

bazaarvoice:

# Shopper Experience Index

How the future of commerce is  
driven by consumer connection

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# Today, it's not enough to have a brick-and-mortar store.

**Or a website.**

**Or a social media presence.**

**Or *all of the above.***

Without a focus on an authentic connection with the consumer, none of the above will be enough.

Commerce has shifted away from brands and retailers leading the charge and dictating how and what consumers buy. Increasingly, consumers are driving commerce. When it comes to marketing, advertising, and even selling,

innovative brands are empowering their customers to advocate and sell on their behalf, putting traditional brand-produced content in the backseat.

Success in retail today looks very different than it did even five years ago. Most established, legacy brands and retailers would tell you their road to success included emptying a bank account for funding, a massive advertising budget, and lots of physical space to build and/or sell their products.

And most new, successful brands and retailers will tell you a completely different story – Kickstarter campaigns, well-placed influencer partnerships, pop-up shops, and online-only stores.

Commerce has been democratized. With a lower barrier to entry, decentralized production, and more ways to connect with potential shoppers, anyone can sell a product.

But, not everyone can sell well.

To do so requires anticipating consumer preferences, which change as quickly as what's #trending on TikTok. To better understand what today's consumers want, we surveyed over 5,500 consumers and gathered shopping behavior data from more than six million Influenster community members and a billion monthly shoppers across the Bazaarvoice Network of 6,200 brand and retailer sites.

**IN 2019,  
CONSUMERS  
SUBMITTED:**

THE  
**bazaarvoice:**  
NETWORK

**74,057,924**  
REVIEWS

**2,495,219**  
PHOTOS

**4,398,418**  
QUESTIONS

THE  
***influenster***  
COMMUNITY

**9,385,857**  
REVIEWS

**841,104**  
PHOTOS

**269,406**  
QUESTIONS

# Key takeaways

The customer is the centerpoint of commerce. Content from real people isn't just fueling the shopper journey — it's the new social currency. With a phone in hand, everyone can become an advocate, an influencer, and an advertiser.

## Age isn't just a number when it comes to shopper behavior.

While shopper preferences differ based on a wide variety of factors — gender, location, income, etc. — we found that age is the biggest differentiator in how, why, and where consumers shop.

## Consumer trust is nuanced and not binary.

Consumers look to a wide variety of people when it comes to reviews, recommendations, and content to inform purchase decisions, and who they trust most isn't always black and white. Customers are leaning into subject matter experts and micro-influencers and away from reviews from people they perceive to be inauthentic, like internet trolls and celebrities. This begs the question — who do shoppers actually trust?

## Consumers control the future of the product page.

The traditional product page is shifting from a catalog of product descriptions and professional photos to a rich collection of user-generated content (UGC) and may eventually play a much smaller role in shopping. Not only do consumers prefer recommendations from real people, they also are shopping directly with each other, through platforms that combine social media and e-commerce in new ways.

## Customer feedback is everywhere — and you should be using it to your advantage.

The interconnectedness of the modern consumer means they can reach out at any moment, and they have high expectations for what they expect in return. Meet their expectations, and you'll be rewarded. Miss, and your brand may be the next viral internet sensation — and not for a good reason.

## Convenience and cost are top of mind for shoppers — as is brand trust.

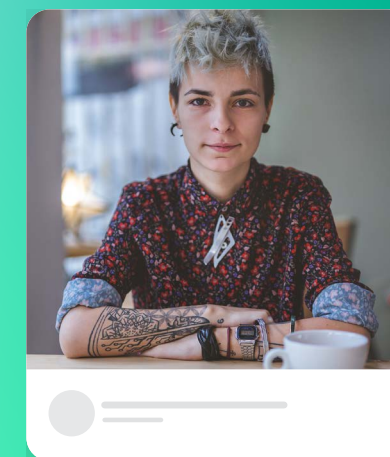
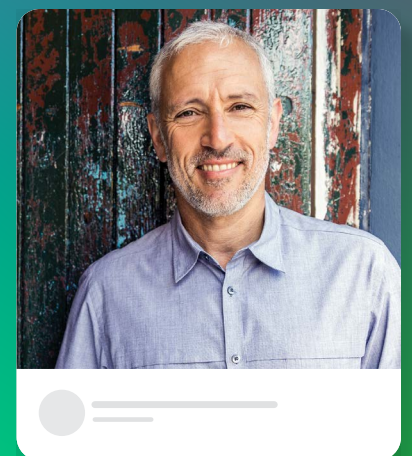
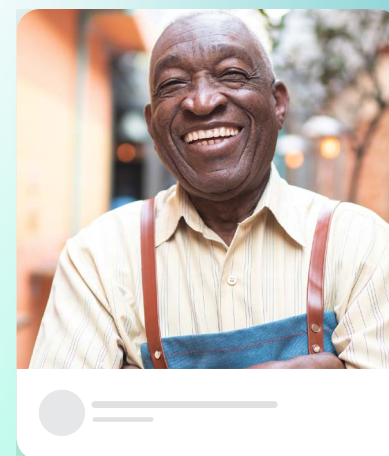
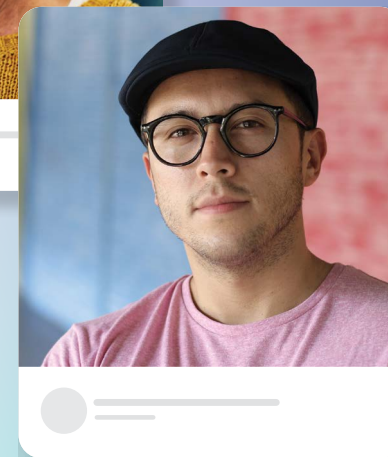
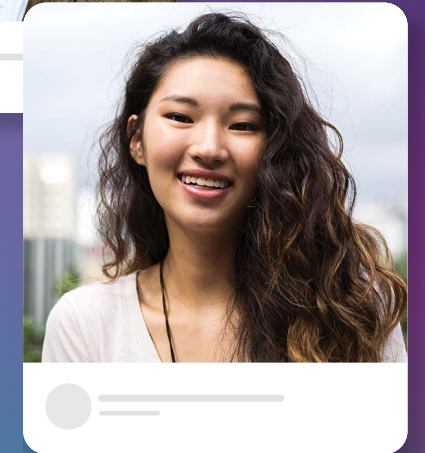
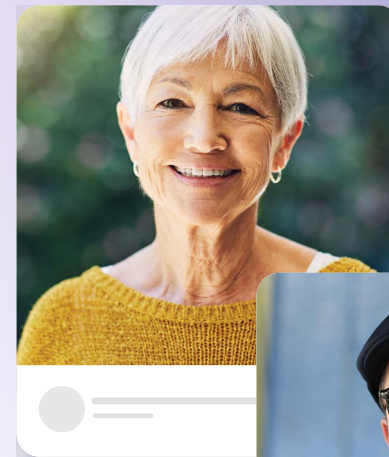
Just as consumers demand an immediate response from brands, they also demand instant gratification from their shopping experiences. That being said, they also want to connect with brands on a deeper level, creating somewhat of a conundrum for businesses to navigate.

Age isn't just  
a number when  
it comes to  
shoppper behavior

AGE ISN'T JUST A NUMBER WHEN IT COMES TO SHOPPER BEHAVIOR

In 2019, 63% of marketers said that meeting changing customer expectations keeps them up at night.<sup>1</sup> To better understand how different consumers prefer to engage and shop with brands, we looked at key differences across gender, location, and age group – because at the end of the day, if you're marketing to everyone, you're really marketing to no one.

As it turns out, it matters less about what gender you are or where you live — the biggest differences in shopping preferences were amongst shoppers of different ages.



# Gender

In many areas, preferences don't vary much by gender, but there are a few key areas where they do. The main difference is that women tend to be more digitally inclined than men.

**How they write reviews:**

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**How they have tried purchasing products:**

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**For which products they read subject matter expert reviews:**

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**How they ask questions to brands:**

MALE			FEMALE			
 <p>TEXT ONLY</p>			 <p>TEXT WITH PHOTOS</p>			
 <p>VOICE ASSISTANTS</p>			 <p>SOCIAL MEDIA</p>			
 <p>AUTOMOTIVE</p>	 <p>HOME IMPROVEMENT</p>	 <p>ELECTRONICS</p>	 <p>BEAUTY</p>	 <p>FOOD AND BEVERAGE</p>	 <p>FINANCIAL SERVICES</p>	
 <p>PHONE</p>		 <p>IN-STORE</p>		 <p>SOCIAL MEDIA</p>		 <p>LIVE CHAT AND/OR CHAT BOT</p>



# Location

When it comes to shopper behaviors, shoppers show similarities across all five regions. However, North American and United Kingdom shoppers are generally the most aligned. Australian and German consumers tend to have preferences most unique to their regions, and French shoppers are somewhere in the middle of the mix. Overall, North American and UK shoppers are most trusting of review and influencer content and most open to trying the latest retail trends, like subscription services and secondhand marketplaces. Germans, on the other hand, tended to be at the opposite end of the spectrum and seemed to be the most skeptical and mistrusting out of the five regions.

**North America**

- Most trusting of influencers
- Ask questions to brands through the largest variety of channels
- Most likely to have used a product subscription service in the last year

**France**

- Most likely to leave a review
- Expect to be rewarded for a positive review
- Most likely to expect you to make changes to a product after a positive review

**United Kingdom**

- Most willing to give businesses a second chance if they respond to their negative review
- Most willing to write a review via email when prompted
- Most likely to want an expert review for beauty products

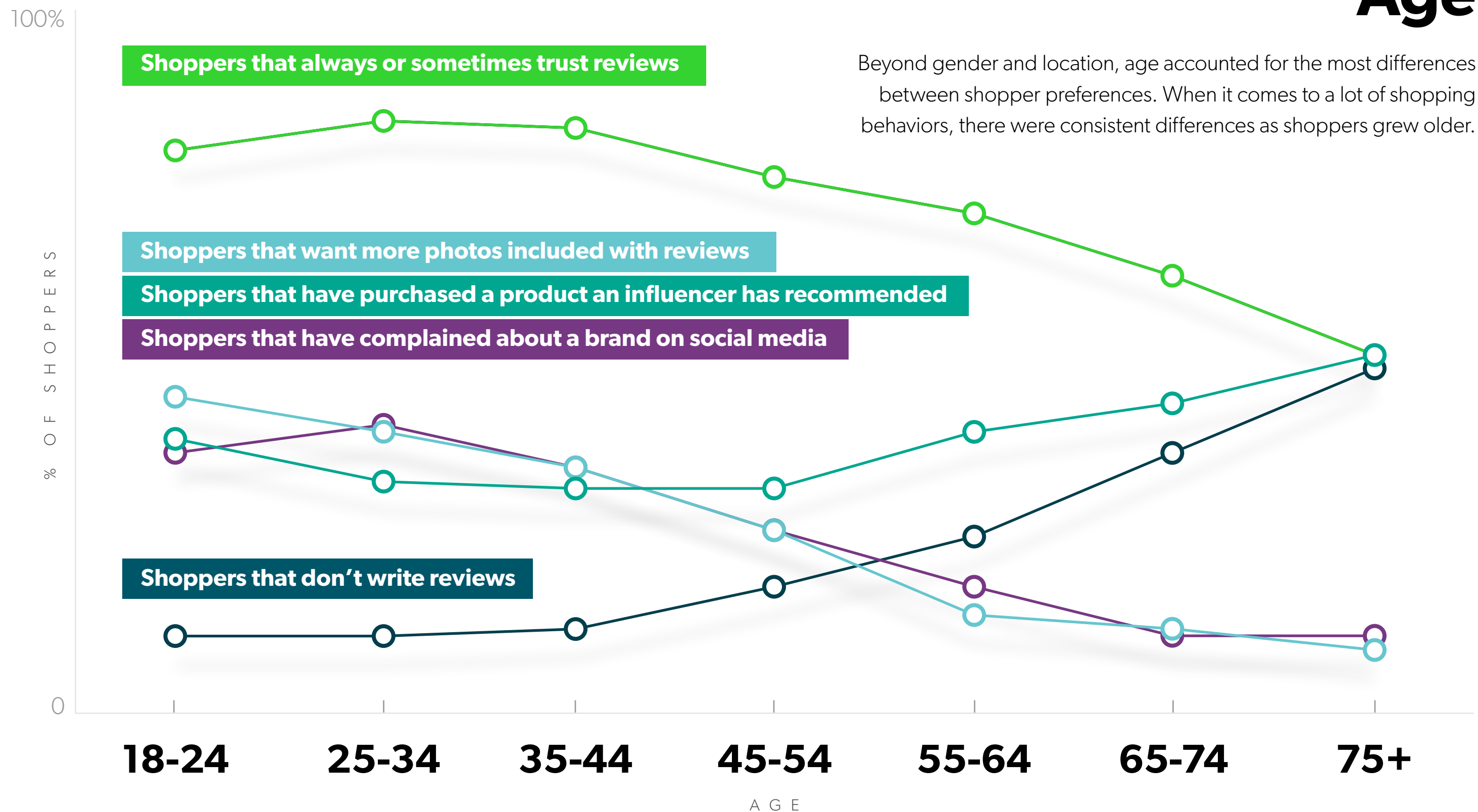
**Germany**

- Least trusting of reviews
- Least likely to buy from an influencer
- Most likely to trust a recommendation from a store associate while shopping in-store

**Australia**

- Most likely to buy from an influencer
- Want more photos in reviews but are also least likely to include them
- Least likely to have used a product subscription service in the last year

# Age



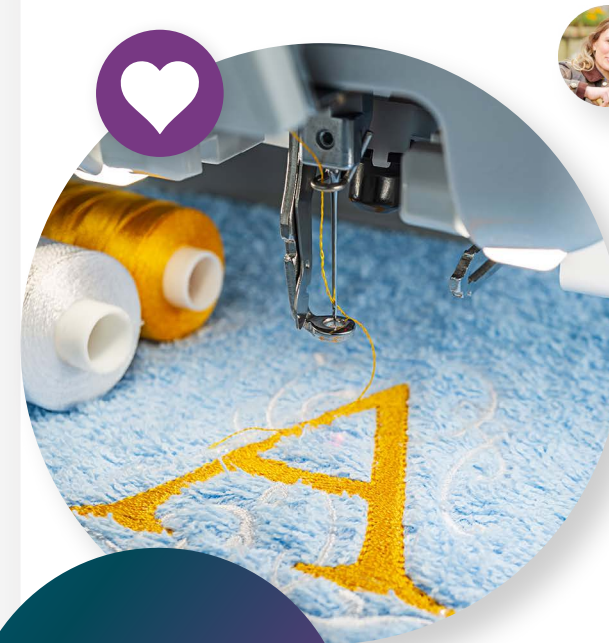
Most of these preferences can be explained by younger generations' avid use of technology. Younger consumers were the most trusting of different types of brand advocates and more likely to prefer social media for engaging with and purchasing from brands. Millennials in particular showed a strong desire for visual content: they were the most likely to submit photos and videos alongside their reviews and to wish they had more visual user-generated content on product pages.

That being said, there were a few telling outliers in the data. Millennials, despite the evidence of heavy digital usage, were also the group to say that entertaining and inspiring in-store experiences matter to them; in contrast, **survey respondents over the age of 55 were most likely to have purchased a product that an influencer has recommended** — more so than even social media-obsessed 18- to 34-year-olds. Older shoppers also prefer subject matter expert reviews and want more of them on the product page; this may be related to the fact that they are the least trusting of product reviews from other consumers and prefer a higher level of expertise.

Regardless of age, shoppers do buy based on brand reputation and agree that businesses are held more accountable for their actions by customers today than five years ago.

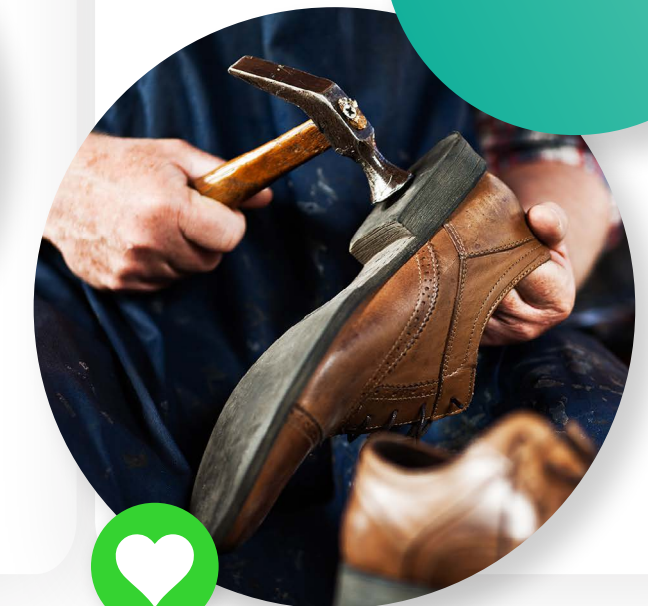
## #1 service a store could offer to improve the in-store experience

### Product customization



SHOPPERS AGES  
**18-44**

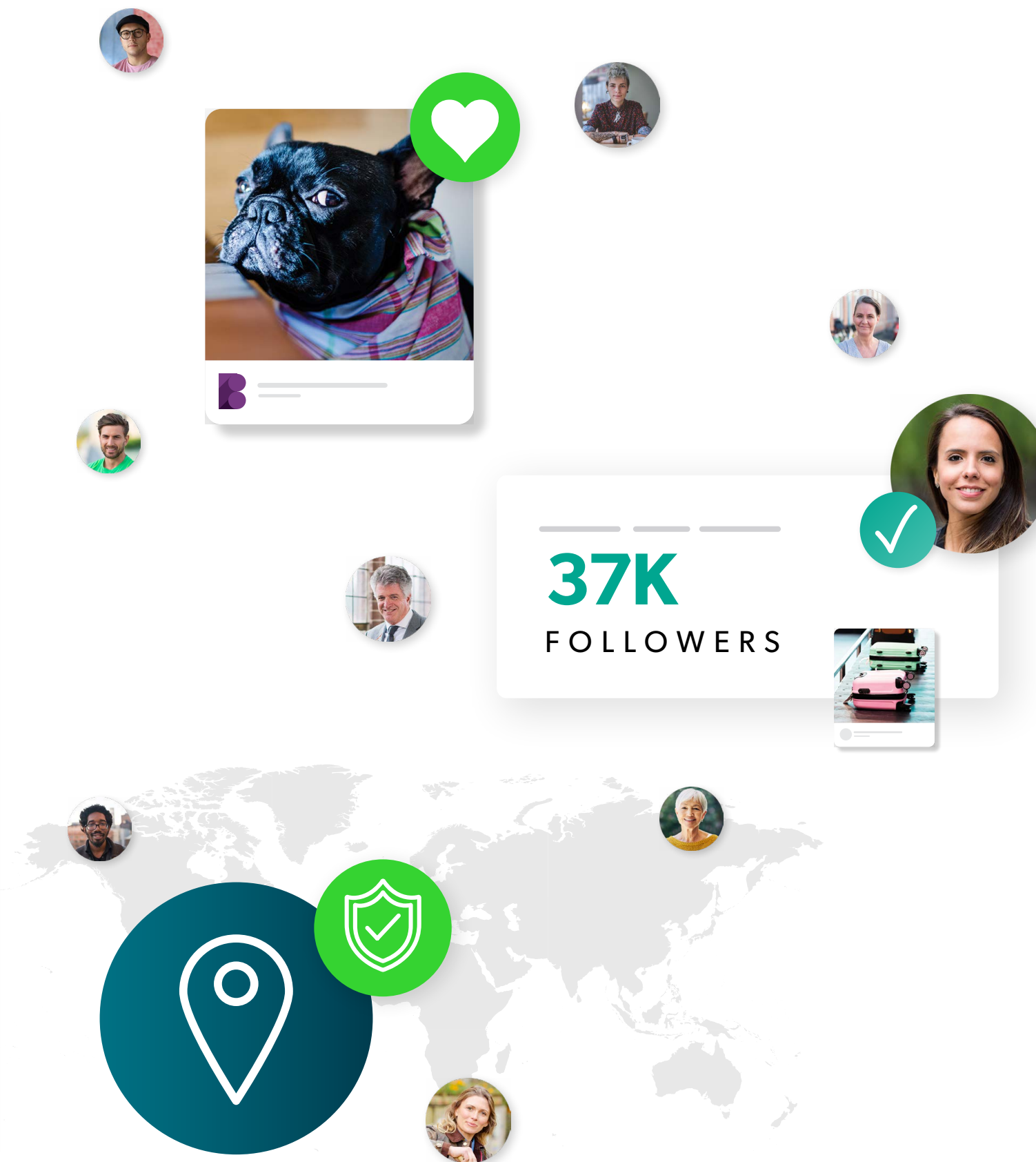
### Product repair



SHOPPERS AGES  
**45+**

# RECOMMENDATIONS

- Younger generations crave visual content — consider experimenting with different mediums to attract and keep their attention.
- Don't make assumptions about older generations, and don't skip marketing to this demographic — do it in the way they want to be reached.
- Consumer trust varies considerably by location, so brands need to adjust tactics and messaging accordingly.



**Consumer trust  
is nuanced and  
not binary**

**CONSUMER TRUST IS NUANCED AND NOT BINARY**

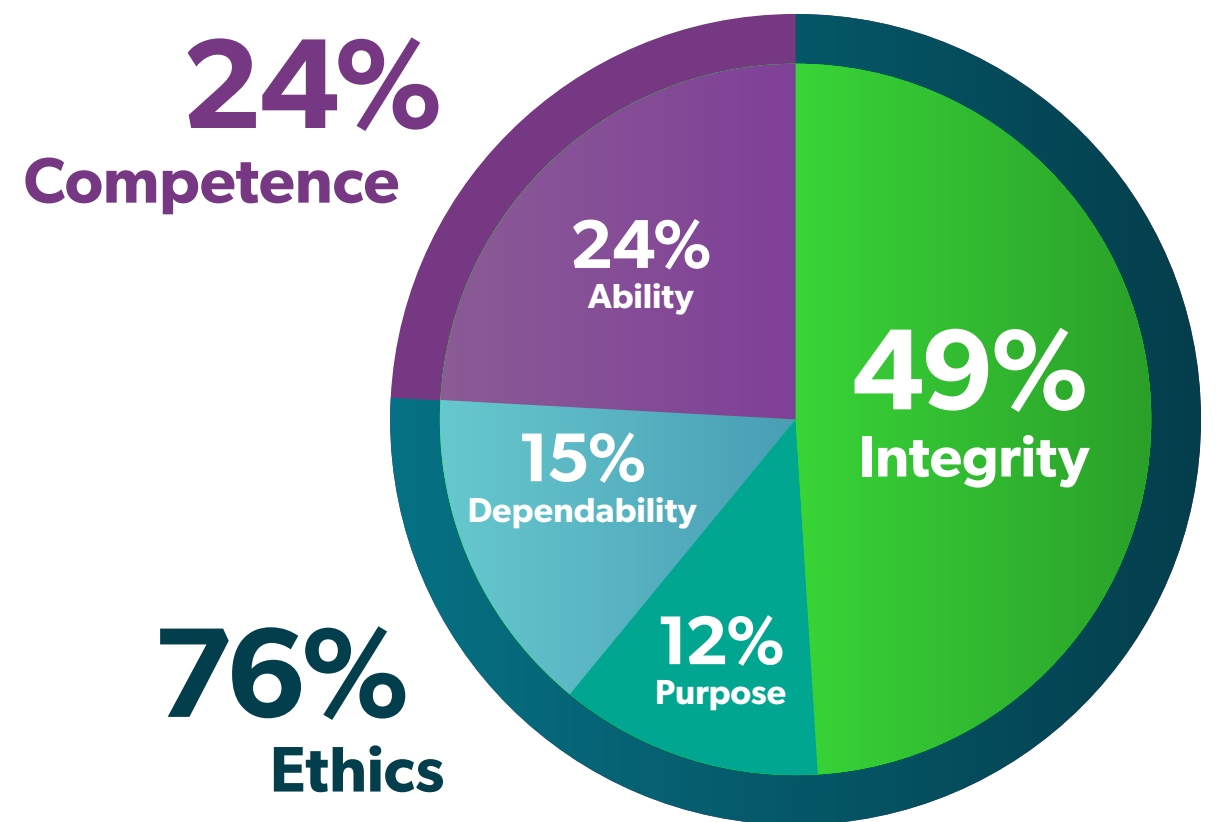
Consumers want to feel secure in their choice to purchase an item, be confident it will meet their expectations, and have faith in who they're buying from. The majority of shoppers, according to our survey, will only buy from brands they can trust.

Before the internet, shoppers only had their friends, family, and store associates to lean on for input when considering a purchase. While shoppers can still turn to these sources, there's an almost overwhelming amount of information and opinions about products available now, including recommendations and reviews from customers, brand ambassadors, influencers, celebrities, and others. Today, shoppers are able to cherry pick what and who they find credible.

Because of this, brands and retailers have to reevaluate how they approach brand advocacy.

**Ethical drivers are 3x more important to company trust than competence**

PERCENT OF PREDICTABLE VARIANCE IN TRUST EXPLAINED BY EACH DIMENSION



Source: Edelman Trust Barometer 2020

## What do consumers trust?

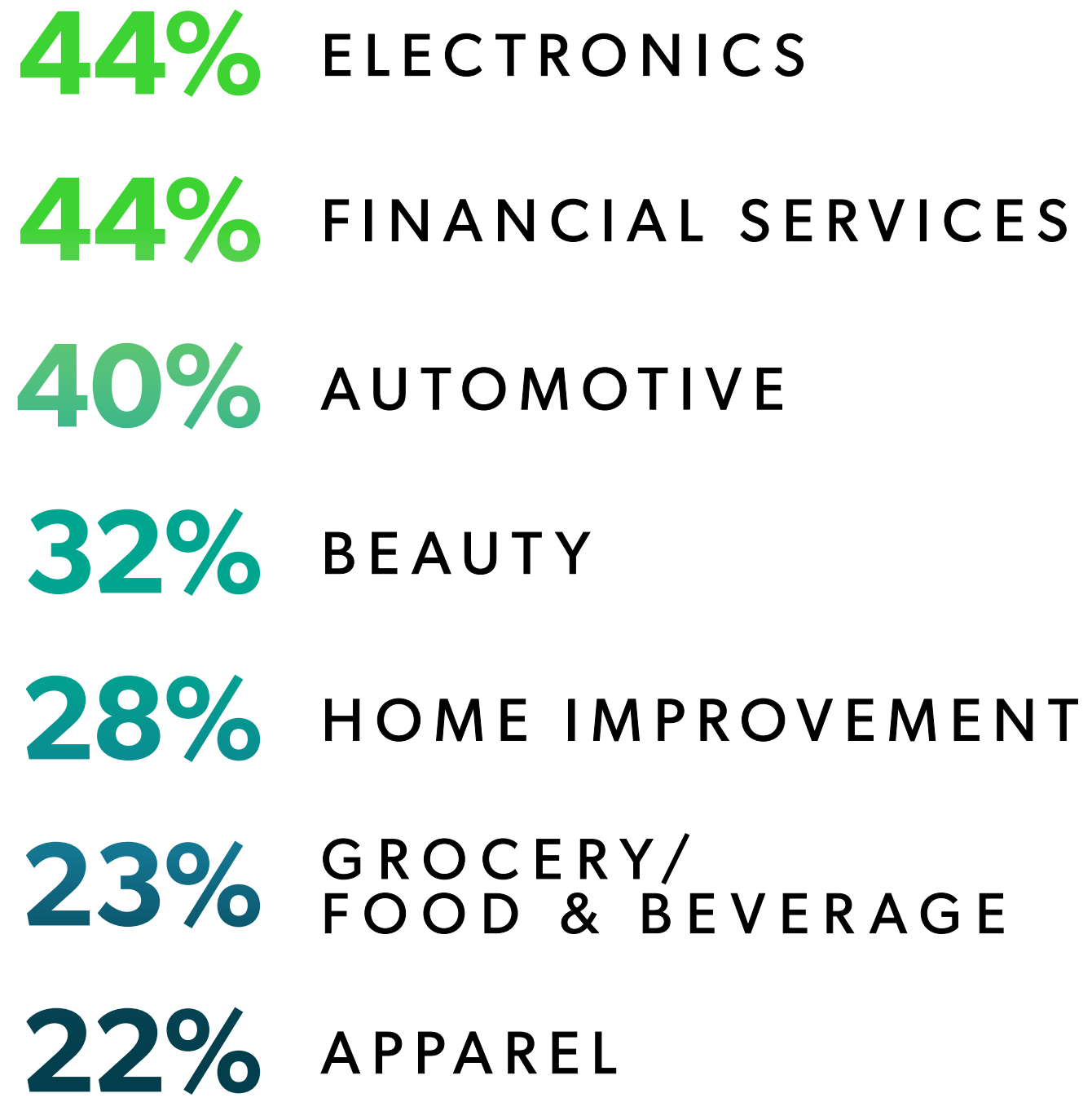


Due to higher public awareness of fake reviews, shoppers are more suspicious of the possibility that review content could be written by a bot, someone who has been paid to write a review, or someone who has never used the product. While 39% of shoppers say their trust in reviews has stayed the same, 24% of shoppers say their trust in reviews has dropped. According to a separate study on fake reviews, **the number one factor that makes consumers suspicious that a product has fake reviews is seeing multiple reviews with similar wording (55%)**. That is followed by review content not matching the product (49%), bad grammar/misspellings (36%), and an overwhelming amount of five star/positive reviews (35%).<sup>2</sup>

When it comes to the author of fake reviews, shoppers are more concerned when the review comes from a brand itself. About 40% of shoppers say fake reviews from a brand would cause them to lose trust for the brand, while a third of shoppers say fake reviews from other shoppers would cause the same outcome.<sup>2</sup>

Shoppers are sensitive to brands using fake reviews to inflate their reputation (or damaging their competitors') but are still willing to take recommendations from employees. 38% of shoppers would trust a product recommendation from an employee as long as it's authentic.

**Types of products for which shoppers prefer  
subject matter expert reviews over consumer reviews**



It's important to note that shoppers are most willing to trust a product recommendation from an employee if it happens in-store organically. 29% of shoppers say they'd trust a store associate recommending a product to them while in-store, but few shoppers would trust social media posts from employees promoting their favorite products or in-store signage denoting "staff picks."

Consumers generally trust recommendations from subject matter experts more than those from employees. We consider subject matter experts to be people who have a professional level of expertise (like a makeup artist or a home contractor) and who have tried and tested a variety of products. While reviews from regular shoppers suffice for many industries, like grocery and apparel, shoppers seek out expert opinions for financial services, electronics, and automotive most often.

Arguably experts in some instances, influencers also fall on the spectrum of trust. While more trusted than fake reviews on the opposite end of the spectrum, shoppers are still selective of which influencers they'll trust. Only 28% of shoppers globally trust influencer recommendations. But of shoppers who have bought a product recommended by an influencer, 77% have been satisfied with their purchase.








While a majority of shoppers may not fully trust influencers, this approach to marketing and advocacy isn't going away and, instead, is shifting to appeal to consumers' desire for more authenticity. We've seen shoppers turn from celebrities and super influencers to micro-influencers, who have smaller audiences. Shoppers see micro-influencers as more relatable, more genuine, and more authentic because these types of "influencers" could easily be someone they know, and they typically only sponsor products and brands that they truly use and enjoy.

The bread and butter of consumer trust is reviews from other shoppers — people that shoppers perceive to be normal, everyday consumers like them. Brands (and those compensated by them) might say what they need to in order to sell a product, whereas shoppers perceive each other to be a more reliable information source. According to our consumer survey, **78% of shoppers globally trust online product reviews, and 39% said product reviews are the online shopping feature they rely on most for making an informed purchase decision faster.**

At the core of the trust spectrum, it all comes down to people. Consumers want to buy from people they trust. It's one thing for a brand to make a statement — it's another for a consumer to echo it.

## R E C O M M E N D A T I O N S

-  Protecting review authenticity starts with embracing honest conversation — welcome both positive and negative customer feedback.
-  Employ a variety of tactics to generate reviews from your customers (post-interaction emails, sweepstakes, sampling campaigns, etc.).
-  Consider how you can work with or facilitate reviews from subject matter experts if your industry calls for it.
-  Look for influencers who focus on a particular area of interest, have smaller, engaged followings, and genuinely love your product.
-  Disclose when content or reviews are created in exchange for incentives or compensation — for example, through sampling or influencer campaigns.

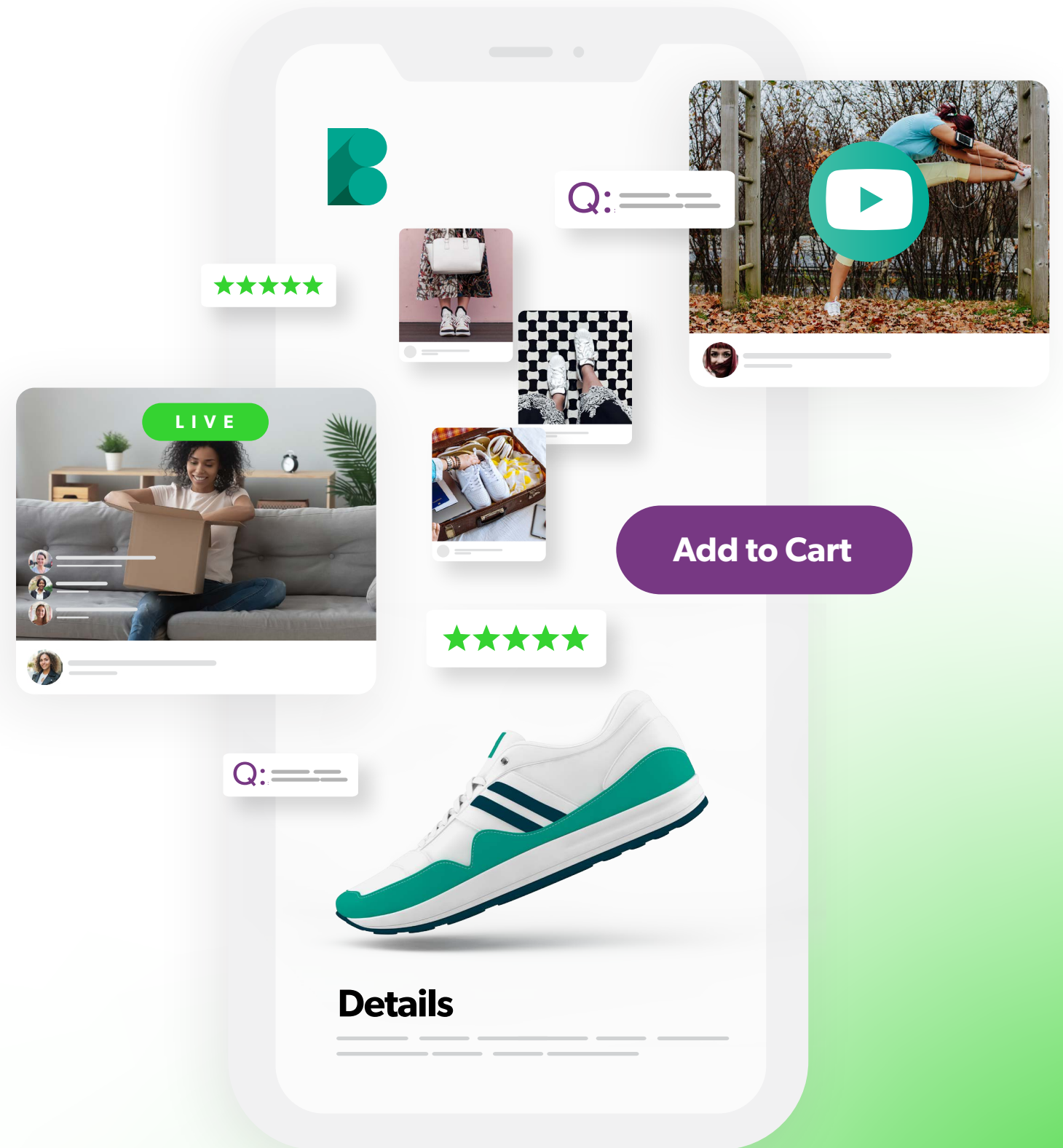
**Consumers  
control the  
future of the  
product page**

**CONSUMERS CONTROL THE FUTURE OF THE PRODUCT PAGE**

When e-commerce began its rise to fame in the 1990s, there was a rush to build websites with product pages to help brands and retailers sell more and compete with Amazon and eBay, both fresh on the commerce scene.

Today, most of the content on an e-commerce product page is fact-based and provided by a brand: product descriptions, professional photos, and pricing. However, consumers have a growing role in other content on the page. Ratings, reviews, Q&A, and customer photos are all shopper-provided, and this is what shoppers are turning to first to make purchase decisions.

Currently, professional visual content and product information are the primary focus of product display pages, and UGC is secondary or, in some cases, non-existent. But we think the future will be flipped.





We're approaching a time where professional product information will be replaced by content and opinions from real consumers, or, at the very least, UGC will become the prominent feature. We believe that brand-provided information will soon shift lower on the product page, to be replaced by what consumers really want to see: more reviews and visual content from real people. In the far future, shopper preferences for social commerce apps and sites may completely eliminate the product page as we know it.

Across our network in 2019, the number of reviews submitted increased nearly 11% year-over-year — shoppers are leaving more reviews than ever. When shoppers engaged with reviews on best-in-class sites (top 25% of Bazaarvoice clients), **we saw a 138% lift in conversion this year**, which is 7% higher than 2018. And not only are shoppers converting more readily on pages with reviews, but they're also spending more money. The lift in revenue per visitor among shoppers engaging with reviews also increased in 2019 (159% on best-in-class sites) compared to the year prior (148%).

**When asked what's most important to them on a product page, the largest portion of shoppers said reviews (39%).** Coming in second was the product description and professional photos (22%).

Not only do people trust people, people want to buy from other people. Instead of being told about a product, they want to be shown the product in use. Product descriptions are the product in theory – shoppers want the product in practice, which they can get from UGC.

Consistent with shoppers wanting to see more UGC, **we saw a 17% year-over-year increase in reviews with photos in the Bazaarvoice Network and a 67% increase in photo submissions in the Influenster community.** Despite this significant upward trend in photo submissions, our survey found that shoppers want even more visual content in reviews — when asked what type of UGC they wish they had more access to, it was their top request.

To address this, we expect to see brands include more types of UGC on their product pages and beyond. From long-form content from experts to in-depth video reviews, the product page will evolve to make user-generated content the primary focus.

This move away from the traditional product page is already playing out one step further in two different but related trends: social commerce and recommerce. In both of these examples, shopping revolves around people selling to each other, with brands playing a supporting role.

We often look to China for trends in e-commerce. The State of Social Commerce in Southeast Asia predicts the region is setting the bar for the rest of the world. The report says that 87% of businesses leading in social commerce said they saw e-commerce sales rise, with 58% of shoppers indicating that more than a quarter of all their online shopping is in some way influenced by social media.<sup>3</sup> Across other parts of the world, about 42% of shoppers say they have made a purchase on social media, signifying that this trend stretches across multiple oceans.

Chinese platforms like Xiaohongshu, Douyin, and ShopShops are exciting indicators of where e-commerce is heading. They combine social media, influencer marketing, and shopping features like product tagging to create environments where users can easily purchase products (most often recommended by an influencer or other user) without ever visiting a brand or retailer website. Livestream shopping, the next iteration of home shopping channels, is a big part of these platforms — consumers tune into a live product demo/review, often managed by a brand but led by an influencer, and are able to ask questions and engage with the hosts in real time. Whereas social commerce comes secondary in Western social apps, it is built into the experience from the beginning in China.

42%

**of shoppers say they have made a purchase on social media**

Additionally, buying from a secondhand marketplace (also known as recommerce) is becoming increasingly popular with shoppers for a variety of reasons. In the past five years, stores selling used merchandise have grown faster than traditional apparel retailers.<sup>4</sup> Our survey showed that **half of shoppers globally have made a purchase from a secondhand site (Poshmark, Facebook Marketplace, GOAT) in the past year**, and established brands are taking notice. Macy's, Nordstrom, and Gap have all partnered with global online consignment company, ThredUp. Brands have less control over how they and their products are portrayed in social commerce and recommerce — instead, consumers are responsible for telling the story.

This shift of shopping happening outside of the traditional product page will happen over time, but today, brands should showcase the voice of the customer on their product pages and keep a close eye on e-commerce channel trends to see when it makes sense to invest in new, socially driven platforms.

## R E C O M M E N D A T I O N S



Increase the amount of visual user-generated content you are collecting and showcase it prominently on the product page.



Consider incorporating a wider variety of user-generated content on your website and in marketing channels — long-form content, unboxing videos, user-generated recipes or tutorials, etc.



Watch for feature releases and beta testing announcements from platforms like Instagram, Pinterest, and Tiktok in the next year to see how they will further facilitate in-platform shopping.

Customer  
feedback is  
everywhere

## CUSTOMER FEEDBACK IS EVERYWHERE

At any given moment, shoppers can leave an online review, @ or direct message a brand on social media, call their customer service line, use their site's chat function, or even head in-store to talk to a store associate. Simply put, there's always a way for your customers to get in touch with you, and they have clear expectations for how they want you to be listening.

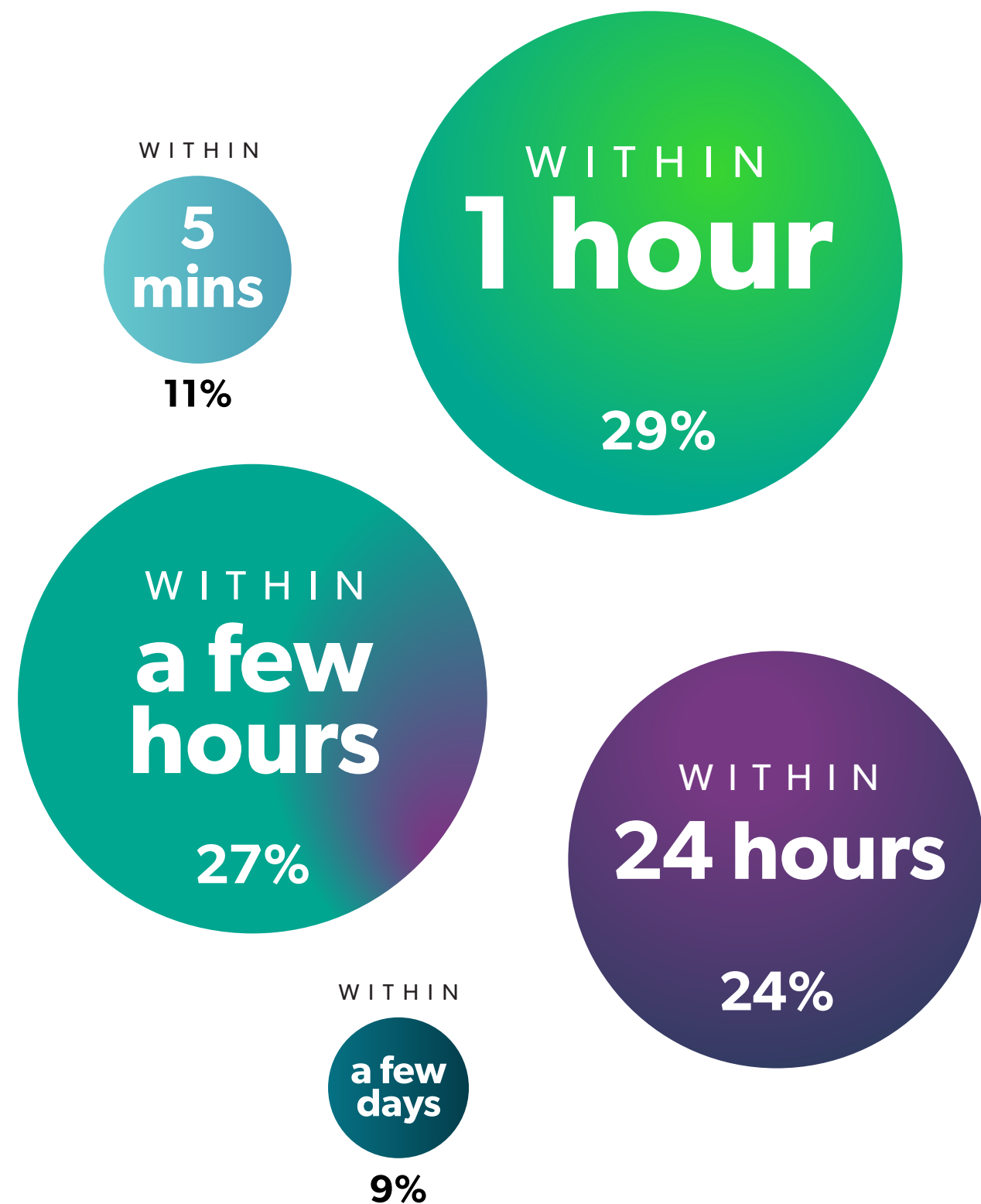
When it comes to reviews left on your product page, shoppers expect to hear back from your brand – always. It doesn't matter if their review is positive or negative. About a third of shoppers said they always expect a public response.

**Whether a company responds publicly to reviews, sends a private message, or offers a discount or free item, 87% of shoppers agree that a brand has to do something in response to negative reviews, and 72% of shoppers say the same for positive reviews.**





**How fast consumers expect a brand to respond when they ask a question through social media**



Taking the time to respond to all reviews, and more specifically to negative reviews, can pay off in dividends for your business. Most shoppers say they would consider giving a brand another chance if it took the time to respond to their negative review. We understand it can be difficult to respond to every review you receive, but there is value to responding to both positive and negative reviews. Responding to negative reviews shows unhappy customers that you care and take action upon feedback, and responding to positive reviews is an opportunity to turn a happy customer into (not only) a repeat customer but also a brand advocate.

While reviews are a popular feedback channel, according to our survey, modern-day shoppers are most likely to reach out to a brand with a question or concern on social media. Our benchmark data mirrors this — while many shopper behaviors on the product page were more prevalent, the number of questions submitted by community members on the Influenster platform and the Q&A interaction rate on websites in our network have only slightly increased compared to the year prior.

Moreover, 91% agree that a same-day response to a social media post is necessary, and about 60% of shoppers expect that response to happen within the first few hours of their initial post. Globally, **over a third of shoppers say they've complained about brands on social media**, but that percentage is higher in North America, where "cancel culture" is a lot more prevalent than the rest of the world.

When a shopper leaves a review on your site, that review stays contained. Sure, other shoppers and your competitors may read it, but the ramifications and reach of the review generally stay within the confines of a single website.

On the other hand, if a shopper tags your brand on Twitter and complains... there is potential for their complaint to be amplified through retweets, replies, and favorites, resulting in a larger problem for your brand than a single negative review. When consumers are steering the conversation, the virality of customer feedback is a real possibility.

For both brands and consumers, it's hard to tell what's going to go viral. But the best practices for responding to reviews also apply to social media. You need to be prepared to handle issues that arise with honesty and tact to prevent a downward spiral. Stay on top of social activity involving your brand and its products, be prepared to answer social media posts quickly, and be willing to admit fault and take action.

The always-on nature of customer feedback isn't something that should be seen as negative. In reality, it's a positive for your business. The more feedback you're able to collect, the more steps you can take to continue to build and improve your brand. And that is something your customers will appreciate. **Shoppers said when they do leave negative feedback for a business, the #1 thing they want to see as a result is their feedback being implemented to improve products and experiences for the next shopper.**

Taking note of where you're receiving the highest number of questions, understanding what's inspiring most of your customers to tweet at your brand, or identifying common product praise and complaints will help you not only connect with your consumers, but strengthen your brand story as well.

## R E C O M M E N D A T I O N S



**Prioritize responding to negative reviews with 3 stars or less. For negative reviews, address the customers' concerns, be authentic, and think about how future shoppers will perceive this interaction.**



**Your 5-star reviews can stand alone, or a quick, personalized "Thank you!" can suffice as a response if time allows.**



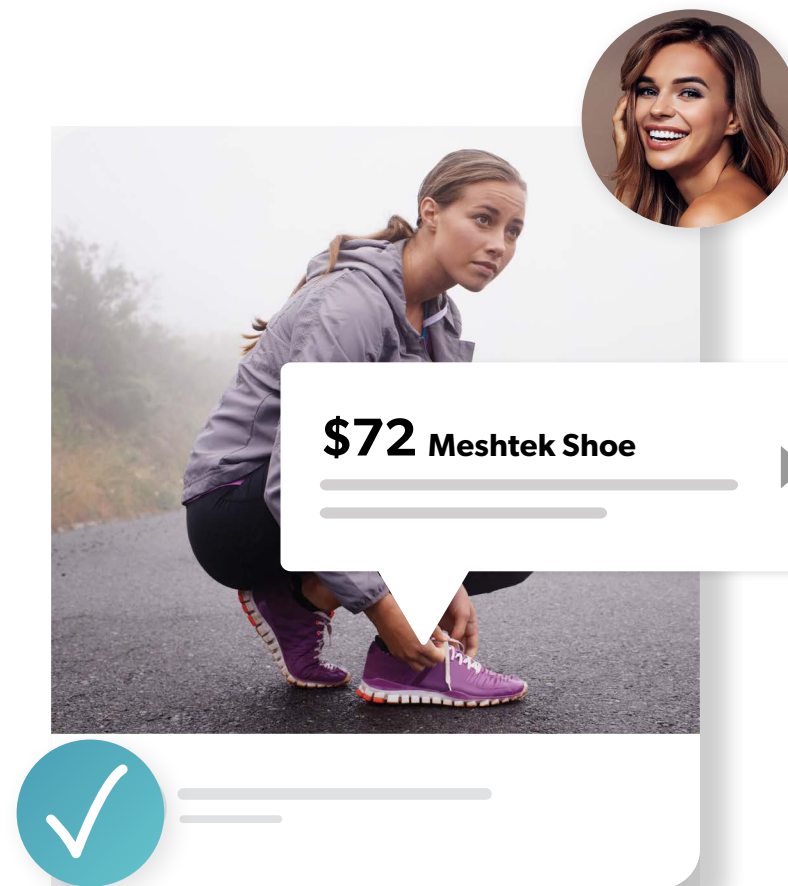
**Invest in technology to help you understand and analyze common themes in your customer feedback, and use this information to improve products, your website, and your marketing strategy.**

**Convenience and  
cost are top of  
mind for shoppers  
— as is brand trust**

CONVENIENCE AND COST ARE TOP OF MIND  
FOR SHOPPERS — AS IS BRAND TRUST

With an abundance of options for consumers no matter what they're looking to purchase, shoppers have distinct preferences that impact what should make it into their shopping cart. Overall, price and convenience continue to be the two biggest factors when deciding between products or trying out new shopping habits.

Some may say that this is due to the impact of Amazon. In our survey, 61% said they had made a purchase from Amazon in the last month and that rose to 74% when asked about making an Amazon purchase in the last year. Thanks to Amazon's evolution to a one-stop-shop and investment in free and fast shipping, consumers have come to expect the same from the other places they shop.



SHOPPERS WHO  
HAVE MADE  
A PURCHASE  
FROM AN  
INFLUENCER  
DID SO BECAUSE:

**28%**  
trusted the influencer

**28%**  
were looking for a product like  
the influencer recommended

**20%**  
were offered a discount code



# 2 out of 3

## shoppers surveyed choose products based on brand reputation

This demand for easy, cost-efficient shopping is not abating anytime soon. When asked about their biggest pain points when online and offline shopping, long checkout lines in store and slow online order fulfillment were consumers' top complaints. Consumers require minimal effort shopping, and brands and retailers have responded with services like buy online, pick up in store (BOPIS) and subscription offerings. **39% of consumers had used two-day shipping in the last year, 31% used a BOPIS option, and 30% had tried a subscription service.** Consumers said the top three reasons for trying a subscription service were that they had a discount code, the service would lower their overall shopping expenses, and it seemed more convenient than shopping themselves.

Across the majority of consumer purchases, shoppers are price motivated. According to a survey from Wiser, 96% of consumers compare prices before they make a buying decision to optimize their spend.<sup>5</sup> But, the survey also found that 52% of shoppers would pay more for a brand to which they are loyal. While consumers want to save money, they also want to support brands that are ideologically aligned with them. The Edelman Trust Barometer Special Report says almost 70% of shoppers want the brands they buy from to express their values and be involved in bettering society.<sup>6</sup>

This presents an interesting balancing act for brands in the years to come. While today price and convenience outshine all other considerations when shopping, are we reaching a tipping point? As mentioned earlier, brand trust is not so far behind on the list of what influences shopper decisions.

Just as consumers demand authenticity and transparency from influencers and reviews, that expectation extends to the entire brand. Nearly two thirds of shoppers surveyed choose products based on brand reputation.

As the world of commerce evolves rapidly, businesses will have to balance between consumer demands for instant gratification and efficiency and their desire for authentic connection. As more and more interactions move online, how can you tell the story of your brand and your products when your shoppers may never set foot in a store, interact with a human representative, or, eventually, even visit your website?

Brands and retailers need to encourage their customers to tell their story for them. User-generated content not only helps shoppers find, evaluate, and purchase products faster, it helps brands engage and connect with consumers through content they can trust.

## R E C O M M E N D A T I O N S



**If you want your shoppers to try a new product or purchase through a new channel, consider offering a discount code, which seems to incentivize purchase.**



**Keep what your customers love about your business intact; rely on your customers to tell you what they like and dislike about your brand — let them guide your business decisions.**

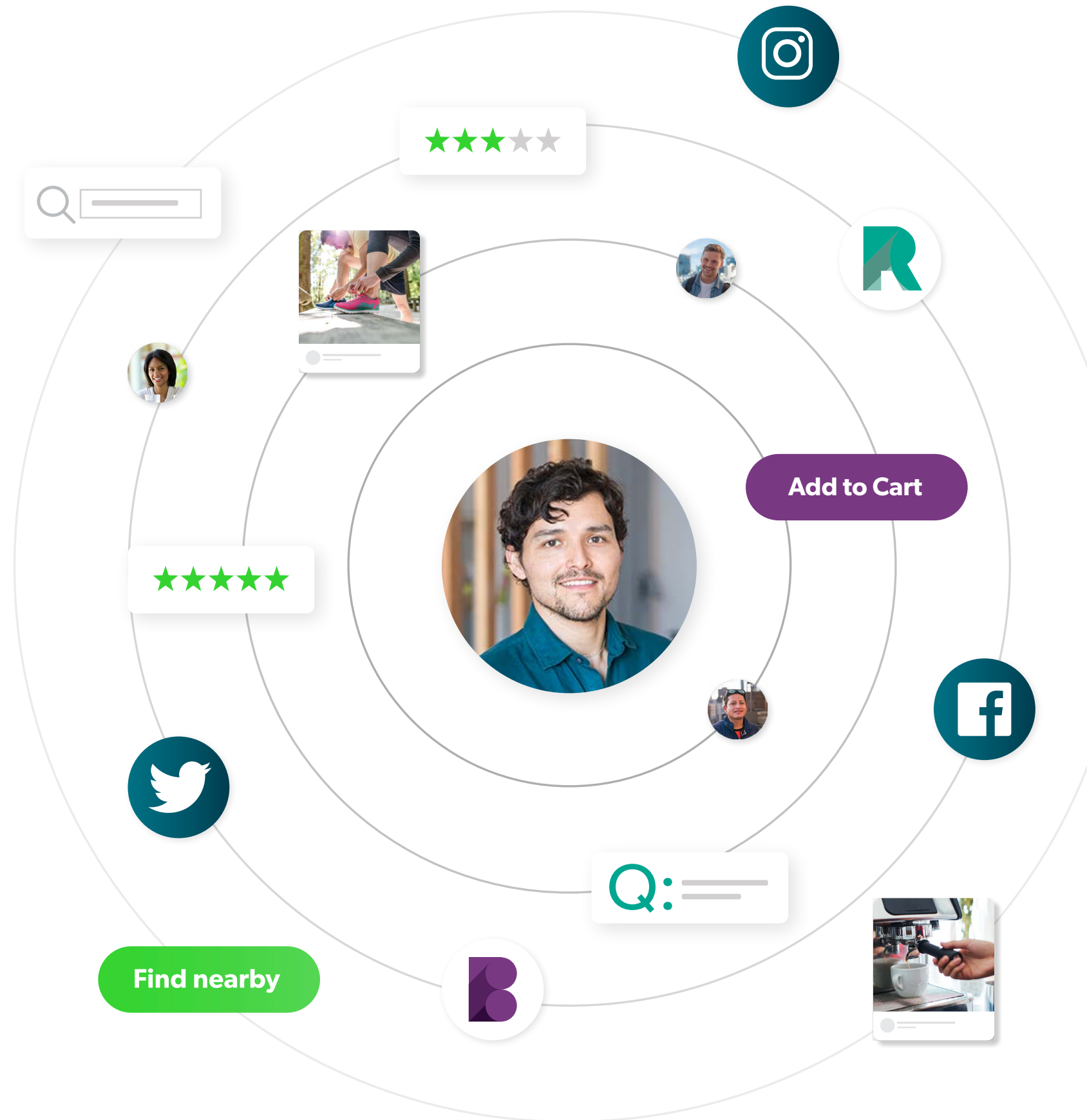


**Don't sacrifice brand integrity to compete on price or convenience – strive to find a balance between the three.**

# Conclusion

Now more than ever, consumers have power over the state of commerce and what comes next. Brands and retailers who are willing to keep their customers' needs in mind and try doing things a little differently will be rewarded in the long run. Maintaining an authentic business identity, coupled with responding positively to customer feedback and exploring new ways to sell will keep businesses relevant and relatable.

Consumers will continue to build deeper connections amongst themselves and with the brands that have earned their trust. And as commerce continues to be more consumer-centric, it's crucial for your brand to keep up. **Shoppers have made it clear what they want from the shopping experience – are you listening?**



# Explaining the report

This report draws on data from over a billion monthly shoppers in the Bazaarvoice Network of retailers, brands, and other sites. This includes 6.2 billion monthly page views and over 78 million pieces of user-generated content submitted in 2019. The dataset spans more than 6,200 client sites and content in dozens of languages. The benchmarks presented throughout this report are best-in-class (75th percentile / top 25%) performance benchmarks drawn from the vast ocean of data in the Bazaarvoice Network. The timeframe for these benchmarks is the calendar year 2019. When relevant, we have included a 2018 benchmark for comparison purposes. We also examined benchmark data from Influenster's community of over 6.5 million members.

Additionally, Bazaarvoice conducted an online survey for consumers in the United States, Canada, Mexico, United Kingdom, France, Germany, and Australia. Overall, more than 5,500 consumers were surveyed on their shopping preferences, behaviors, and the role user-generated content played in their shopping behaviors. All respondents were 18 years or older.





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# About Bazaarvoice

Each month in the Bazaarvoice Network, more than a billion consumers create, view, and share authentic user generated-content including reviews, questions and answers, and social photos across more than 6,200 global brand and retailer websites. From search and discovery to purchase and advocacy, Bazaarvoice's solutions help brands and retailers reach in-market shoppers, personalize their experiences, and give them the confidence to buy.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas, with offices in North America, Europe, Asia, and Australia. For more information, visit [www.bazaarvoice.com](http://www.bazaarvoice.com).

# About Influenster

Influenster is a social shopping experience where community meets commerce. The platform has more than 40 million product reviews, growing by one million monthly, written by nearly six million members. Members come to Influenster to read and write reviews, share photos and videos, participate in product discussions, earn rewards, and connect with brands and one another.

Brands partner with Influenster to generate reviews and social content, to license existing reviews to their brand- and retail-dot-coms or feature them in sales and marketing materials to improve conversion, and to gain new consumer and product insights through in-depth review analysis.

Headquartered in New York City, Influenster was founded in 2010 and was acquired by Bazaarvoice in August 2019. For more information, visit [www.influenster.com](http://www.influenster.com).