WINNING THE DIGITAL SHELF WITH

Bazaarvoice AI

AI is changing how products are recommended and purchased. 70% of searches now return AI summaries. AI discovery and agents rely on reviews as fuel. If your reviews aren't authentic, structured, and trusted, your brand risks being overlooked on the new digital shelf.

Bazaarvoice AI transforms authentic Ratings and Reviews and Q&A into AI-ready signals, making your brand easier to be discovered, trusted, and chosen. That impact shows up in two ways:

For Shoppers

- Authentic reviews inform AI search results
- AI-powered review summaries and highlights make it easier for shoppers to learn about and trust your product
- Trusted comparisons reduce decision friction

For Brands

- Structured consumer feedback signals empower AI systems to better identify, extract, understand, and organize content
- Intelligent sentiment and trend analysis reveal shopper attitudes and market shifts
- AI-powered automation, moderation, and recommendations streamline content workflows

CURRENT CAPABILITIES

NEW

AI Visibility Package

Bazaarvoice's AI Visibility package ensures your user-generated content is structured to help it be found, cited, and surfaced across major AI search platforms

Review summaries and highlights

Make PDPs easier to scan and build shopper confidence more quickly

Keyword filters

Let shoppers quickly find the product features that matter most within reviews

Fraud detection and AI-enhanced moderation

Safeguard brand trust and regulatory compliance

AI-assisted responses to reviews and customer questions

Save your team time engaging with your community

Insights from billions of interactions

Reveal emerging trends, competitive intelligence, and shopper needs so you can respond quickly

THE TRIPLE-A FRAMEWORK

AI is only as strong as the content it learns from. Bazaarvoice ensures your reviews meet three standards that matter to both shoppers and AI systems:

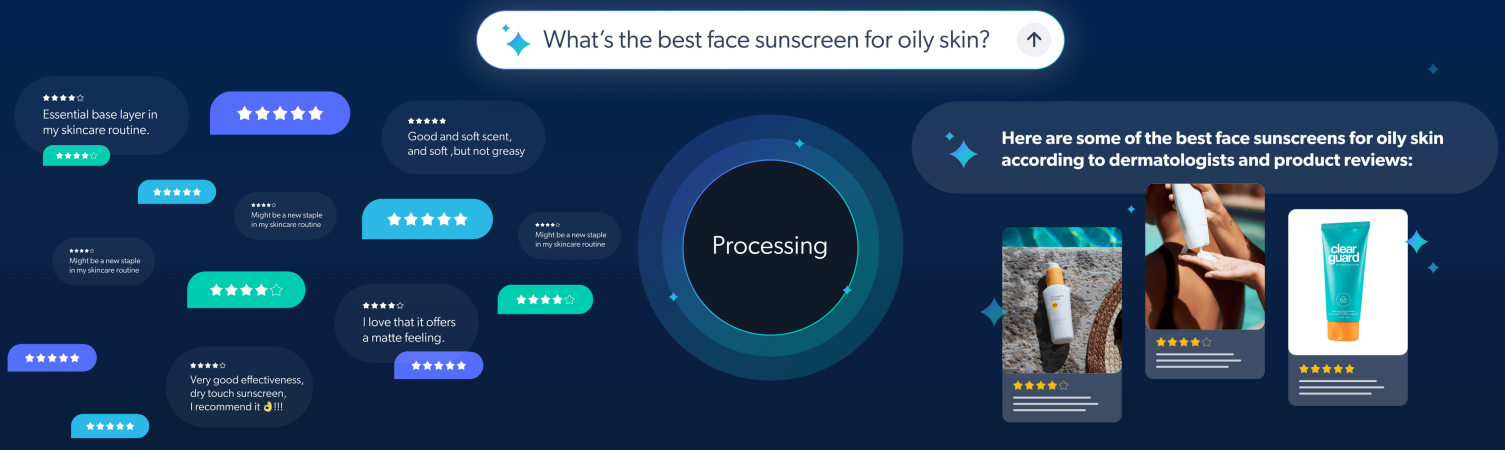
Accessible
Structured and distributed so AI systems can easily find and return it

Authentic
Verified and fraud-protected, giving shoppers confidence and safeguarding compliance

Abundant
Rich in detail and volume, supplying the depth AI needs to deliver accurate answers

HOW BRANDS USE BAZAARVOICE AI

- Collect more reviews and visuals that strengthen AI signals
- Protect trust with industry-leading moderation and fraud detection
- Respond quickly to shopper questions and reviews
- Build PDPs that act as decision accelerators with review summaries and social proof
- Adapt quickly to shopper trends through real-time insights



Bazaarvoice AI powers shopper confidence today and positions your brand for efficiency, trust, and growth as the AI shelf evolves.

bazaarvoice®