



# Go To Market & Why We Win

Liz Ritzcovan, CRO



INVESTOR DAY 2016

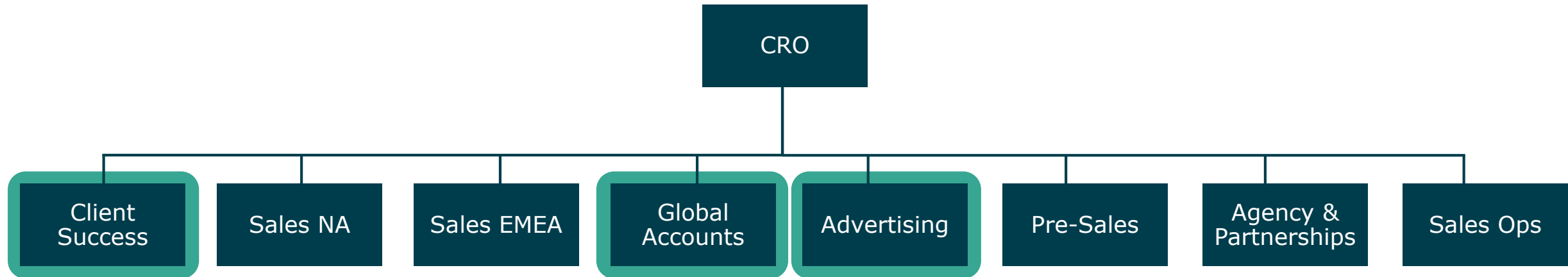


# Organizing for growth

- Centralized all revenue functions under CRO
- Refined customer segmentation & targeting
- Focused on sales productivity
- Retooling Advertising to win



# Centralization of revenue functions



**Total headcount down 15% yoy**



# SaaS customer segmentation



**FY 16**

**Enterprise**

**Commercial**

**Small Business**

**FY 17**

**Enterprise**

**Commercial**

- Annual Revenue > \$1 Billion
- 6,400 North America Customer Targets

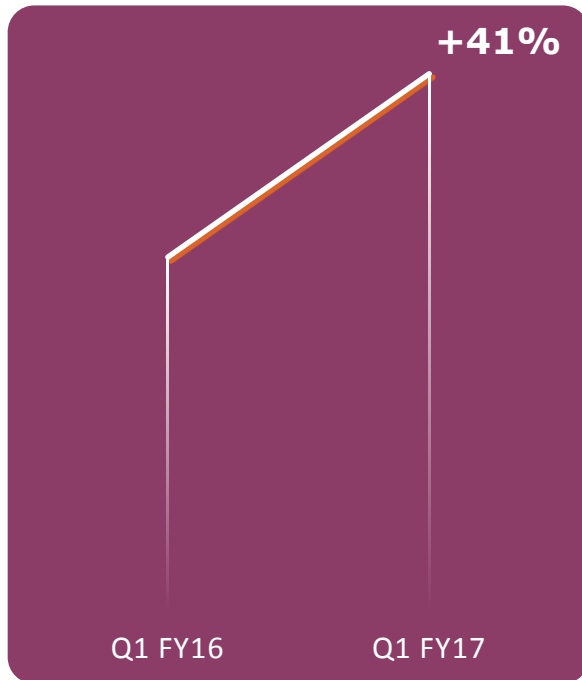
- Annual Revenue \$50 million - \$1 Billion
- 15,000 North America Customer Targets



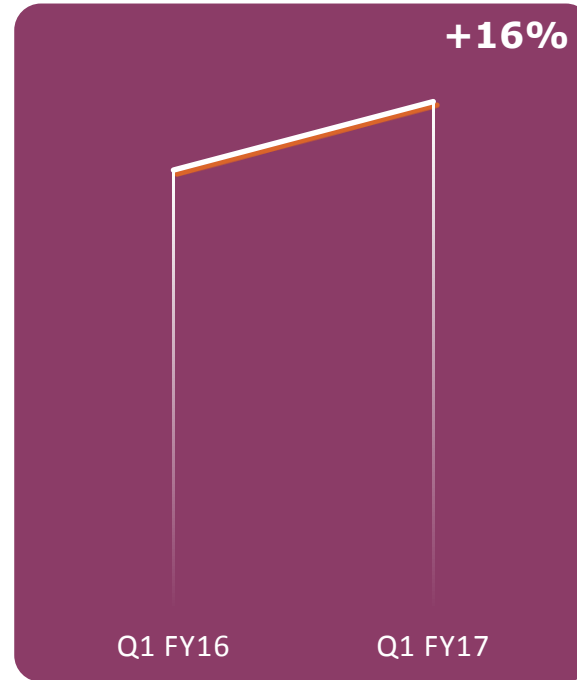
# Sales productivity is improving



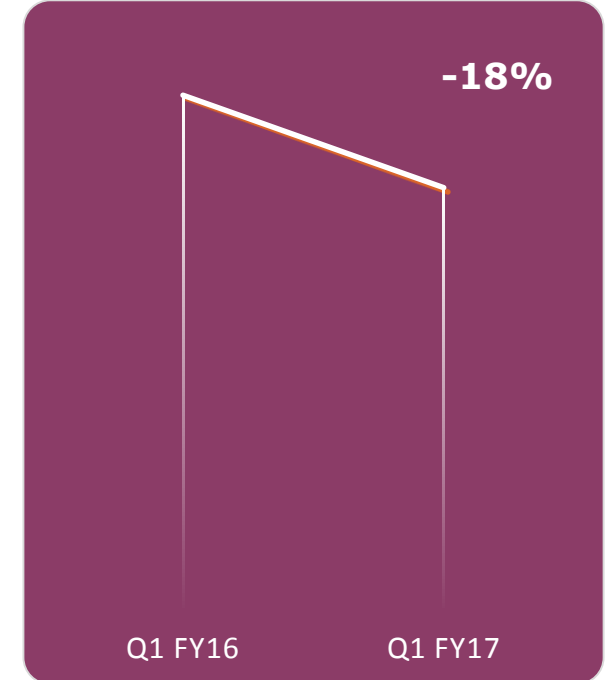
### Bookings Per Seller (\$)



### Deals Per Seller (#)



### Sales & Mktg Expense (\$)



**Targeting 5-6X Ratio of Bookings to OTE<sup>(1)</sup> for Frontline Sales**



(1) Bookings targets range from \$1-1.5M vs. OTE ranging from \$180-300K  
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# Why we win - SaaS

- Most comprehensive CGC solutions
- Our network
- CGC expertise
- Commitment to client satisfaction





# Advertising buyers are different

- SaaS customer relationships open doors
- Buyer and budgets not the same though
- Reliance on Agencies adds complexity and time
- Majority of Ad budgets planned 6-9+ months out





# Advertising go to market

- Building brand awareness
- Talent assessments and upgrades
- Tighter focus on high value customers
- Cross functional sales collaboration

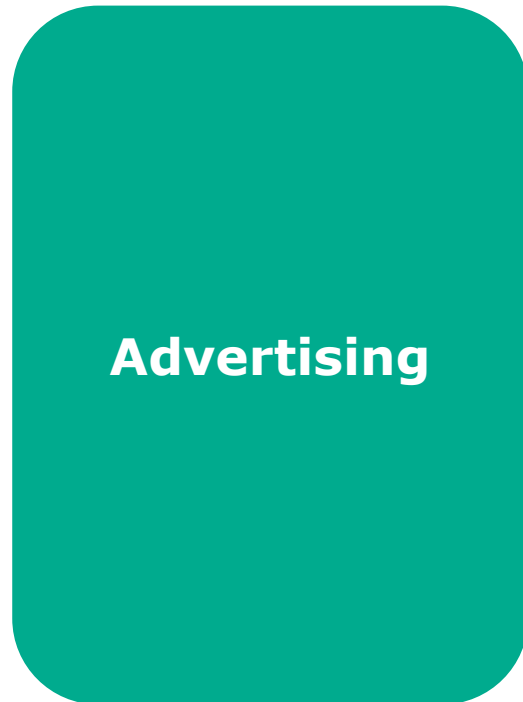




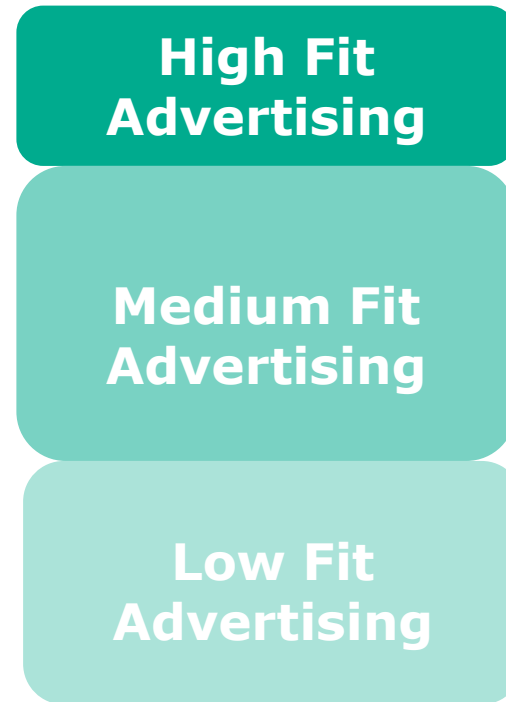
# Advertising customer segmentation



**FY 16**



**FY 17**



17,000 Customers and Prospects

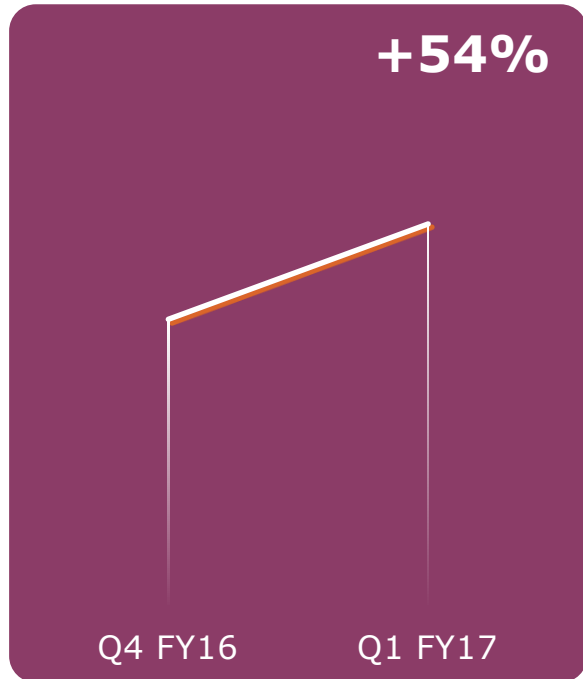
- 1,000 High Fit
- 16,000 Medium Fit



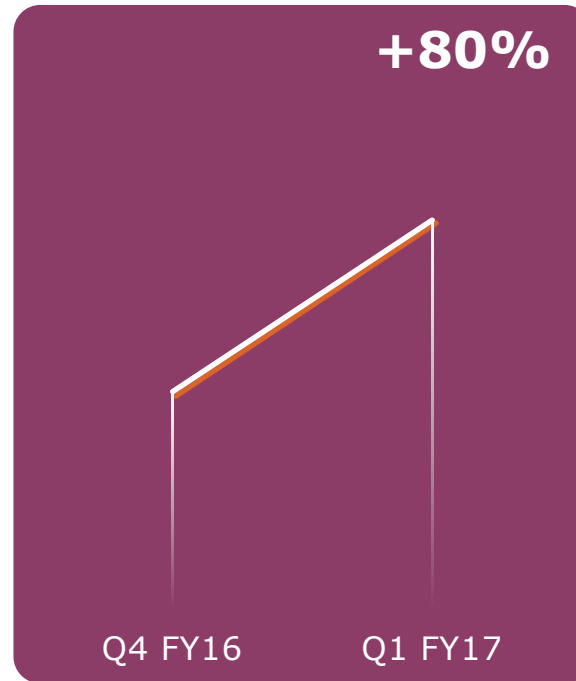
# Advertising core metrics improving



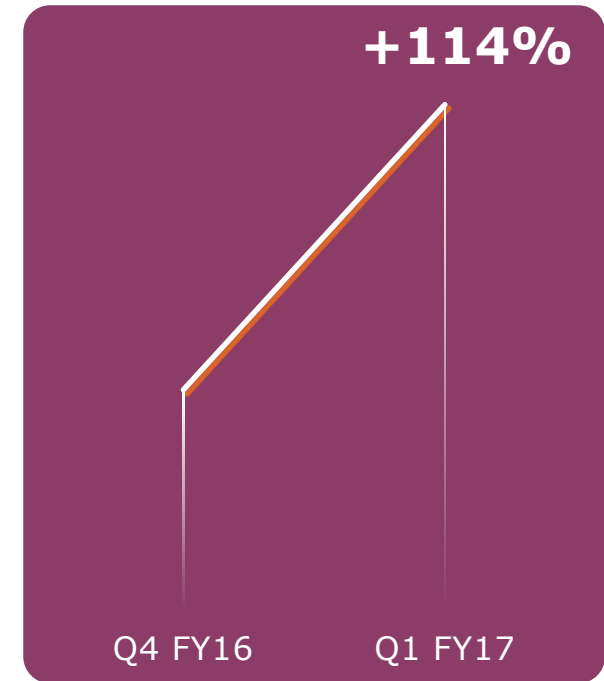
## Renewal Rate (%)



## High Fit \$'s (%)<sup>(1)</sup>



## Revenue per Seller (\$)



(1) % of net revenue \$'s from customers designated as High Fit for advertising



# Why we win - Advertising

- Unique first party data
- Finding new shoppers for our clients
- Superior return on advertising spend
- Differentiated reporting capabilities





# Scaling the advertising business

- Growing market awareness
- Decreasing seller ramp time
- New incentives for best sellers
- Improving operating efficiencies





# Summary

- Large opportunity
- Organized around the customer
- Focused on high value, high fit segments
- Committed to operating efficiency
- Building blocks in place for growth

