

News release

18 November 2008

Bazaarvoice brings retail community together for UK's first Social Commerce Summit

Online ratings and reviews technology provider Bazaarvoice hosts summit to educate retailers on how the customer voice is changing the face of commerce

The country's top retailers gathered earlier this month in London at the UK's first Social Commerce Summit, hosted by Bazaarvoice, to hear experts speak on how customer engagement is helping commerce to evolve.

Over 140 clients, partners, and industry leaders attended The Magic Circle HQ to demonstrate and discuss the significance of social commerce – which means providing “social” capabilities that help consumers make better buying decisions that can be tracked and measured by retailers. Talks from Proctor & Gamble, Boden and Internet Retailing magazine illustrated how customer-generated content improves and enhances the shopping experience, on and offline.

Bazaarvoice provides social commerce applications to retailers, to encourage customer engagement and word-of-mouth marketing. Flagship product Ratings and Reviews is currently used by over 290 prominent brands worldwide.

Argos, QVC and Screwfix were among retailers present at the summit. Also speaking were Bazaarvoice CEO Brett Hurt, Chief Marketing Officer Sam Decker and Justin Crandall, UK Managing Director. They revealed tips to encourage customers to leave reviews and rate products and discussed current trends of using review content in multichannel marketing.

“It's important retailers understand that having user-generated content on their websites is only the first step - they also need to know how to use it to get the best results,” said Justin Crandall, UK Managing Director of Bazaarvoice. “Our Social Commerce Summit was an educational day, highlighting just what is making retail so exciting and how we are likely to see the landscape change in the coming months and years.”

Guests left The Magic Circle before being taken on a London Bus to the Absolut Ice Bar, where they were greeted by huskies on the door and offered a Bazaarvoice cocktail.

Bazaarvoice's Social Commerce Summit was held on 4 November. Further details can be found here: www.socialcommercesummit.co.uk

About Bazaarvoice

Bazaarvoice (www.bazaarvoice.co.uk) is a social commerce technology company. It helps over 290 brands globally including Boots, Halfords, Wickes, Thomas Cook, QVC and Boden to harness and amplify customer

online word of mouth.

Bazaarvoice's products - Ratings & Reviews™, Ask & Answer™ and Stories™ - are social commerce applications that drive sales. They enable customers to review products, ask and answer questions and share stories online; enhancing the online shopping experience and allowing them to make more informed and rewarding purchase decisions. Benefits for the retailer include content ownership, seamless customisation, increased search engine optimisation impact, advanced analytics and syndication across the web. Retailers can also leverage the content generated across on and offline marketing channels.

Founded in 2005, Bazaarvoice has offices in the UK, US, France and Singapore. The company was named in 2007's Red Herring Global 100. The blog is at www.bazaarblog.com.

For further information please contact:

Claire Armitt

flannel

claire.armitt@no-flannel.com

01273 779449 / 07985 297842