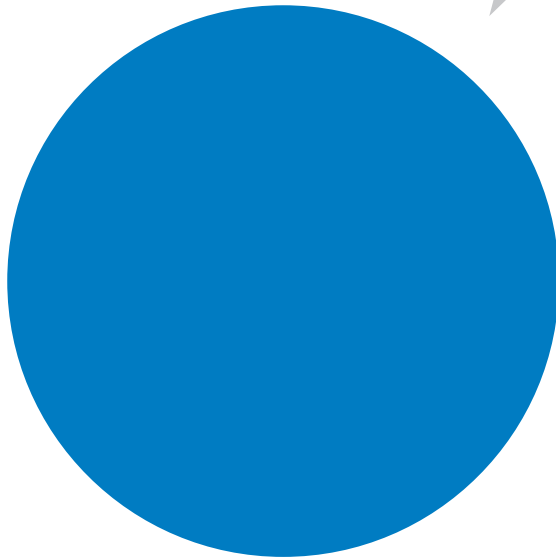




**Win Over
Customers With
Their Own Words**



Products



Bazaarvoice Ratings & Reviews

Boost Sales with Customers' Opinions

- » Enable and amplify your customers' opinions
- » Drive and measure significant sales results
- » Infuse advertising with authentic content



Bazaarvoice Ask & Answer™

Retain Visitors with User-Generated Q&A

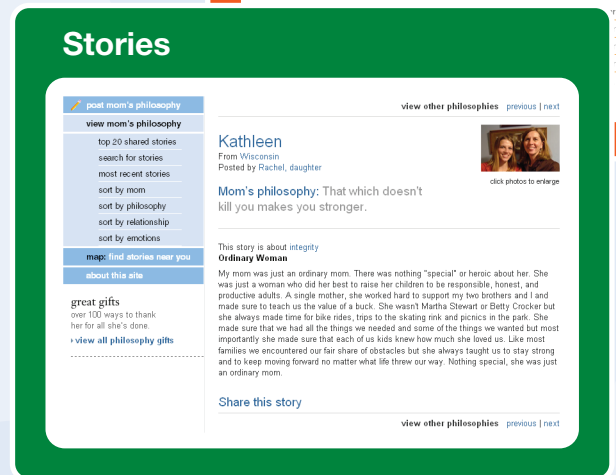
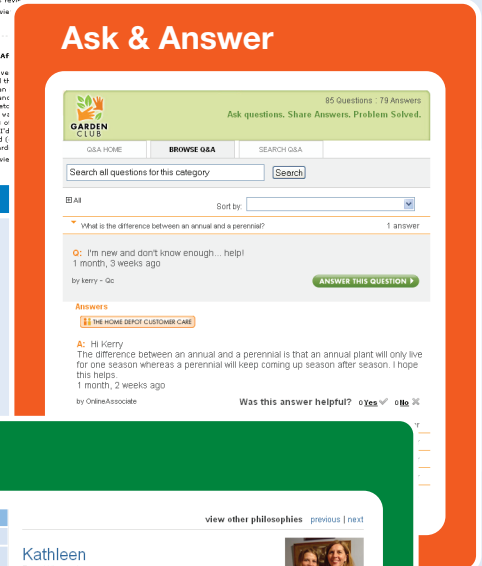
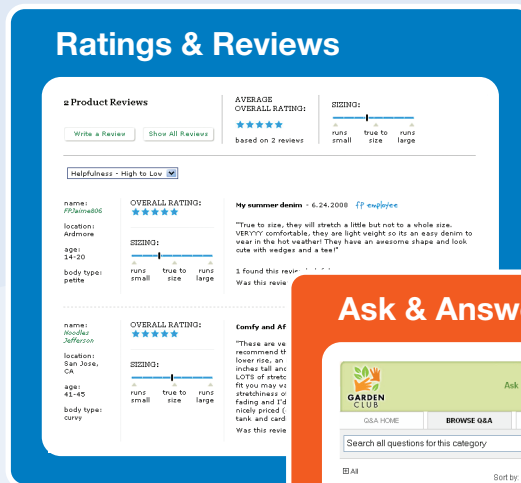
- » Enable consumers to contribute questions and answers
- » Give consumers the information they need to buy
- » Drive sales while lowering support costs



Bazaarvoice Stories™

Drive New Visitors and Loyalty Through Shared Experiences

- » Enable visitors, consumers to share personal experiences
- » Stories focus on products, categories, themes, or holidays
- » Drive traffic, engagement, and loyalty for your brand



Bazaarvoice is...

Enabling your customers to write reviews, ask questions, post answers, and share experiences that drive business results.

- » Customizable, affordable, supported, consultative, flexible, and open
- » Proven to drive search traffic, online and offline sales, and customer engagement
- » For retail, manufacturing, healthcare, travel, and financial services

Customer-Generated Content Drives Business Benefits

- » Increase buyer confidence and conversion while lowering return rates
- » Gain insights into how visitors shop and buy
- » Uncover customer-critical product and brand opportunities
- » Discover and amplify brand advocates
- » Infuse advertising with a trusted customer voice
- » Increase natural search traffic via keyword-rich content
- » Save operational resources by outsourcing technology and moderation

Programs

Bazaarvoice Programs Amplify Word of Mouth

Bazaarvoice™ SyndicateVoice™

Customer-Generated Content where Shoppers Search

- » Share reviews with shopping portals and data aggregators
- » Drive traffic directly to your site
- » Benefit from open standards syndication

Bazaarvoice™ BrandVoice™

Syndicate Product Reviews to Retailer Sites

- » Increase content, brand footprint on retailer sites
- » Drive sales across multiple channels
- » Create affinity for your brand

Bazaarvoice™ SearchVoice™

Dramatically Increase Natural Search Results

- » Consolidate consumer-generated content
- » Drive search traffic to a content-rich microsite
- » Increase conversion by showing all reviews and Q&A in one place

The Leading Social Commerce Platform with World-Class Service

Bazaarvoice's social commerce platform is backed by an enthusiastic, experienced team of pros passionate about helping you accelerate customer-to-customer conversations to dramatically boost business metrics.

Why Bazaarvoice?

Customizable Platform

- » Fully customizable white-label solution, styled for your site
- » Restyle for special promotions, holidays, or site redesigns

Client Owns All Content and Data

Fast, Easy Implementation

- » Live within 30 days
- » Requires only 20 IT hours

Exclusive Syndication Network

2-Tier Content Moderation

- » All content moderated for appropriateness and relevancy, tagged for rich analytics
- » Automated and human review for maximum reliability

Search-Optimized Landing Pages

Dedicated Account Management

- » Personalized marketing and technical support for your site
- » Proven, measurable best practices to maximize ROI

Advanced Analytics and Reports

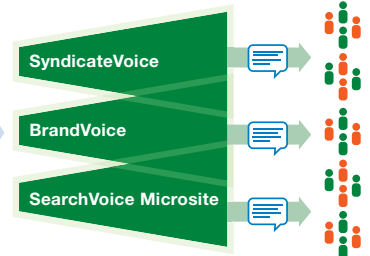
Bazaarvoice Partnership Integrations

- » Proven, streamlined partner integrations with the world's leading eCommerce providers through Radius

Social commerce applications for your site

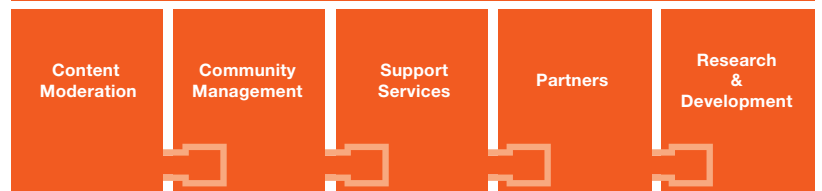


Reaching new customers with UGC beyond your site



Hosted or API Integration

Workbench Analytics



Top-tier services supporting your business and your brand

Partial Global Client List

3 Suisses	LEGO
1-800 PetMeds	Levenger
A&E Television Networks	Macy's
AutoTrader	Mighty Leaf Tea
Avon	NETGEAR
Bass Pro Shops	New Balance
Bath & Body Works	NEXT
Boden	Office Depot
Borders	Oriental Trading
Burpee Garden Products	Overstock.com
Burton Snowboards	Palm
Buy.com	Panasonic
Cabela's	PETCO
Canadian Tire	PetSmart
Carhartt	Procter & Gamble
Carmax	QVC
Cars.com	Quicken Loans
Comet	Rubbermaid
Costco	Sally Beauty Supply
Crate and Barrel	Samsung Electronics
Dell	Screwfix - Kingfisher
Denver Mattress	Sears
Famous Footwear	Select Comfort
FAO Schwarz	Sephora
Figleaves	Shop.com
Finish Line	ShopNBC.com
Fnac	Skymall
Goldsmiths Group	Sol Melia/Dobleroom
Golfsmith	The Land of Nod
HP	The Orvis Co.
Haverty's	Timberland
Helzberg Diamonds	TurboTax
The Home Depot Canada	Urban Outfitters
James Avery	Wickes
JCPenney	Wehkamp
La-Z-Boy Incorporated	Zales



"Dell is passionate about improving our business with customer input. Bazaarvoice shares our passion and enabled our customers to have a voice with Ratings & Reviews."

— Sean McDonald, Director of Global Online Community
Dell

Limitedbrands

"The hosting, moderation, workbench administration, reporting, and support model met or exceeded our expectations and standards."

— Shannon Glass, Director of Operations
Limited Brands (parent of Bath & Body Works)



"The implementation of BazaarVoice Ratings & Reviews has contributed to a large increase in our visitor traffic this year and has helped to better engage our LEGO fans with the content of LEGOshop.com."

— Jenny Brown, Marketing Manager
LEGO



"Signing up with Bazaarvoice was one of our best moves this year!"

— Monica Wilkens, Director of Marketing
Helzberg.com



"From the sales process through implementation to our day-to-day interaction, Bazaarvoice has partnered with us to go live quickly and make the most of our customers' input and opinions."

— Bob Myers, Senior Vice President, QVC.com & Direct Marketing
QVC



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