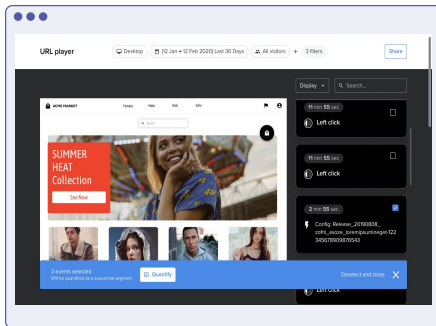
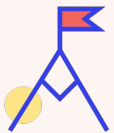


Contentsquare & Bazaarvoice

Scale and maximize your User Generated Content programs with Contentsquare and Bazaarvoice.



With Contentsquare and Bazaarvoice together, organizations are able to understand and optimize the placement and timing of user-generated content (UGC) in their customer journey. Maximize the effectiveness of your UGC, ratings, and reviews with the Bazaarvoice integration.



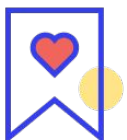
The challenge

Humans seek out authentic user-generated content to make informed purchasing decisions, whether it be via user ratings and reviews, or real-life product shots sourced from their favorite social networks. But brands struggle to scale UGC programs and leverage them in the most effective way to drive online revenue and engagement.



The solution

By integrating Contentsquare's digital experience analytics platform with Bazaarvoice, you can better understand the impact that UGC, ratings, and reviews are having on your engagement metrics, conversion rates, and online revenue. Optimize the timing and placement of UGC to perfect your digital experience.



Benefit

Increase engagement and drive revenue: Leverage your UGC to create confidence, instill trust and generate more revenue per visit.

Actionable insights: Receive specific, actionable recommendations to strengthen your marketing efforts. Whether you're looking to drive traffic or optimize promotions, we've got you covered.

Build Loyalty: Turn real-life super fans into your strongest advocates by responding to their questions, amplifying their content across leading retailers, and allowing them to share their opinions with peers.

Performance Metrics: Understand how your UGC program is doing and where you can improve performance to increase conversion.

How Customers Use Contentsquare & Bazaarvoice

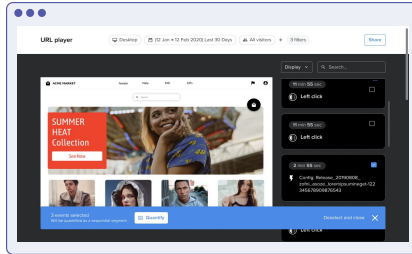
Sainsbury's

Sweaty Betty

BabyBunting

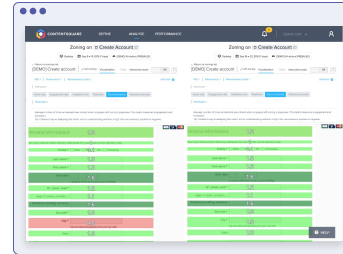


hush



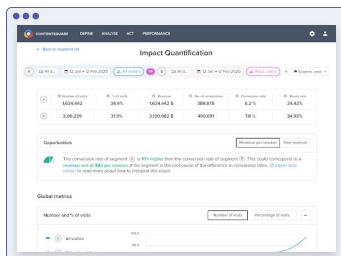
Segment by ratings

Within Contentsquare, segment by average rating to uncover how the ratings and reviews of your products impact behavior and digital experience metrics.



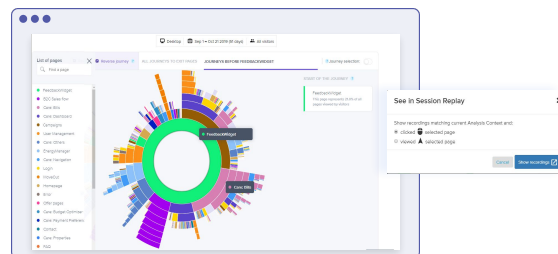
Increase the number of reviews

Surface the best timing and placement to request for review submissions from your customers to increase response rates and hit your review count goals.



Quantify the impact of review count

Within Contentsquare, uncover how many reviews are necessary before they have a measurable impact on conversion rates. Understand the optimal number of reviews needed to have an impact on revenue.



Optimize the timing and placement of UGC

Uncover and demonstrate the impact that User Generated Content has on customer behavior, engagement, and conversions. With this understanding, optimize the timing and placement of UGC.



About

Contentsquare delivers the power to make the digital world more human. The leader in digital experience analytics, its AI-powered platform provides rich insight into customer behaviors, feelings and intent, enabling businesses to develop empathy, create lasting impact and build customer trust with security, privacy and accessibility.

Contact

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