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Bazaarvoice Partners with Four Web Analytics Leaders: Coremetrics, Omniture, WebSideStory and WebTrends

*Integration with leading Web analytics solutions allows brands to easily measure
impact of customer ratings & reviews on all aspects of eBusiness*

Austin, TX – April 25, 2006 – Bazaarvoice, an innovator in helping brands use online word of mouth to build their businesses, today announced partnerships with all four of the leading Web analytics firms: Coremetrics, Omniture, WebSideStory, and WebTrends.

The partnerships allow clients to quickly and easily incorporate word of mouth metrics into overall measurements of online performance, as well as quantify and compare the strategic impact of customer ratings and reviews versus other online initiatives. Bazaarvoice is the first word of mouth marketing solution to partner and integrate with all the leading Web analytics packages.

“My heritage is in Web analytics, and I founded Bazaarvoice with the goal of associating the ambiguity of word of mouth with tangible marketing ROI,” said Brett Hurt, founder and CEO of Bazaarvoice. “By establishing relationships with the major Web analytics vendors, Bazaarvoice has made it much faster and easier for our clients to bridge the strategic gap between the customer voice and solid business metrics and performance.”

Bazaarvoice’s partnership with each of the top four Web analytics solutions means mutual clients can track and assess authentic customer conversations through familiar tools and reporting structures without additional training or effort. Clients gain additional insight into the impact of customer ratings and reviews on purchasing behavior and can translate this insight into financial performance. Key benefits of this insight include:

- **Conversion & Average Order Value:** Brands can import customer ratings and review data into Web analytics platforms to correlate web behavior and financial performance with word of mouth. Early clients, for example, have used Web analytics tools to measure 35% higher conversion and 40% higher order value for ‘Top Rated Products’ navigation path.
- **Search Engine Optimization:** Measurement of site traffic and revenue impact from Bazaarvoice Review Landing Pages helps brands improve search engine management and strategy.
- **Customer Segmentation:** Brands can now segment their most influential customers to measure their behavior to improve marketing and merchandising.
- **Product Management:** Clients can analyze, segment and then correlate the customer voice to product volume, returns, and customer satisfaction to quickly resolve critical supply and merchandising questions.
- **Review Community:** Brands can measure aspects of the ratings and reviews submission process to build a stronger review community.

“Word of mouth is becoming increasingly critical to business performance,” said Bryan Eisenberg, chairman and Chief Persuasion Officer at Future Now, Inc. and chairman of the Web Analytics Association. “These Bazaarvoice partnerships point the way towards a new type of web measurement that takes the customer voice into consideration. Marketing execs can now quantify customer-to-customer conversations into results that can be understood by the CEO and the Board.”

About Bazaarvoice2

Based in Austin, Texas, Bazaarvoice offers outsourced technology, community management services, analytics, and syndication to encourage and harness word of mouth marketing, and bring it closer to a company’s brand and customer experience. The company’s flagship hosted and fully managed customer ratings and review service allows businesses to enable, encourage, and analyze customer ratings and reviews on their website. With Bazaarvoice, companies can empower their customers to share honest opinions and influence each other to make more informed and rewarding purchase decisions. Clients like CompUSA, Golfsmith, and PETCO benefit from a credible and reliable customer-to-customer community, without having to delve into complex IT work or the laborious process of community management. For more information, please visit the company’s website at www.bazaarvoice.com or email info@bazaarvoice.com.

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