

bazaarvoice:

Shopper Experience Index

CPG brands with CGC are the total package

The quest for the best consumer packaged good has changed.

Shoppers today have choices when it comes to finding the best consumer packaged goods (CPG) products, and they know it. But that number of choices also means that shoppers are constantly looking for help making sure they pick the right product — and they're relying on consumer-generated content (CGC) to make purchase decisions, no matter where the point of sale is.

With some of the highest conversion and revenue-per-visitor lifts across categories, CGC is the perfect package for CPG — and winning brands empower shoppers with trusted CGC.

Let's look at how CGC impacts the CPG consumer journey

PRE-PURCHASE



of CPG shoppers interact with CGC on the path to purchase



CGC DRIVES CPG SALES

When shoppers interact with CGC, brands and retailers see



conversion lift
revenue per visitor lift

POST-PURCHASE

Consumers love to gush about their favorite CPG brands



4.60 average star rating



38

reviews generated per day, on average

The bottom line:

With an overwhelming amount of options, shoppers are reaching beyond the point of sale and turning to CGC to make everyday decisions on low-consideration CPG items.

All data here is from the Bazaarvoice Network, which contains more than 5,700 brand and retail sites.

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Contact Bazaarvoice at info@bazaarvoice.com to get more information on how we can help you increase your online sales, give your customers confidence to choose you online, and create additional ratings and reviews to help with in-store conversion.