

Bazaarvoice Announces Brand Edge™ to Help Brands Accelerate Retail Channel Sales

New solution makes it easy for brands to collect consumer ratings and reviews and distribute to retail e-commerce sites

AUSTIN, Texas, June 27, 2017 (GLOBE NEWSWIRE) -- Bazaarvoice, Inc. (Nasdaq:BV), the provider of consumer-generated content (CGC), advertising, and personalization solutions, today announced [Bazaarvoice Brand Edge™](#) to enable brand marketers to collect consumer-generated content and distribute it to retail e-commerce sites in the Bazaarvoice Network. The new solution puts influential ratings and reviews in front of shoppers in the retail channel and helps brands boost consideration and sales, successfully launch new products and hear customer feedback.

Brand marketers rely on ratings and reviews to help drive retail channel sales, improve SEO performance and launch new products, but existing solutions require brands to install e-commerce software on their companies' web properties. Brand Edge is Bazaarvoice's first ratings and reviews solution that does not require e-commerce implementation, enabling brand marketers to easily collect consumer reviews and automatically distribute them to retail e-commerce sites. With the extensive reach of the Bazaarvoice Network, brands can place valuable ratings and reviews in front of shoppers at multiple retail touchpoints.

"Within one month of launching Brand Edge, we went from zero reviews to having content on every single one of our products at one retail e-commerce site," said David De Nino, director of e-commerce at DS Laboratories. "In the four months after launch, we saw sales grow 235%. Getting consumer-generated content in front of shoppers played a big role in the growth."

To complement Brand Edge, Bazaarvoice also offers sampling services as an add-on option. Ideal for companies launching new products or trying to accelerate review collection, sampling clients can engage their own customers or use Bazaarvoice's growing shopper community, TryIt, to trial new products and collect reviews.

Bazaarvoice Brand Edge offers a range of solutions to meet the needs of brands of all sizes. All review content generated through Brand Edge will undergo Bazaarvoice's expert moderation and advanced filters to ensure review content meets quality and authenticity standards before distributing to retail sites. With Brand Edge, companies can:

- | **Collect a high volume of consumer content:** Find shoppers, ask for their feedback, and collect it - even before launching a new product
- | **Drive channel sales by reaching shoppers at many retailers:** Automatically distribute content to retail channel partners in the Bazaarvoice Network
- | **Get insights into consumer sentiment:** Listen to customer feedback, learn what they love about your products, and identify opportunities for improvement in a single dashboard
- | **Successfully launch new products with sampling:** Run sampling campaigns and generate feedback from brand advocates or the Bazaarvoice TryIt community

"From small businesses to global enterprises, many brands generate the bulk of their sales through their retail channels, versus their own site," said Gene Austin, CEO of Bazaarvoice. "Brand Edge gives them much-needed tools to generate trusted content and get it in front of consumers wherever they shop. Additionally, retailers in our network are eager to receive additional content from brands to cover more products and influence purchase decisions."

To learn more about Brand Edge and explore the best solutions to meet your brand's needs, visit brandedge.bazaarvoice.com

About Bazaarvoice

Bazaarvoice helps brands and retailers find and reach consumers, and win them with the content they trust. Each month in the Bazaarvoice Network, more than one-half billion consumers view and share authentic consumer-generated content (CGC), including ratings and reviews as well as curated visual content, across 5,000 brand and retail websites. This visibility into shopper behavior allows Bazaarvoice to capture unique first-party data and insights that enable our targeted advertising and personalization solutions.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas with offices across North America and Europe. For more information, visit www.bazaarvoice.com.

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