





Today's most successful brands are built with the help of their customers. Authentic, first-person feedback provides the foundation and materials that architect innovation, inspiration, and insight.

Bazaarvoice helps the world's best brands discover what matters most to the ones who matter most, creating marketing and products powered directly by customer input.

For more information visit:

bazaarvoice.com/builtbycustomers

User-generated content brings USAA 32X increase in acquisition.

In the first year of integrating user-generated content, USAA saw online account initiation increase by almost 16,000 new accounts.

And their customers love them. Members gave USAA an all-star **Net Promoter Score of 87%** with an average member rating of **4.4 out of five stars**.

FORRESTER

Source: Forrester Case Study: USAA Uses Social Media To Drive Sales Product And Service Strategies, March 12, 2010.



Bazaarvoice Client Since : **2008**

Intuit® QuickBooks® ProAdvisors® with reviews get **5X** more referrals.

Business owners turn to Intuit ProAdvisors when they need help with Quickbooks, so Intuit lets users review these advisors online.

Business owners engaged with consumer-rated Intuit QuickBooks ProAdvisors **555% more often than their unrated counterparts.**

Plus, they consistently selected a regular ProAdvisor with reviews over an advanced ProAdvisor without reviews when it came time to select a professional for help.



LendingTree visitors start the loan process 83% more often after reading reviews.

LendingTree displays reviews for more than 200 lenders on their site, and visitors take note of this trusted content. In fact, those who first read customer reviews go on to fill out loan requests 83% more often than those who did not read reviews.

“Ratings & Reviews have added context and confidence to our process – and that’s clearly having a positive impact on conversion.”

Tom O'Neill **Director of Site Innovation**

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Reviews help Charles Schwab boost conversion and customer advocacy.

In 2011, Charles Schwab boosted its customer advocacy score, showing that their customers believe the firm does what's right for them. As referrals drive 40% of Charles Schwab's new customers, this score is critical.

Transparency and trust are critical to building advocacy, so their Clients Speak initiative, where they create online conversations with customers, is a critical building block to success.

charles SCHWAB

Bazaarvoice Client Since : **2010**

Consumer Q&A eliminates purchase barriers for 75% of travelers.

Travelocity learned that **unanswered questions stop 75% of travelers from making the decision to buy.** They let travelers ask questions, then make it easy for consumers, Facebook friends, Travelocity community managers and hotels to answer.

Answers can come through Travelocity's site or via Facebook, and are posted in both places, helping boost sales conversion.

Reviews drive a 151% conversion lift for JewelryTV.com

Jewelry Television, one of the world's largest loose gemstone and jewelry retailers, saw a 151% conversion increase for products that included reviews. What's more, reviews influence a 25% lift in average order value.

And when they added reviews to their mobile application, they saw a 30% conversion lift in just one month.

“ **When people interact with reviews, they are more likely to order something and the order value is likely to be higher.** ”

Brian Wilhelm **Director of Online Marketing, Jewelry Television**



La-Z-Boy gains 13,000 prospects with consumer stories campaign.

When La-Z-Boy asked consumers to share their “Comfort Stories,” as part of a widespread online campaign, they **gained 13,000 new prospects**. These prospects directly opted in, and 67% of these said they planned to buy furniture within 18 months.

They found that, on average, **contest participants spent 21 minutes on their site**, engaging with the brand.

Plus, overall site traffic increased 8% during the campaign.

Consumer conversations drive **72% increase in sales,** **20% return reduction.**

Consumers who ask and answer product and category questions at PETCO.com, when compared with those who don't, had a **72% higher conversion rate** and 100% more orders per session.

Reviews help shoppers make confident purchase decisions. Products that include reviews have a **20% lower customer return rate**. And products with 50+ reviews have fewer returns than those with less than five reviews.

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900,000 consumer conversations boost sales, inspire transformation.

Argos customers get involved – they share opinions, ask questions, and inform each other. And more than a million visitors read consumer reviews and Q&A at Argos.com, helping drive purchase decisions.

Argos takes it a step further by using the data from this content to improve its products and merchandising.

“ **Bazaarvoice Customer Intelligence has already made a significant impact to our trading, marketing, manufacturing and social analytics teams.** ”

David Tarbuck **Programme & Operations Manager at Argos**



Bazaarvoice Client Since : 2009

On-air top-rated product segment lifts sales 50% for QVC UK.

QVC UK customers have written more than 300,000 reviews on almost 45,000 products, and these reviews help drive sales through online and on-air channels.

A television segment, "Customer Top-Rated Kitchen," generated 50% more in sales than expected, and ten times the number of new customers projected.



The company has a history of using on-air testimonials, so reviews were a natural extension.



Gina Deeble **Head of Interactive Content at QVC UK**



Customer feedback drives product improvement within 24 hours.

When Domino's launched their new chicken offering, they encouraged customers to review it online.

Within the first 24 hours of launch, they got direct customer feedback, which let them pinpoint product improvements that bolstered the overall offering. The impact of this direct, real-time feedback may lead them to use similar tactics for future market research on new products.



Video reviews drive 21% increase in sales for new products.

Rubbermaid encouraged consumers to create video reviews of its new food storage line, resulting in a **21% increase in online sales** for the 2010 launch.

When they tested adding a customer review to a free-standing insert, they saw a **10% lift in coupon redemption**.

And they've found that review readers are 62% more likely to want to stay engaged with Rubbermaid by signing up for the Rubbermaid Club.

Customer conversations double conversion rates for Dell.

Dell saw a **100% increase in conversion** for shoppers **who interacted with reviews** versus those who did not read reviews.

And Dell doesn't stop there. Their product teams read and analyze data from these reviews, using them to improve products, merchandising and marketing. Dell strives for at least a 4.5-star rating (out of five stars) for all products, continuously improving them along the way.



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Brand advocates share reviews 7X more often than average.

Adobe offered brand advocates early trials of new Photoshop® products, inviting them to share their feedback online. **25% of reviewers shared their review via Facebook** during the first week of the campaign – 700% higher than the industry average.

And an A/B test showed that **reviews influenced up to a 54% lift** in page conversion on Adobe's site.



Bazaarvoice Client Since : **2010**

Customer content generates 1000% higher click-through rate on Facebook.

Benefit Cosmetics lets consumers review its products directly on its Facebook page, simultaneously publishing the review on its site. After reading a review on Facebook, fans can click “buy now” to make a purchase. Driving a **1000% higher click-through rate** than their average online ads, Facebook reviews are Benefit’s best-performing online program.

Plus, approximately **5.8% of reviewers share their review with friends**, about four times higher than the industry benchmark.

Reviews drive 98% higher revenues per visitor for Epson.

Visitors who interacted with reviews on e-commerce pages on Epson's website were **125% more likely to add a product to their cart** than visitors who did not interact with reviews. And visitors who interacted with reviews on store pages were also **67% more likely buy**, and had a **25% higher average order value**.

As a result, Epson found that **revenue per visitor was 98% higher** for visitors who interacted with reviews.

Samsung answers drive 2X product views.

Samsung created the online persona “Mr. Samsung” to answer consumer questions about their products across channels, including retail websites in the Bazaarvoice network.

A/B testing revealed that **products with answers from Samsung were viewed twice as often** as those without. These answers fill unique information gaps for shoppers: on the set of products with higher Samsung involvement, 91% of the content Samsung provided in their answers was not already on the site.