



bazaarvoice™

petco®

**UNLOCK THE POWER OF  
USER-GENERATED CONTENT**  
TO STAND OUT ON PETCO.COM

# What's inside

Introduction	2
Optimize UGC with Bazaarvoice solutions	7
Turn customer feedback into a conversation	16
Drive improvements with UGC insights	19
Key takeaways	21
References	22
About Bazaarvoice	23

# Introduction

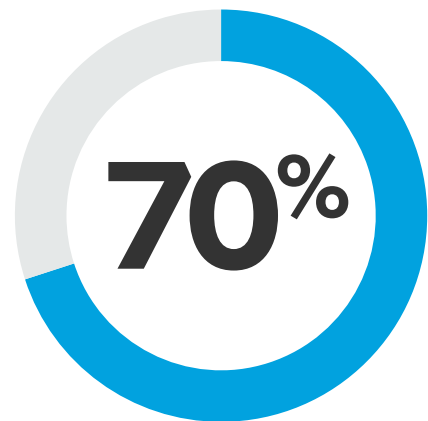
For brands that sell their products on Petco.com, figuring out how to maximize channel sales is critical for business. It can be challenging to know where to begin, how to drive sales both on Petco.com and in Petco stores, and ultimately, how to stand out from the competition.

The key to rising above the noise? Amplify the voices of Petco shoppers. Peer-trusted feedback, like ratings and reviews, not only validates product quality and customer affinity, but also has a significant impact on purchase decisions.

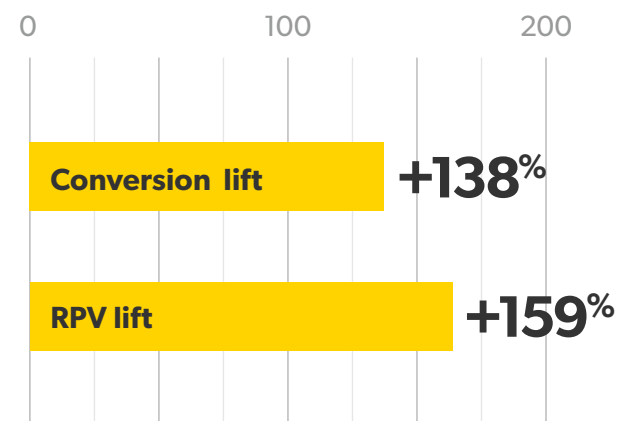
# The impact of user-generated content

A user-generated content (UGC) strategy done right will increase the discoverability of your products, boost sales, and create a valuable dialogue with your customers. It can also inform SEO benefits, provide insights for product innovation, reduce return rates, and ensure shoppers have a positive experience with your brand. While Petco has their own strategies to collect ratings and reviews, brands that come to the table with their own UGC strategies set themselves ahead of the rest.

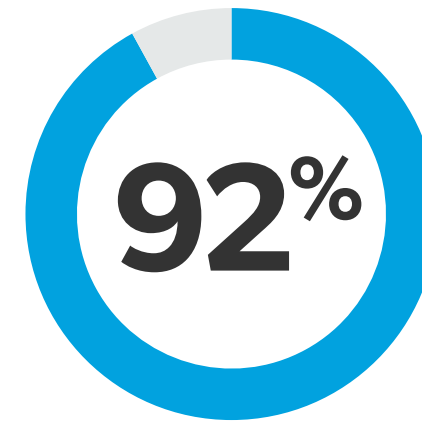
## Impact of reviews by the numbers:



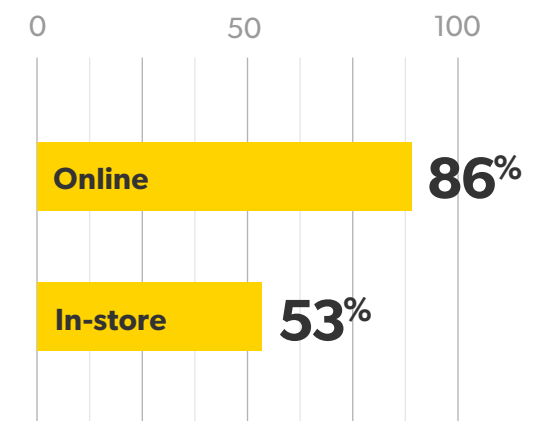
Percentage of shoppers who use reviews to evaluate similar products before buying.<sup>1</sup>



Conversion and revenue impact for brands when shoppers engage with reviews.<sup>3</sup>



Percentage of shoppers who trust peer recommendations over traditional advertising.<sup>4</sup>



Percentage of brands and retailers who say consumer reviews positively influence online and in-store sales.<sup>5</sup>

# Petco + Bazaarvoice

Petco and Bazaarvoice have partnered to help brands build powerful UGC programs on Petco.com. Bazaarvoice leads the industry with best-in-class solutions and service, as well as unparalleled content authenticity standards. With this partnership, brands have the unique opportunity to leverage Bazaarvoice syndication capabilities, which we'll explore in the next section.

UGC comes in many forms, including ratings, reviews, questions, and visual content. Bazaarvoice understands the unique value of each type of UGC on Petco.com and works with brands to collect a variety of content that meets a brand's specific needs.



## World's largest network

Over 8,300 brands and retailers, with 20x more shopper traffic than the next largest network.



## More content, more conversion

Our clients have collected over 2.5 billion reviews.



## Innovation for global reach

Built for and tested by over 1.3 billion monthly shoppers.



## Insights and reports

Automated key metrics answer questions our most successful brands are asking.



## Your success matters

6x more client success roles than the nearest competitor.

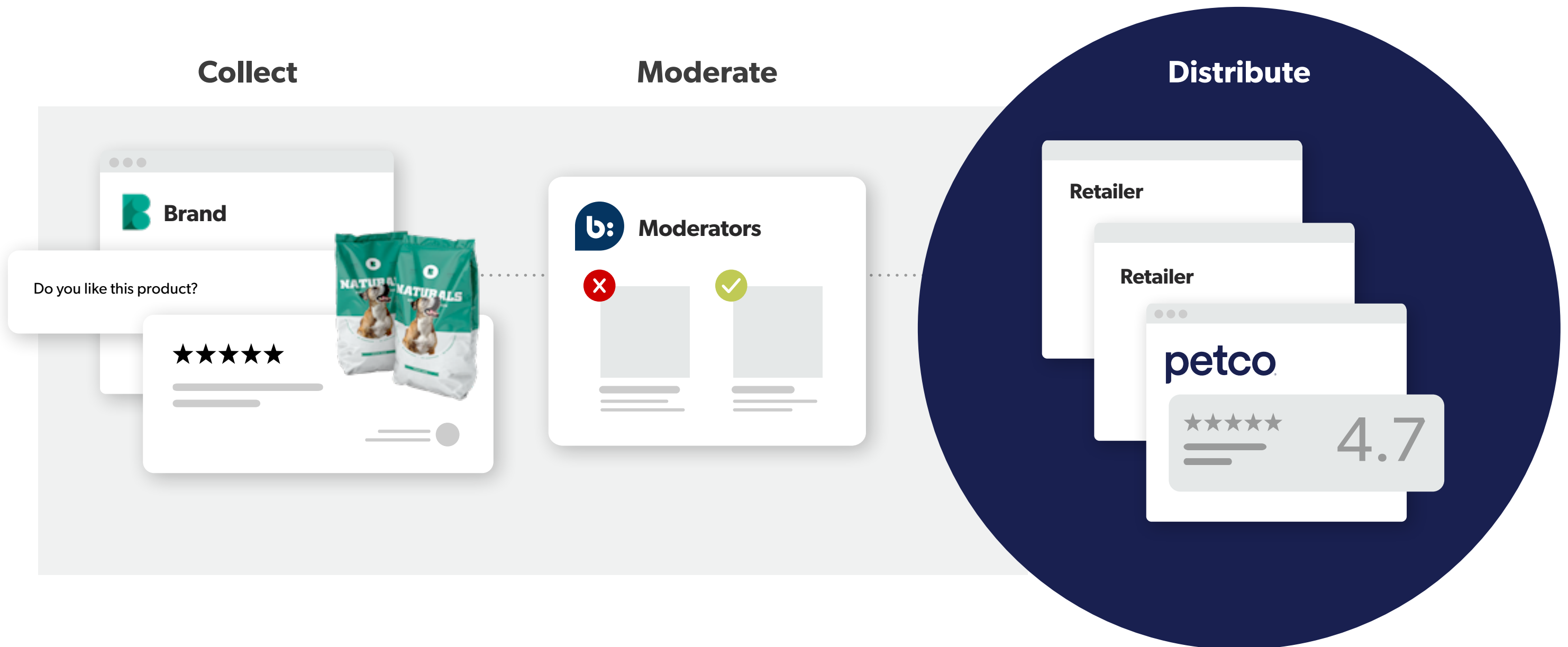


## Content integrity and security

Globally, we've moderated 316 million+ reviews to date. Each year, we block 55 million fraudulent reviews.

# How does syndication work?

First, your brand collects UGC from customers through a range of review collection strategies. Then, as a Bazaarvoice client, this content is authenticated to ensure it isn't fraudulent and represents a customer's genuine opinion about their experience with your product(s). Once content is authenticated through a process of machine learning and human moderation, Bazaarvoice matches the content to product catalogs across a network of more than 1,900 retailers (including Petco). Your UGC is then simultaneously displayed on the corresponding retailer product pages.



# The impact of syndication for brands

## Syndication impact by the numbers:

### More reviews per product

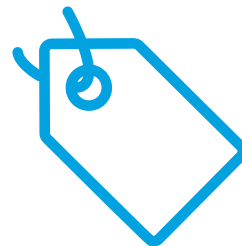
**+112%**



Median increase in reviews per product when brands leverage UGC syndication solutions.<sup>2</sup>

### Better product coverage

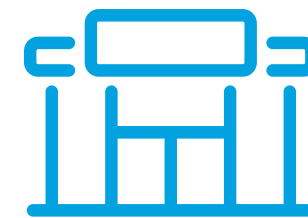
**+46%**



Median increase in product coverage compared to brands relying on native coverage at each retail channel.<sup>2</sup>

### Retailers rely on brands

**65%**



Percentage of reviews that Bazaarvoice retailers source directly from brands.<sup>5</sup>

# **Optimize UGC with Bazaarvoice solutions**

Now that you know the importance of UGC and how syndication works, the next question is: how do you get more content in the right places? In the next few sections, you'll learn how your brand can leverage varying Bazaarvoice solutions to drive optimal UGC performance on Petco.com and amplify content from real customers to help Petco shoppers make purchase decisions with confidence.



# Sample products to Petco shoppers

## Bazaarvoice solution: Spotted by Petco

93%

Percentage of purchase decisions impacted by reviews.<sup>10</sup>

Spotted by Petco is a review seeding program that puts your high-priority products in the hands of Petco's most loyal shoppers in exchange for honest reviews on Petco.com. Bazaarvoice will help you select key items to sample, identify Petco audiences within the sampling community, and guide you through fulfillment. [Watch](#) the program overview.

### Benefits:

- Boost review content quickly for new products, seasonal items, Petco exclusives, and products with outdated reviews on Petco.com
- Sample products among a segmented group of Petco shoppers that meet your desired demographics and psychographics
- Start seeing reviews on Petco.com in as little as 3 weeks, once products are shipped



# Collect and distribute reviews to Petco.com

## Bazaarvoice solution: Collect+Distribute

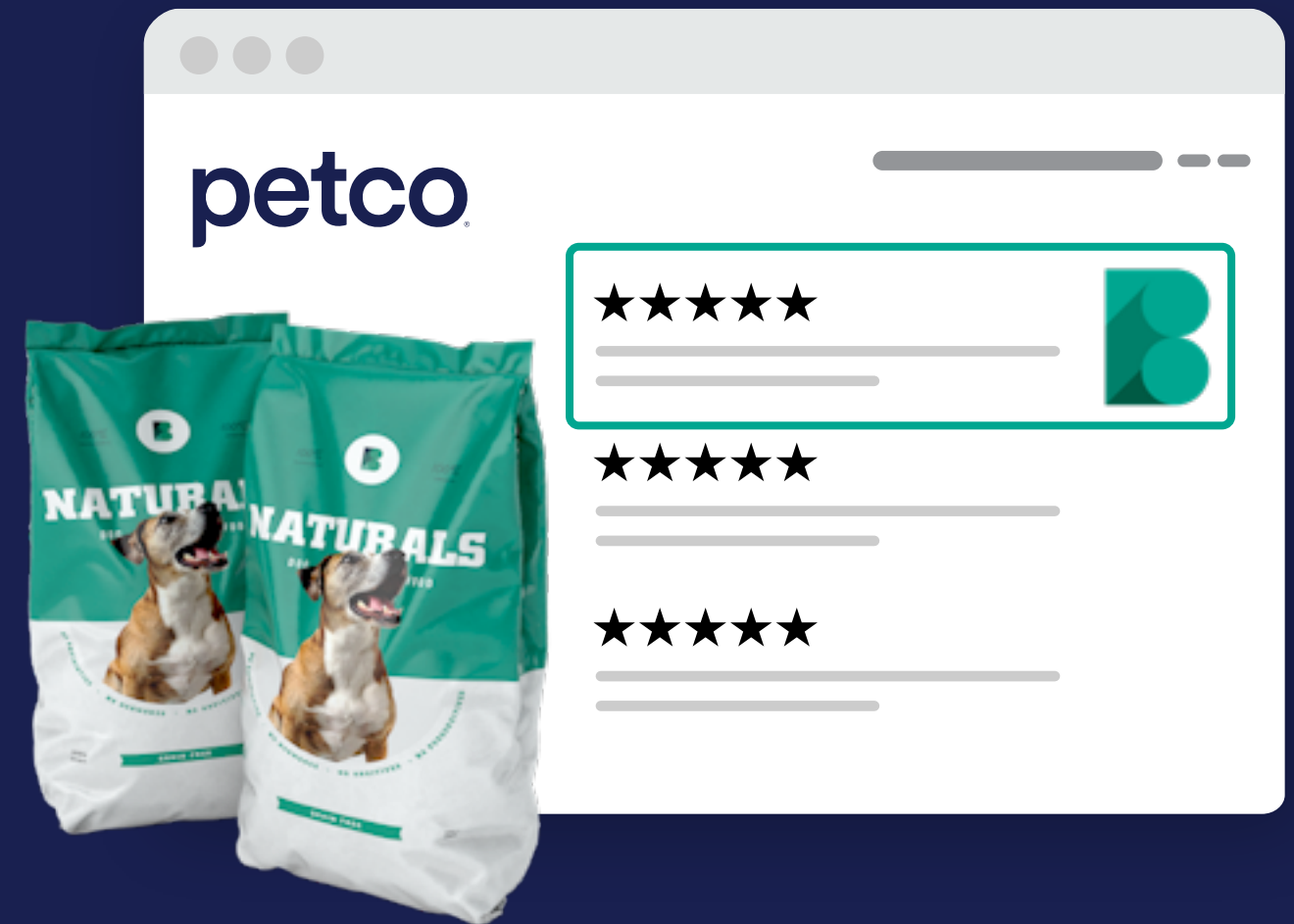
71%

Percentage of reviews Petco sources directly from brands through syndication.<sup>11</sup>

A successful ratings and reviews strategy is one that enables a brand to routinely collect high-quality review content for key products. With Collect+Distribute, brands are equipped with the tools necessary to collect review content from their customers post-purchase and syndicate reviews to retailer websites including Petco.com. This is an ideal solution for brands that rely heavily on retail channel sales and do not wish to display reviews on their website.

### Benefits:

- Automate review collection for products with zero ecommerce software implementation required
- Optimize review coverage with syndication of UGC to retailers in the Bazaarvoice Network, including Petco.com
- Access insights and reporting tools to analyze product performance, customer sentiment, competitive benchmarking, and more



# Collect, display, and distribute reviews to Petco.com

## Bazaarvoice solution: Collect+Display+Distribute

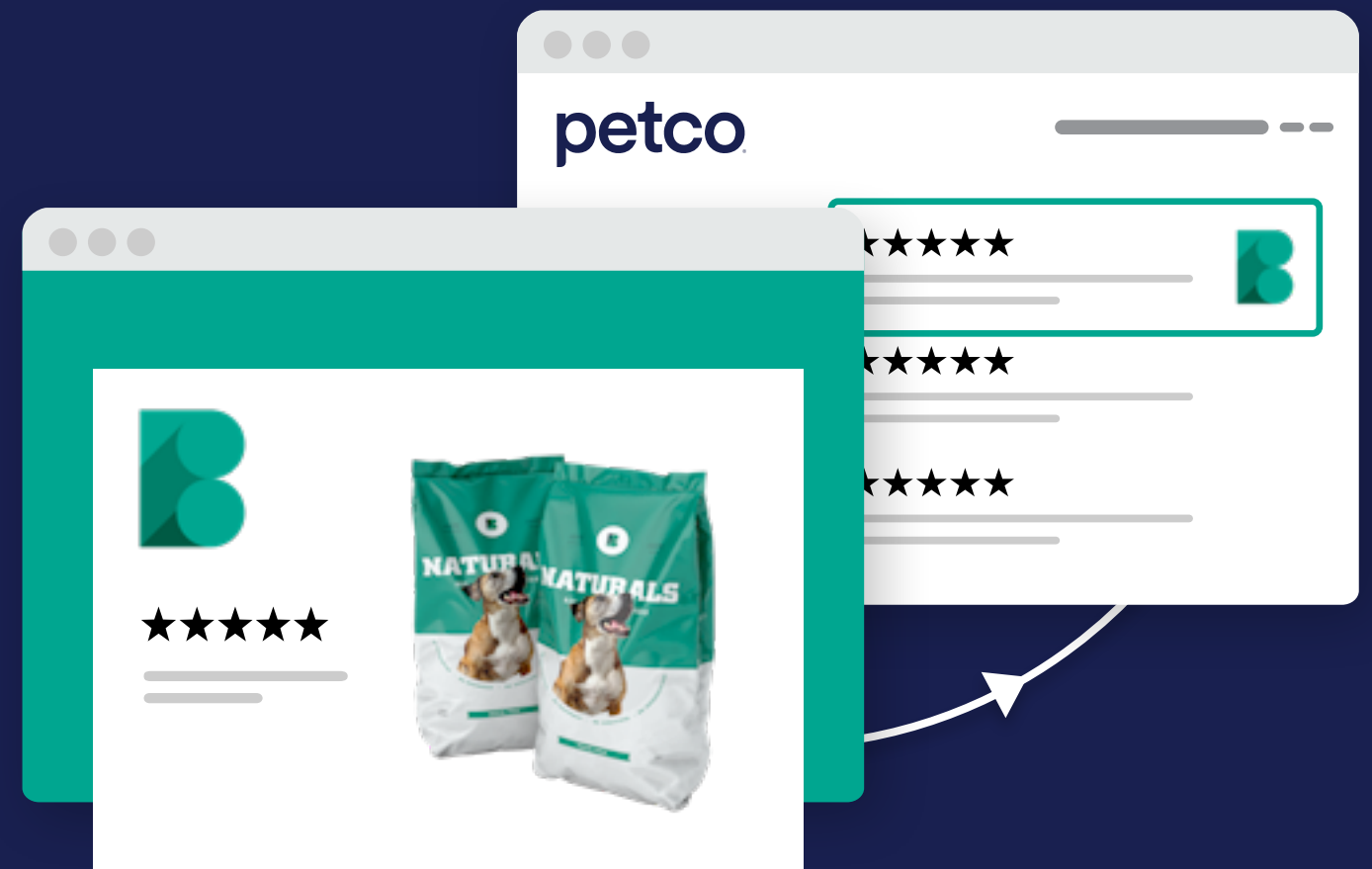
**86%**

Percentage of brands and retailers who say ratings and reviews are a key value driver of online sales.<sup>5</sup>

If you wish to boost reviews on your website as well as Petco.com, Collect+Display+Distribute is the best solution. Brands are equipped with the tools necessary to collect review content from their customers post-purchase, display review content on their website, and syndicate reviews to retailer sites. This strategy automates review collection, enhances your website experience, and optimizes your product page performance on Petco.com.

### Benefits:

- Automate review collection and showcase review content collected on your website
- Optimize review coverage with syndication of UGC to retailers in the Bazaarvoice Network, including Petco.com
- Access insights and reporting tools to analyze product performance, customer sentiment, competitive benchmarking, and more



# Distribute existing reviews to Petco.com

## Bazaarvoice solution: Distribute-Only

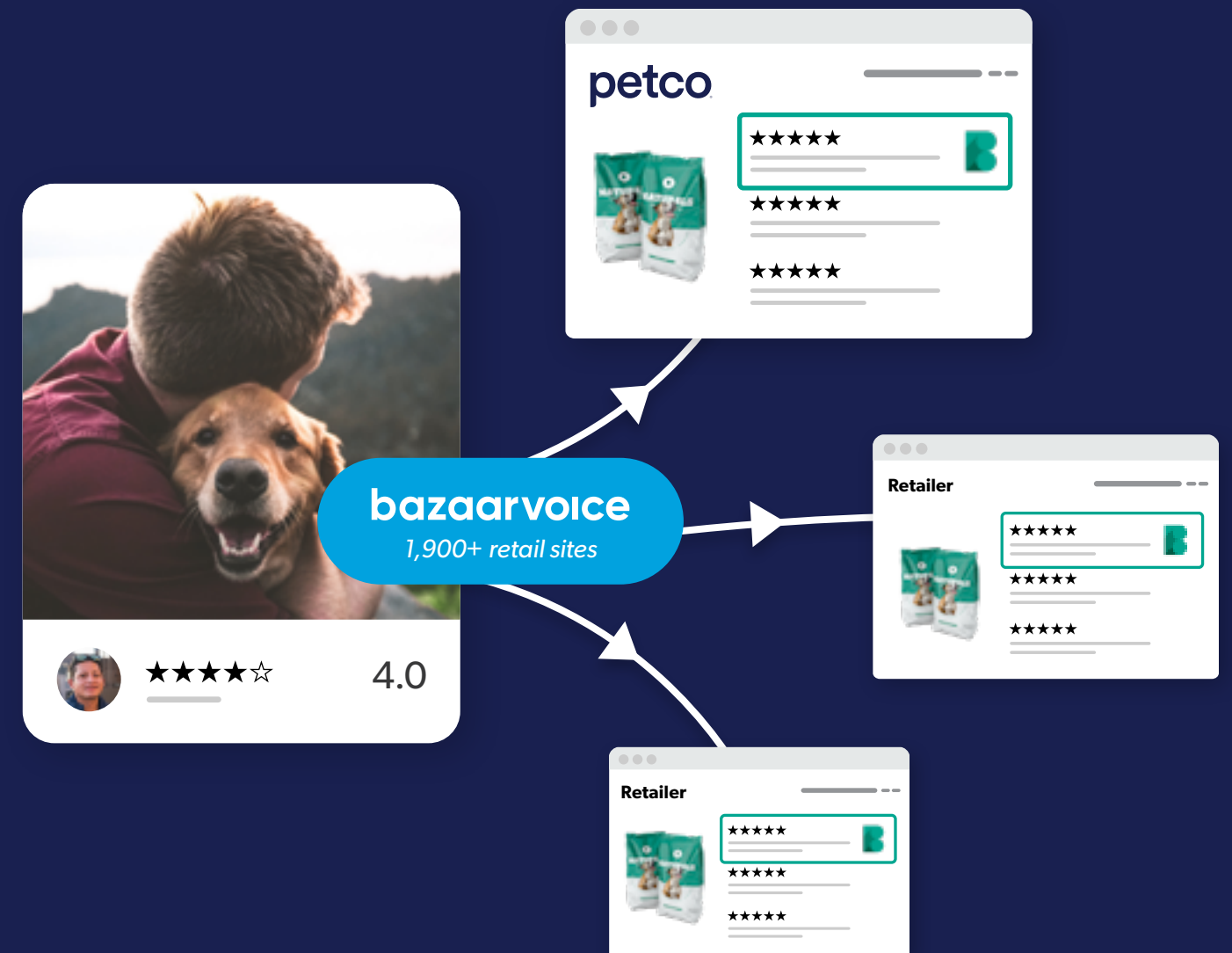
**82%**

Percentage of shoppers who research products online before shopping in-store.<sup>1</sup>

Whether you have organic reviews already collected on your website or collect reviews through another provider, Distribute-Only will help you make these reviews visible on Petco.com. Bazaarvoice partners with several other UGC providers and sampling partners to help brands drive maximum success at retail by accessing retail sites within the Bazaarvoice Network, including Petco.com.

### Benefits:

- Maintain your relationship with your current ratings and reviews provider or sampling partner
- Reach more customers by increasing the places your shoppers can find ratings and reviews for your products
- Optimize review coverage with syndication of UGC to retailers in the Bazaarvoice Network, including Petco.com



# Tap into the Influenster community

Influenster is a product discovery platform and reviews destination where 6M+ members engage and create content about the products they discover. Influenster members are everyday, highly-engaged shoppers who come to Influenster to read and write reviews, share photos and videos, participate in product discussions and connect with brands and one another. Brands can tap into the Influenster community to generate reviews and social content, to license existing reviews to their brand- and retail-dot-coms or feature them in sales and marketing materials to improve conversion, and to gain new consumer and product insights through in-depth member surveys.

## Total reviews

**50M+**



Influenster has 50 million+ reviews, grows by 1.5 million new reviews monthly, and is second only to Amazon in product review count.<sup>6</sup>

## Organic reviews

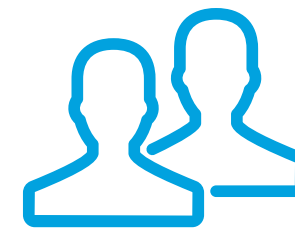
**98%**



98% of reviews on Influenster.com are organic; nowhere else has such an impressive collection of reviews available for brands to leverage.<sup>6</sup>

## Community members

**6M+**



6 million+ members have contributed authentic reviews, photos, and questions and answers about nearly 3 million products.<sup>6</sup>

## Data points per member

**1,000+**



Hyper-targeting capabilities based on where, when, and why customers are shopping, accessing thousands of data points per member.<sup>6</sup>



# Distribute reviews from Influenster to Petco.com

## Bazaarvoice solution: ReviewSource

71%

Percentage of shoppers who consider how recently a review was written to inform a purchase decision.<sup>6</sup>

ReviewSource is an always-on service that continuously supplies organic, non-incentivized Influenster reviews to your brand website and across retailer sites in the Bazaarvoice Network. Check out your products on Influenster to see what review content has already been collected. If you find that your products don't currently have reviews on Influenster, Bazaarvoice can ensure your products are discoverable and help you start collecting reviews from the members.

### Benefits:

- Optimize review quantity, quality, and recency with an always-on content stream from Influenster
- Increase organic, non-incentivized review volume across retailers in the Bazaarvoice Network, including Petco.com
- Collect reviews for any number of products with no effort or expense of shipping products



# Join themed Influenster sampling boxes to boost reviews on Petco.com

## Bazaarvoice solution: Co-op VoxBox

**51%**

Percentage of millennials who research products via social networks.<sup>13</sup>

Drive product trial and awareness at-scale while generating social advocacy and high-quality reviews for key products through Co-op VoxBox sampling campaigns. Participating brands have product category exclusivity in monthly themed boxes, categorized by product interests and seasonality.

### Benefits:

- Drive mass trial for new products and reinvigorate interest in core products
- Sample products among targeted audiences, i.e. first-time or new pet parents, pet owners with specific animal types and age groups, etc.
- Optimize UGC for products with syndication of content collected to retail sites within the Bazaarvoice Network, including Petco.com



# Reward Petco shoppers for purchases online or in-store

## Bazaarvoice solution: CashBack Sampling

**1 in 4**

Internet users discover brands through social media recommendations or comments.<sup>12</sup>

Activate the Influencer community to purchase your products on Petco.com or in Petco stores, write reviews, and share social content by rewarding them with CashBack offers. Bazaarvoice will help manage reimbursement with CashBack offers via PayPal. With CashBack, brands avoid the expense and effort of shipping products to sampling fulfillment.

### Benefits:

- Increase foot traffic in Petco stores or boost Petco.com sales with CashBack offers
- Drive trial for select products while generating social buzz among hyper-targeted members
- Boost reviews and social content for products that may be difficult to sample





# Turn customer feedback into a conversation

Optimizing review coverage, volume, quality, and recency are all key components of a successful UGC program, but the work doesn't stop there. Customers are looking for brands to engage with them, whether that be in the form of answering questions or responding to negative feedback. About half of shoppers (48%) say seeing a brand/retailer respond to customer reviews will increase their likelihood to purchase.<sup>1</sup>

By engaging with shoppers on Petco.com, you'll bolster the impact of your UGC program and further establish trust and credibility with Petco shoppers.

# Answer questions and respond to reviews

## Bazaarvoice solution: Connections

**114%**

Conversion lift when guests engage with Q&A on product pages.<sup>5</sup>

About a third of shoppers say they always expect a brand to respond publicly to their review, regardless if their review is positive or negative. Intent to purchase doubles when shoppers see a brand's response to a negative review versus a negative review by itself.

Given Petco's expectation for brands to engage with Q&A on Petco.com, all brands have free access to answer questions with Connections Basic. Brands can also establish a deeper connection with Petco shoppers by responding to reviews with Connections Premium.

### Benefits:

- Easily prioritize high-impact questions and reviews with alerts
- Build trust by helping Petco shoppers feel confident about their purchase decisions
- Respond to questions and reviews on Petco.com and across multiple retail channels simultaneously, with an easy-to-use response interface



Do you have grain free varieties?



Hi Lucy, we do have several options to suit special dietary needs, including grain-free.

4.0



My pup is pretty happy with this, he gobbles it up! I don't love the smell tho.



Hi Vic. Thank you for your note! Please call our help line for information on diffusing strong pet food smells.



# Best practices for responding to reviews



## Be sympathetic

Show customers that you understand their frustration and make them feel their opinion is valid.



## Help future shoppers

Your response may have a major influence on future shoppers' purchase decisions. So, treat your response as valuable information for a larger audience than just the person who left the review.



## Be personal

Consumers appreciate authenticity, so avoid using cookie-cutter responses or excerpts from your policies.



## Respond quickly

Be sure to respond to a negative review within 24-48 hours, as this will further demonstrate a sense of urgency on your part to resolve the issue.



## Respond both on and offline

Going the extra mile to follow up with a complaint offline will show your customers that you are determined to make things right and will also allow for another opportunity to turn things around.

[Download](#) the full ebook on how to respond to reviews.

# Drive improvements with UGC insights

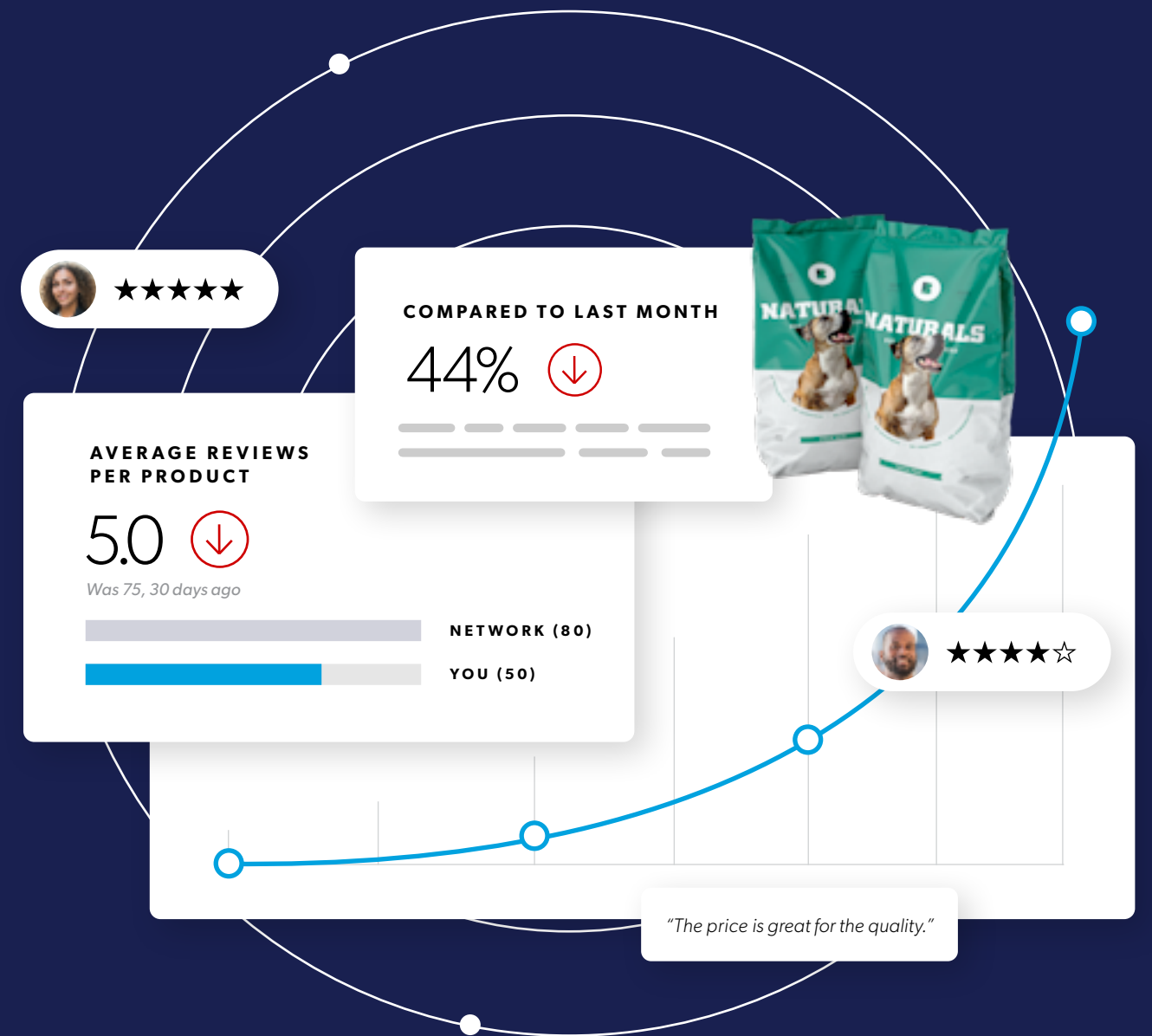
Bazaarvoice Insights helps brands easily examine and understand their UGC performance across channels, understand common areas of praise and complaint from customers, compare their performance against competitors, and improve programs with recommended actions. With this information, brands can determine where and how to prioritize resources to continuously optimize their UGC strategies at-scale.

# Analyze your UGC performance on Petco.com

With pre-built and customizable reporting tools and smarter insight capabilities, Bazaarvoice clients have access to invaluable UGC data to understand product performance, customer sentiment, competitive benchmarking, and more. Bazaarvoice's Insights application uses machine learning to analyze and surface product and UGC program performance data and consumer sentiment. In addition, the latest industry benchmarks sourced from Bazaarvoice's network of clients are included in the application to help brands and retailers compare performance to peers.

## How Bazaarvoice clients use UGC insights<sup>5</sup>:

- Customer service improvement (72%)
- Product improvement (66%)
- Hone messaging and marketing tactics (50%)



# Key takeaways

## 1 Optimize product pages

UGC is a key measurement of success on Petco.com product description pages.

## 2 Boost conversion

Reviews validate the desirability of your products and have a direct impact on conversion.

## 3 Establish trust

Brand responses to reviews and questions are crucial to establishing trust and loyalty among Petco shoppers.

## 4 Leverage insights

UGC offers invaluable insights across multiple teams within your organization, including product, marketing, sales, and customer service.

**Now's the time to optimize your UGC on Petco.com. Leveraging Bazaarvoice's powerful retail network and best-in-class solutions give you the competitive advantage to serve the needs of your customers and ultimately, drive Petco sales.**



**Get started**

# References

**1 Bazaarvoice and Deloitte Consumer Buying Preferences Survey, 2019.**

Base: 3,700 consumers in the U.S., Canada, France, Germany, and the U.K.

**2 Bazaarvoice Benchmark Data, 2020.**

**3 Bazaarvoice Shopper Experience Index, 2020.**

<https://www.bazaarvoice.com/shopper-experience-index/>

**4 Reputation Retail Report, 2020.**

<https://www.reputation.com/resources/report/retail-reputation-report/>

**5 Bazaarvoice Shopper Experience Index, 2019.**

[https://www.bazaarvoice.com/wp-content/themes/bazaarvoice/\\_sei-2019/static/downloads/BV19-SEI-Main-NA-Final.pdf](https://www.bazaarvoice.com/wp-content/themes/bazaarvoice/_sei-2019/static/downloads/BV19-SEI-Main-NA-Final.pdf)

**6 Bazaarvoice Review Recency Survey, 2020.**

Base: 5,000 consumers in the U.S., Canada, U.K., France, and Germany

**7 Influenster Review Insights Survey, 2019.**

**8 Bazaarvoice Value of Q&A Survey, 2017.**

**9 The Reputation Management Revolution: A Global Benchmark Report, 2020.**

<https://get.uberall.com/reputation-management-revolution-report-en/>

**10 Walker Sands The Future of Retail, 2019.**

[https://www.walkersands.com/wp-content/uploads/2019/09/WalkerSandsFuture\\_of\\_B2B\\_Retail\\_2019\\_WSRB\\_FINAL.pdf](https://www.walkersands.com/wp-content/uploads/2019/09/WalkerSandsFuture_of_B2B_Retail_2019_WSRB_FINAL.pdf)

**11 Petco Inbound Syndication Report, 2020.**

**12 GlobalWebIndex Flagship Report Q1 and Q2, 2019.**

Base: 230,936 internet users aged 16-64.

[https://www.globalwebindex.com/hubfs/Downloads/Commerce\\_Report.pdf](https://www.globalwebindex.com/hubfs/Downloads/Commerce_Report.pdf)

**13 GlobalWebIndex Q4 2018 and Q1, 2019.**

Base: 278,359 Internet Users aged 16-64.

<https://www.globalwebindex.com/hubfs/Downloads/2019%20Q1%20Social%20Flagship%20Report.pdf>

**14 Bazaarvoice Consumer Trust and Fake Reviews Survey, 2020.**

Base: 10,000 consumers in the U.S., U.K., France, Germany, and Australia.

<https://www.bazaarvoice.com/resources/consumers-call-for-action-on-fake-reviews/>

## About Bazaarvoice

Thousands of the world's leading brands and retailers trust Bazaarvoice technology, services, and expertise to drive revenue, extend reach, gain actionable insights, and create loyal advocates. Bazaarvoice's extensive global retail, social, and search syndication network, product-passionate community, and enterprise-level technology provide the tools brands and retailers need to create smarter shopper experiences across the entire customer journey.

**BAZARVOICE.COM**

**bazaarvoice**<sup>®</sup>