

Three-in-Four Shoppers will Browse Competing Online Retailers before Making a Prime Day Purchase

Bazaarvoice research shows nearly half of Prime Day shoppers will try new brands based solely on ratings and reviews

AUSTIN, Texas, July 10, 2017 (GLOBE NEWSWIRE) -- Bazaarvoice, Inc. (Nasdaq:BV), the provider of consumer-generated content (CGC), advertising, and personalization solutions, today announced the results of a study exploring the shopping habits of over 400 Amazon Prime Day shoppers in the U.S. to discover if consumers also engage and shop more with other online retailers on one of the busiest days in e-commerce.

In 2016, across some of Bazaarvoice's top online retailers, Bazaarvoice saw a 15 percent increase in visitor traffic on Prime Day 2016 in comparison to a typical day. Additionally, the number of orders increased by 38 percent and conversion rate increased by 19 percent.

Key Findings:

- 1 **Prime Day shopping extends beyond Amazon. Brands should bolster visibility across multiple online retail channels to maximize sales opportunity** - 76 percent of Prime Day shoppers visit other major online stores to research product ratings and reviews before making a purchase on Amazon. The top places they look include: Walmart (46 percent), consumer electronics websites (45 percent), Target (40 percent), home improvement websites (39 percent) and brand websites (39 percent).
- 1 **Prime Day shoppers rely on ratings and reviews when making purchase decisions and discovering new brands** - Nearly half (46 percent) of Prime Day shoppers are not likely to purchase a product if it does not have ratings and reviews. In fact, 56 percent of shoppers always read ratings and reviews before making a Prime Day purchase and 80 percent consider ratings and reviews important to their purchase decision. Additionally, 45 percent of shoppers will buy a product they have never heard of or used before based only on ratings and reviews.
- 1 **Prime Day shoppers browse a mix of mass merchant and specialty retailers based on different product categories.** Walmart emerged as the top online retail destination behind Amazon for Prime Day shoppers buying home appliances (47 percent will visit this retailer), and specialty retailers led in the electronics and outdoor recreation categories. More than half of shoppers visit Best Buy first to research electronics brands, while 49 percent will turn to Lowe's when researching outdoor recreation items, like hammocks or grills.

"As one of the biggest online shopping days of the year, many consumers discover and try new brands on Amazon Prime Day," said Sara Spivey, Chief Marketing Officer at Bazaarvoice. "But participation in Prime Day is not the only way for brands to get in front of online shoppers. As our study and network data show, consumers are researching and buying products across multiple online retailers on Prime Day and the availability of ratings and reviews across these retail channels can help inform and influence their purchase decisions."

Bazaarvoice recently announced [Brand Edge™](#), a new solution that enables brands to collect ratings and reviews and automatically distribute them to retail e-commerce sites in the Bazaarvoice Network. With the extensive reach of the Bazaarvoice Network, Brand Edge clients can quickly and easily place valuable ratings and reviews in front of shoppers at multiple touchpoints, which helps boost consideration of their products and accelerate their sales through retail channels.

Using Google Consumer Surveys, Bazaarvoice surveyed 412 Amazon Prime members about their Prime Day shopping and browsing habits in the week prior to Amazon Prime Day, July 11. All respondents were located in the continental United States. To learn more about how Bazaarvoice helps brand marketers leverage ratings and reviews to reach more shoppers through online retail channels, please visit: <http://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 fuel 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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Source: Bazaarvoice, Inc.

News Provided by Acquire Media