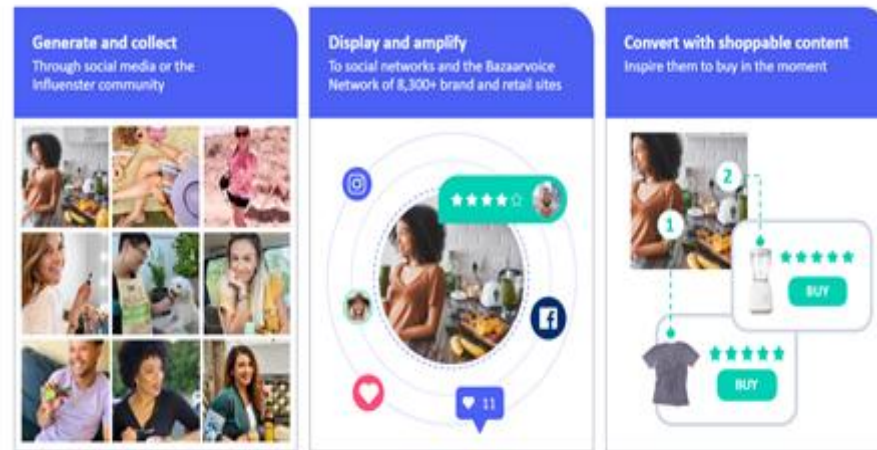


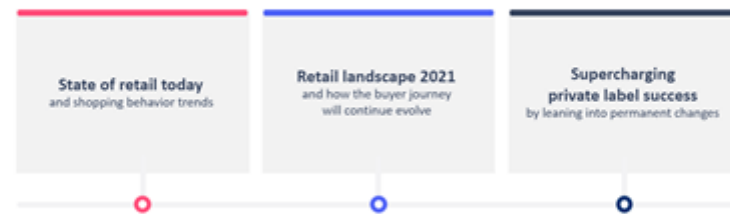


## Connect to more shoppers, with more content, in more ways



## Today's discussion

User-generated content is the currency of the modern marketer and the key to standing out on the digital shelf.



## Traditional in-store shopping with a touch of digital

**82%**

Shoppers who research products online **before** going in-store.

**50%**

Shoppers who look online **while** shopping in-store.



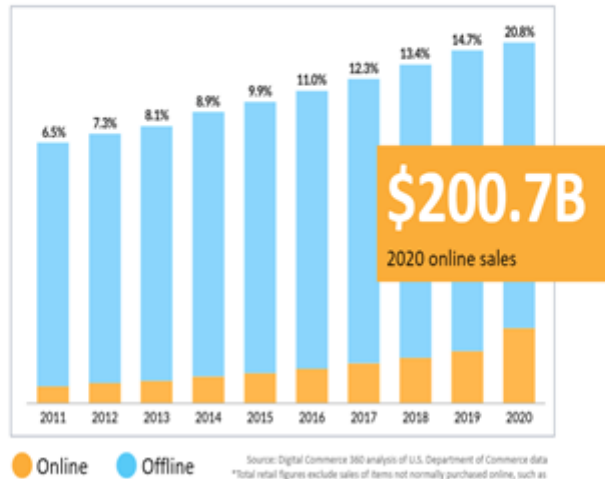
Source: Bazaarvoice Shopper Experience Index, 2018

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## E-commerce spending YOY is increasing rapidly

Sales as a percentage of total retail\* spend, 2011-2020



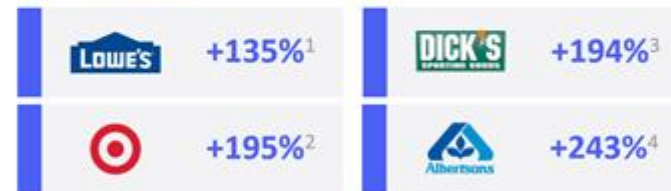
## Shopping without visiting a store

BOPIS and alternate fulfillment options are leading the way

**75%**

Three-quarters of the top 50 U.S. store-based retailers offer curbside pick-up services today. <sup>5</sup>

Increase in digital sales:



<sup>1</sup> Source: 1. Lowe's Q2 2020 Earnings Report

<sup>2</sup> Target Q2 Earnings Report, 2020

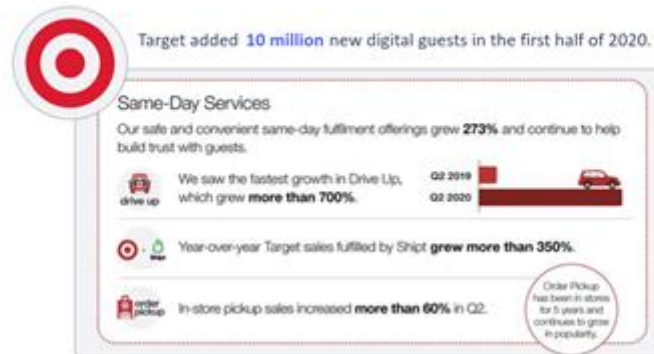
<sup>3</sup> Dick's Sporting Goods Q2 Earnings Press Release, March 19, 2020

<sup>4</sup> Abercrombie & Fitch Q2 Earnings Press Release, Oct. 2020

<sup>5</sup> Curbside appeal: Pandemic fuels popularity of curbside pickup, The Business Journals, Oct. 2020

## Shopping without visiting a store

BOPIS and alternate fulfillment options are leading the way



Source: Target Q2 2020 Earnings Report

## E-commerce sales will continue to grow rapidly

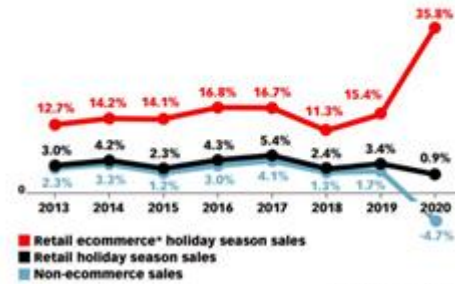
Holiday 2020 U.S. trends exemplify the transition towards a heavily digitized retail landscape

Brick-and-mortar retail will **decline**  
~5% to \$822.79B

Retail e-commerce sales will **jump**  
~36% to \$190.47B

Total retail e-commerce sales  
**18.8%**

US Retail and Retail Ecommerce\* Holiday Season Sales Growth, 2013-2020  
% change



Source: eMarketer Holiday 2020 report

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## Shoppers are changing their shopping behavior



Source: McKinsey & Company, The great consumer shift: Ten charts that show how US shopping behavior is changing, 2020.

## A shift in purchase behaviors during the pandemic has led to increased trial of new brands and products

90%

9 in 10 Influenster survey respondents stated they are currently purchasing store brand products.

32%

About one-third of shoppers on Influenster say they purchase store brand products most frequently. <sup>2</sup>

Private label brands are positioned for success and should capitalize on this opportunity to win over shoppers

1. Influenster Retail Trends Survey July 2020

## Leaning into the permanent change

An evolved shopper purchase funnel with UGC at the epicenter of each stage



## Shoppers are seeking UGC first to evaluate options

87% of shoppers begin their product search online



Source: 1. Bazaarvoice, Shopper First Retailing Research from 8,200 shoppers and 1.4 Billion E-commerce visits, 2019.  
2. Bazaarvoice and Deloitte consumer buying preferences survey of 6,700 shoppers in the U.S., Canada, France, Germany, and the UK, 2019

## UGC Increases your Findability

Original, recent content is a  
contributing factor to Google  
Search results



Walgreens Beauty Hydrating Facial Mist reviews

Shopping Video Images News More Settings Tools

About 307,000 results (0-40 seconds)

www.influencer.com - Walgreens Beauty Face Mist

### Walgreens Beauty Hydrating Facial Mist - 4 OZ Reviews 2020

The walgreens brand hydrating stuff is so amazing. I have combo skin on my face with really dry patches and this leaves my skin feeling refreshed, it leaves a dewy finish and it does have an aggressive sprayer but I'm not mad. I normally apply after removing makeup with the hydrating makeup wipes.

★★★★★ Rating: 4.8 - 48 reviews

www.makeupalley.com - Face Mist - Untamed Brand

### Walgreens-Hydrating Facial Mist reviews, photos, ingredients

Stay-At-Home Beauty - Discover your next HG foundation on this list of our users absolute favorites. Whether you...

★★★★★ Rating: 5 - 1 review

www.walgreens.com - store / product/101 - facial mist mo...

### Facial Mist - Moisturizers | Walgreens

Buy Facial Mist online and view local Walgreens inventory. Free shipping at \$25. Find Facial Mist coupons, promotions and product reviews on Walgreens.com. ... Back, Beauty, Facial Skin Care, Back, Facial Skin Care ... With each application, moisturizers provide hydration to replace what is naturally lost during the day.

## Which would you choose?

With more products and ways to buy, how does your brand gain trust?

The image displays two product listings side-by-side, illustrating a comparison between two brands of frozen chicken bites. Both listings are from Sam's Club and feature a 'Top Rated' badge. The left listing is for Tyson Homestyle Boneless Chicken Bites, Frozen (4 lb.), with a 4.6 star rating and 302 reviews. The right listing is for Member's Mark Boneless Chicken Bites, Frozen (4 lb.), with a 4.2 star rating and 57 reviews. Both listings include a product image, a 'Top Rated' badge, and a 'Reviews' section with star ratings and a 'Written by a customer' badge.

Product	Rating	Reviews	Answers	Questions
Tyson Homestyle Boneless Chicken Bites, Frozen (4 lb.)	4.6 (302)	302	4	4
Member's Mark Boneless Chicken Bites, Frozen (4 lb.)	4.2 (57)	57	0	0

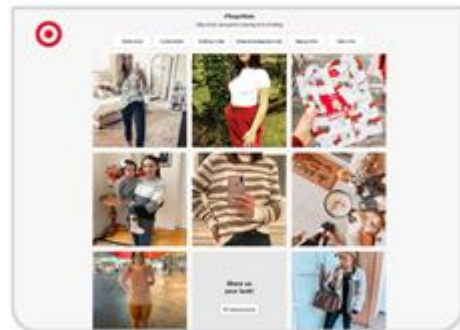
## Shoppers embrace social media for shopping inspiration

Social channels will influence purchase decisions long after the pandemic



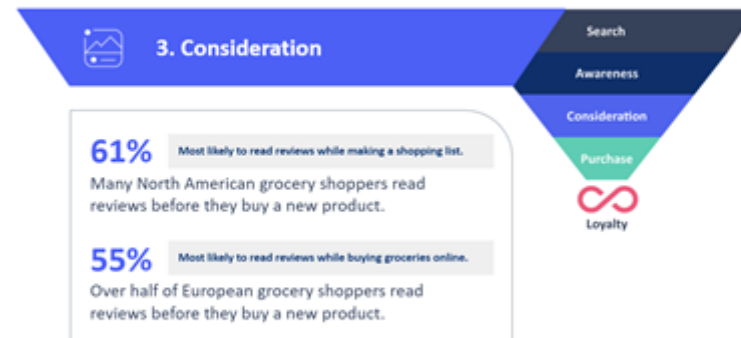
## Social media is your virtual endcap

Curalate, recently acquired by Bazaarvoice, seamlessly populates retailer sites with high-quality, shoppable UGC





## UGC plays an integral role in new everyday products



## The importance of UGC continues to increase for high-consideration products

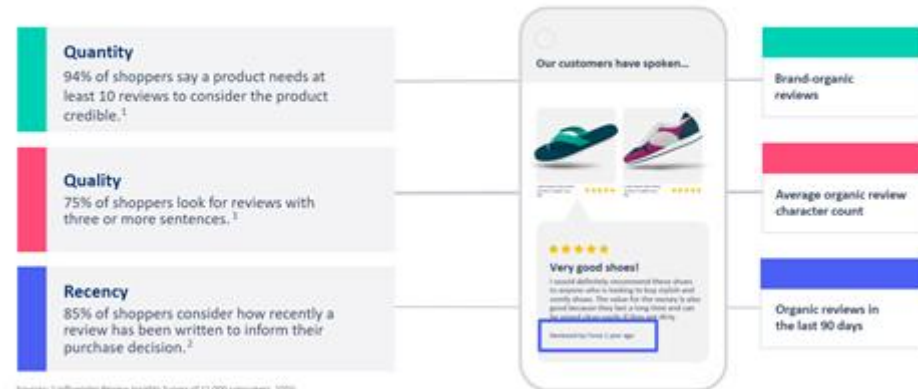


**140%**  
lift in conversion rate

**164%**  
increase on time on site

## Three pillars of a healthy ratings and reviews program

Best in class UGC programs drive maximum consumer confidence



Source: eMarketer Review Insights Survey of 13,000 consumers, 2020.  
1. Bazaarvoice survey of 5,000 consumers in the U.S., Canada, UK, France, and Germany, 2020.  
2. Bazaarvoice survey of 5,000 consumers in the U.S., Canada, UK, France, and Germany, 2020.

## Shoppers want to engage with brands directly



### 5. Loyalty



**87%**

Most shoppers agree that a brand has to do something in response to negative reviews on product pages. <sup>1</sup>

**74%**

Three-fourths of brands and retailers who maintain Q&A on their product pages report seeing significant value in it or consider it critical to their success. <sup>2</sup>

#### Shoppers want brand to:

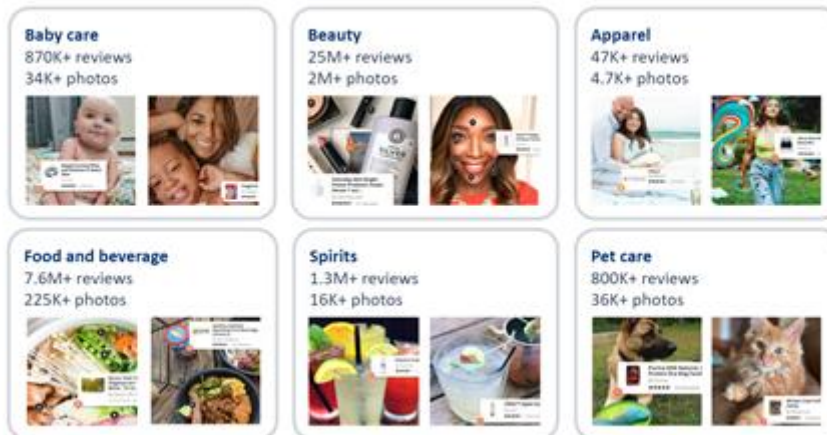
- answer their questions and
- respond to negative reviews.

#### Brands can connect in moments that matter:

- encouraging shoppers to review products or share their purchases on social and
- featuring UGC from fans across channels.

Sources: 1. Bazaarvoice Shopper Experience Index, 2020.  
2. Bazaarvoice Shopper Experience Index, 2019.

## Members actively share everything they buy on our platform



## Leading to a thousand of data points per member

Allowing brands to connect with a hyper-targeted audience of shoppers



**Member profile and social score**  
Demographics, psychographics,  
location, shopping behaviors, etc.



**Platform brand-related activity**  
Reviews, Q&A, photos, videos, etc.



For instance, we know their preferences and where they shop

**30Y**

Average age

**71%**

Shop for groceries at Walmart

**48%**

Shop at Target

**75%**

Cook at home at least 3x weekly



## Generate new reviews and social UGC

Get your products in the hands of the right customers within the Influenster community



Deliver products to their doorstep



Drive redemption in-store or online



## Generate new reviews and social UGC

Get your products in the hands of the right customers

- Turnkey activations
- Motivated audience
- Guided, gamified activity
- Community promotion
- Insights reporting
- Content syndication



## Petsmart success story

Custom VoxBox

750

Boxes



## Rimmel success story

Custom VoxBox

**2K**

Boxes

**15.7M**

Impressions

**2.4K**

Social posts

**1.2K**

Reviews



NEW! CASHBACK SAMPLING

## A seamless member experience

### Product pick-up

Send targeted Influencer members in-store or online to your products



### Activate

Participants share on social, write a review, etc.



### Redemption

CashBack reimburses recipients for eligible products



*Congratulations! Our records show you earned cash back by completing an activity. Receive your payment now via PayPal.*





SUCCESS STORY

**4M+**  
Impressions generated

**430**  
Total reviews

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## Maidenform

Digital CashBack Challenge



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SUCCESS STORY

**4M+**  
Impressions generated

**430**  
Total reviews

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## Maidenform

Digital CashBack Challenge

*influencer*



Maidenform Lanes Lane Bra (5/5)

★★★★★

Review by [User Name]

There are hundreds of push-up bras out there but this one is different. I've always enjoyed the support of a push-up bra but this one is different. It's not too heavy and it's not too light. It's just what I needed. I love the support and the way it makes me feel. I'm a fan of Maidenform Lanes Lane Bra. I highly recommend it to anyone looking for a push-up bra. It's a great choice. I'm a fan of Maidenform Lanes Lane Bra. I highly recommend it to anyone looking for a push-up bra. It's a great choice.

**KOHL'S**



Maidenform Lanes Lane Bra (5/5) **Save \$28.99**

★★★★★

Review by [User Name]

There are hundreds of push-up bras out there but this one is different. I've always enjoyed the support of a push-up bra but this one is different. It's not too heavy and it's not too light. It's just what I needed. I love the support and the way it makes me feel. I'm a fan of Maidenform Lanes Lane Bra. I highly recommend it to anyone looking for a push-up bra. It's a great choice. I'm a fan of Maidenform Lanes Lane Bra. I highly recommend it to anyone looking for a push-up bra. It's a great choice.

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SUCCESS STORY

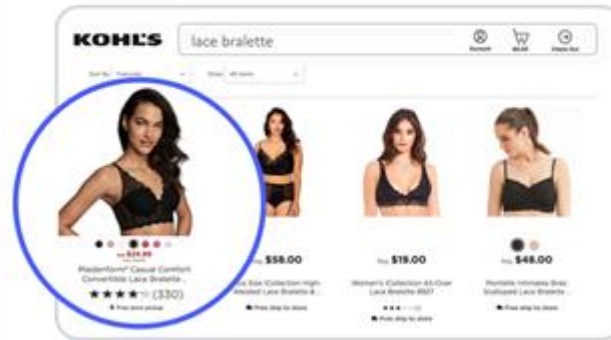
**4M+**  
Impressions generated

**430**  
Total reviews

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## Maidenform

Digital CashBack Challenge



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## Key takeaways

Private label brands leverage strategies to stand out on the digital shelf

Online shopping behavior and alternative fulfillment options are here to stay

Shoppers are trying new products more than ever before, especially private label brands

By optimizing private label strategies now, short-term switching behavior can be transformed into long-term customer loyalty

Look beyond price and in-store shelf space to drive sales with content that resonates with consumers

Get started  
**BAZAARVOICE.COM**



Get started  
**BAZAARVOICE.COM**

## STOREBRANDS

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**Sam Muilenburg**  
VP Content Acquisition  
CPG & Retail  
Bazaarvoice



**David Bishop**  
Partner  
Brick Meets Click



**Sam Gagliardi**  
Senior VP, E-commerce,  
Consumer & Shopper  
Marketing  
IRI



