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These Service descriptions are intended to inform you about Bazaarvoice, Inc.'s ("Bazaarvoice") Services offerings, features, and functionality. Bazaarvoice may update the Service descriptions from time to time to ensure that they accurately reflect the current services and products we provide.

Please note: to see Package descriptions, please visit this page: [package descriptions](#).

The particular products and Services included in your purchased solution will be outlined in the respective service order.

Glossary

The Bazaarvoice Network

The Bazaarvoice Network is the summation of the Bazaarvoice Platform and Bazaarvoice solutions on Bazaarvoice customer's sites. The Bazaarvoice Network provides social data about the online and offline shopping behavior of more than 500 million monthly users, enabling marketers and Bazaarvoice clients to identify real-time purchase intent and better target consumers with more relevant, engaging experiences that drive e-commerce traffic and conversion, order value, brand loyalty and repeat business.

The Platform

Bazaarvoice offers standard solutions to enterprise-level and commercial-level clients as a SaaS platform (the "Bazaarvoice Platform"). The Bazaarvoice Platform utilizes both a hosted and API solution as well as analytics technologies including Bazaarvoice cookies and web beacons, and those of third parties. With this Platform, we have been able to innovate quickly and scale over time while maintaining consistent and reliable service.

Products

Ratings & Reviews

Ratings & Reviews allows consumers to view moderated review content submitted by other consumers that may be relevant and/or helpful to the end users' purchase decision. Review content may include text reviews, star ratings, pictures, videos, etc. Ratings & Reviews includes the following capabilities (defined below): Portal, Review Request Email Content, Email Notifications (Social Alerts), Syndication, Photo/Video Upload, Bazaarvoice Analytics, and Web Analytics Integration. Ratings & Review content is moderated by Bazaarvoice before it is made publicly available.

Ratings and Reviews can be purchased in different Bazaarvoice packages, which result in different feature functionality. Those packages can be seen in our [package descriptions](#).

Questions & Answers

Questions & Answers allows end users to submit questions on the product/service detail pages of the customer's website and receive answers from other consumers, and/or directly from the client. Questions & Answers go through the same moderation process as review content. Questions & Answers is available as an add on.

Bazaarvoice Vibe

Bazaarvoice Vibe enables clients to manage their social media management, social commerce, creator marketing and product sampling campaigns from one integrated hub. Clients can source content from the Influencer community via sampling campaigns, professional creators via creator marketing campaigns or organic social content that tags or mentions their brand. Bazaarvoice may product-tag content and offer usage rights management in order to distribute content to owned channels or select retail destinations. Clients can monitor metrics across the consumer funnel at the content, creator and campaign level.

Bazaarvoice Vibe content and functionality can be purchased in different Bazaarvoice packages, which result in different feature functionality. Those packages can be seen in our [package descriptions](#).

Social Commerce and Social Media Management

Social Commerce and Social Media Management packages enable clients to collect imagery from Instagram based on client-identified hashtags, business users or mentions/tags of your brand. Bazaarvoice may product-tag content with the corresponding product ID. Social Commerce and Social Media Management includes capabilities and features like media library, social commerce API, Like2Buy, Reveal, Showroom, Galleries, Social Scheduler, and more. These capabilities are further defined in the Capabilities section and vary in eligibility based on package tier.

Retailers who have purchased Social Commerce to display on their site may receive brand-curated content from participating brands who are curating and attaining the user's permissions to use content for e-commerce, promotional communications, and advertising.

Social Commerce content and functionality can be purchased in different Bazaarvoice packages, which result in different feature functionality. Those packages can be seen in our [package descriptions](#).

Sampling/Content Activation Solutions

Client Owned Community Sampling: Allows clients to engage their advocates to help generate product reviews using a Bazaarvoice hosted portal that is branded for the client. This portal allows clients to invite their own advocates to join the customer's program, create campaigns that offer their advocates free products, and request their honest and unbiased reviews to augment existing Bazaarvoice review content. Sampling includes the following platform capabilities (defined below): Portal, Configuration Hub, and Responsive Design.

Bazaarvoice Sampling (Single Retailer): Allows clients to engage targeted groups of Influenster members to help generate product reviews for usage on Walmart.com.

Bazaarvoice Deals: Incentivized campaigns that target a brand's key audience within the Influenster community, offering qualified participants a promotion they use to purchase specific products and services in return for user-generated content. Clients can generate their own method of promotional discount or Bazaarvoice can generate and offer on behalf of the client.

Bazaarvoice Sampling: Customized brand and retailer packages sent to targeted groups of Influenster members. Brands place their products in their exclusive box and send them to Bazaarvoice community members of their choice, in exchange for high-quality reviews, photos, and social posts.

Sampling Campaign: A sampling campaign is defined as a set of activities to be provided by Bazaarvoice within a specified time period. The activities and attributes must apply to all sampling units included in the sampling campaign and cannot be split into smaller increments.

Sampling Fulfillment Services: Bazaarvoice offers a complete fulfillment solution that may accompany a sampling campaign. Clients ship all their products to one of our many hubs and the Bazaarvoice team takes care of the rest. This service includes: receiving and sorting products, printing boxes and materials, and shipping all boxes directly to the sampling community.

Creators: Paid activation of digital content creators with strong social followings and engaged audiences to create high-quality social content on behalf of a brand.

Research and Survey: Create and receive custom market research by surveying segments of the Influenster community.

Branded Content: A service utilizing Influenster's creative studio to produce curated content about your products.

Bazaarvoice Vibe - Creator Marketing

Bazaarvoice Vibe - Creator Marketing offers a cost-effective AI driven end-to-end influencer marketing platform. The platform enables discovery of relevant influencers, track campaigns, measure performance, allows affiliate campaigns, and allows a way to collect and vet inbound influencer requests in one place. Bazaarvoice Vibe - Creator Marketing offering is available in 3 editions (packages) to help meet the needs of customers across segments. Those packages can be seen in our [package descriptions](#).

ReviewSource

Organic reviews of your products collected on Influenster.com, sent directly to your Bazaarvoice implementation to display on your site and syndicate to the Bazaarvoice Network.

Premium Network Insights

Allows brands to quickly see their UGC performance, sentiment, and named competitor insights at retailers across the Bazaarvoice Network in one holistic dashboard. Brands can drill down by brand, category, country, and e-commerce site.

Connections

The Bazaarvoice Connections service lets brands interact directly with end users on retail client websites across the Bazaarvoice Network using a secure web portal to access, monitor, and respond to consumer questions (through Connections Basic) and reviews (through Connections Premium, which includes review response).

Connections brands can address concerns, make product recommendations, aggregate important consumer feedback across multiple retail channel websites, and otherwise push content to the retail client websites. The Bazaarvoice Connections service comes with analytics tools. In addition, clients are provided access to the Portal (defined below).

Salesforce Connector

Salesforce Connector allows clients to integrate their own Salesforce Enterprise account with Bazaarvoice Conversations. With the Salesforce Connector clients are able to import native user generated content (UGC) directly into their own Salesforce Enterprise account.

In addition, Salesforce Connector enables clients with the ability to respond to native reviews and/or questions from within their own Salesforce Enterprise account.

Bazaarvoice Network Distribution

Bazaarvoice's Syndication (Distribute) service enables a single piece of submitted content to be displayed across the Bazaarvoice Network. This allows the content to reach more users across the Bazaarvoice Network than it would if displayed on only one site and empowers clients to take an active role in increasing content volume, improving content coverage, and selling more successfully through online and offline channels.

Clients that host their own Ratings & Reviews experience must meet all of the terms for syndication content usage as defined in the Network Content Policy. Key terms are attribution of the source, disclosure of incentivization, and data collection. @m

Analytics Tools, as described below, are provided to help clients track the display of syndicated content. Only content that meets moderation and authenticity guidelines is displayed.

Clients licensed with Ratings & Reviews can distribute consumer generated content into the Bazaarvoice Network through one of the content flows identified below and as expressly set forth in the Service Order.

Standard Syndication (Distribute): Standard Syndication allows content collected by manufacturers through their use of Bazaarvoice solutions to be displayed on retailer sites.

Intra-Client Syndication: Intra-Client Syndication allows a client to share content collected

through its use of the Bazaarvoice solution across multiple licensed client sites.

Bazaarvoice Contextual Commerce

Contextual Commerce delivers a variety of campaigns, which are a combination of notification techniques (e.g.: low stock, ratings amplifier, purchase frequency) and placements (e.g.: sliders, badges, modules), to shoppers on eCommerce websites or mobile apps. These campaigns are intended to drive incremental sales through the interpretation of shopper behaviors, with campaigns only shown when the decision engine deems it is profitable to do so. The management of these campaigns is accomplished by Bazaarvoice with a combination of human interaction and machine functionality.

Contextual Commerce includes the following reporting and analytics to provide performance metrics:

- Sitewide Level
- By Device (Web)
- Conversion Funnel
- Technique Level

Platform Capabilities

API

The Bazaarvoice Conversations API is a web service interface that connects Conversations services with 3rd party applications and allows Bazaarvoice clients to build custom applications which display and submit consumer generated content.

Bazaarvoice Analytics

The Bazaarvoice Analytics service provides comprehensive performance metrics and an ROI reporting system on the content collected by Bazaarvoice clients and is fully integrated into a browser-based reporting tool. The Bazaarvoice Analytics service allows measurement of interactions with Bazaarvoice services on the customer's website, the impact of those interactions, and the progress of those measurements in relation to the customer's goals.

Measurement is obtained through the use of the Bazaarvoice Analytics tag which is deployed on the customer's site.

The Bazaarvoice Analytics service includes content volume metrics, product performance, conversion* tracking, and other measures of success, including those derived through the integration of Bazaarvoice collected data with data from Bazaarvoice clients and/or third parties.

For example, with Bazaarvoice accelerated ROI measurement tools, the client can see:

- A comparison of the behavior of the client's customers who interact with Bazaarvoice versus those customers who don't.
- The conversion rates among customers who interact with Bazaarvoice.
- The revenue impact resulting from the Bazaarvoice Services Product & feature performance

*Conversion refers to the particular action that the client defines as the goals of using the Bazaarvoice services (e.g., increased content volume, sales, and traffic to the customer's

website).

Bazaarvoice Client Portal

The Bazaarvoice Client Portal (“Portal”) is a content management & reporting system for consumer generated content that allows the client to analyze all submitted consumer generated content, configure and schedule automated reporting, manage individual submitted content, and share content or reporting metrics internally. The Portal also provides a central location for the client to directly respond to reviews, questions, and answers on the website, provided that the client has purchased Questions & Answers.

Configuration Hub

The Configuration Hub (“Hub”) enables the client to take control of the configurable features and functionality of the Bazaarvoice Platform, allowing for rapid deployment and customization to meet dynamic business demands.

The Hub is a web-based interface that lets the customer’s team configure and adapt the Bazaarvoice Conversations implementation to the customer’s individual specifications. It features a-step-by-step guided mode option including resources, documentation and contextual videos.

By using the Hub, the customer’s front-end designers or web developers can take ownership of the configuration process by allowing clients to develop and define the end users’ experience including available features, configuration, and styling. These configurations can be published to the staging environment for testing, as well as to production.

Daily XML Data Feed

Bazaarvoice will provide a daily XML feed of data submitted by customer’s end users in connection with the Services to Bazaarvoice FTP servers, which the client may download at no additional cost.

Email Notifications (Social Alerts)

End users may receive an alert when their content has been posted, when the client has responded to their review, when a comment is received, or when a new question or new content is posted on a particular product. Additionally, the client may elect to send a notification to an end user whose content was rejected during moderation, along with a brief explanation of the reason for rejection. Using Social Alerts closes the communication loop with customers and helps drive additional traffic to the customer’s website.

Photo/Video Upload

Photo/Video Upload allows consumers to attach visual aids to consumer generated content which is submitted to Bazaarvoice for moderation and display. Users are limited to six still images per submission. Users may also submit a Youtube URL to a video less than five minutes in length.

Email Review Collection

Review request emails (formerly Post-Interaction Email) allows the client to communicate with its customers following an online interaction (e.g. purchase, submission of review content, etc.). This email provides a direct, personal connection between the client and the customer, and is an opportunity for the client to directly request that the customer provide a product review. These emails are customizable through the Hub, allowing for individualized text, look, and wording of emails sent to customers.

For review request emails, the client must provide certain purchase data to Bazaarvoice, either by:

- Applying a transaction/interaction tag (Bazaarvoice Analytics tag) on the order confirmation page. In this case, the tag transmits securely encrypted purchase/interaction information to Bazaarvoice.
- Setting up a recurring purchase feed that is delivered to Bazaarvoice, based on Bazaarvoice specifications. This feed contains user IDs and information about each user's purchases and interactions, allowing for the sending of the email.

Bazaarvoice uses a white-label email service provider to deliver the review request emails.

Text Message Review Collection

Text message review collection allows the client to communicate with its customers following an online interaction (e.g. purchase, submission of review content, etc.). This text message provides a direct, personal connection between the client and the customer, and is an opportunity for the client to directly request that the customer provide a product review. These messages are customizable through the Hub, allowing for individualized text, look, and wording of text messages sent to customers.

For text message review collection, the client must provide certain purchase data to Bazaarvoice, either by:

- Applying a transaction/interaction tag (Bazaarvoice Analytics tag) on the order confirmation page. In this case, the tag transmits securely encrypted purchase/interaction information to Bazaarvoice.
- Setting up a recurring purchase feed that is delivered to Bazaarvoice, based on Bazaarvoice specifications. This feed contains user IDs and information about each user's purchases and interactions, allowing for the sending of text messages.

Bazaarvoice uses a white-label SMS service provider to deliver text messages.

Seller Reviews

Seller Reviews functionality allows end users to review their experience with a business. Seller Reviews are collected by Bazaarvoice on behalf of the business via email solicitation. Once submitted, the Seller Reviews are displayed on a public-facing Bazaarvoice website (ratings.bazaarvoice.com) as well as third-party sites (e.g., Google, Google Search Partners) and can also be displayed on the business' website. End users may only submit reviews if they have transacted with that business and received an email requesting a seller review. Bazaarvoice hosts the review submission form, and all reviews pass through the Bazaarvoice moderation process.

SEO Integration

Bazaarvoice optimizes all review content that has passed moderation to be crawled and

indexed by search engines and provides it in speed-optimized markup to be included on individual product pages. Clients can integrate the SEO optimized content to their product pages using one of two methods:

- Cloud SEO SDK – easy to implement server-side snippets that integrate the user-generated content leveraging a fast, efficient, content distribution network
- Smart SEO – static snapshot of the customer’s user-generated content delivered daily

Translated Reviews

The Bazaarvoice Translated Reviews includes sharing and translation of reviews across markets. Clients can choose to send all historical and ongoing reviews from one market to appear amongst local reviews in another market. Those reviews appear in the original source language until a shopper clicks-to-translate reviews into their local language. All reviews will appear in order of recency, regardless if they are local or sent from another market. Bazaarvoice leverages the Google Translation API.

The Translation API uses Google’s pre-trained [neural machine translation](#) to deliver fast, dynamic results. The functionality available with Translated Reviews is based on the languages and capabilities Google supports as part of the Google Translation API.

Clients who are part of the Advanced or Enterprise service level package can use this feature for Bazaarvoice locale-specific displays. They are entitled to have up to 240,000 review translations. For clarity, one English review translated to French and German equals two reviews.

Web Analytics Integration

The Web Analytics Integration measures the value of on-site social interactions against the customer’s pre-existing key performance indicators (KPIs). Specifically, Web Analytics Integration injects tags into the customer’s existing web analytics provider, containing descriptions of website visitors’ interactions with submitted user-generated content (including which features have been interacted with and how those interactions occurred).

Web Analytics Integration requires clients to facilitate integration and establish reporting criteria with guidance from Bazaarvoice.

Clients must notify their web analytics team in advance of a website redesign which affects the way Bazaarvoice Services are displayed and/or changes to any tags used for this feature. Failure to notify your team of such changes may result in inaccuracies in web analytics reports. Changes in reporting metrics are forward-looking only, and do not retroactively impact prior reporting.

Web Analytics Integration is available through one of the Bazaarvoice partner configurations: IBM Digital Analytics (Coremetrics), Adobe SiteCatalyst (Omniure), and

Google Analytics. Integrations with other analytics providers may be supported but may require additional implementation resources and incur additional costs.

Social Commerce capabilities and features include:

Social Commerce API

The Social Commerce API (formerly Visual Content or Curalate API) is a REST API that provides access to various types of content and products. Content can be of any media type (images, gifs, videos) and from a mix of sources like brand editorial or user-generated content (UGC). The API provides query options for filtering, sorting, and selecting a subset of a brand's content and products to power a wide variety of user experiences and data integrations.

Social Commerce Analytics

By integrating with major providers like Google Analytics and Adobe Analytics, Bazaarvoice can provide in-depth analytics and reporting on major indicators like time on site lift, conversion rate lift, and average order value lift, revenue and transactions.

Media Library

Media Library is the main hub for collecting, distributing and managing Social Commerce content. From the Media Library, you can view all your ingested content, content by users, and your team content. The Media Library also houses your tracked users and collections.

Like2Buy

Like2Buy turns your social media images into shoppable products. Like2Buy ingests your feed from posts and videos, enables you to product-tag them, and then make them shoppable by adding your Like2Buy link to your bio. Features include: pinned tiles, custom banners, email capture, and retargeting to look-alike audiences based on who clicks on the link.

Reveal

Reveal enables clients to have a single productized image and embed it in a variety of places. This content can be embedded in several types of media such as hero images for your site, blog, lookbooks, or even share them with influencers to host on their sites.

Showroom

Showroom takes any media and makes it a shoppable link. The link leads to a landing page experience hosted by Bazaarvoice where you can see the media, its tagged products as well as recommended media and products. This drives product discovery and bridges social and ecommerce. These dynamic landing pages are most commonly shared with images in Instagram Story Swipe-Ups and Facebook Posts, however these pages can be posted anywhere that a URL can be posted.

Galleries

Galleries aggregates your Social Commerce content so that it can be used to display Social Commerce content on your brand's website, on a microsite, or on Facebook. The display allows for some customization to better match the look and feel of your website. You have complete control over which images are displayed in Galleries. Platform Capabilities include: customizable templates, pinned images, localized language & currency, content syndication, category filters, revenue tracking, Intelligent product tagging, video and static images, and photo uploader.

Social Scheduler

The social scheduler allows a brand to schedule content to publish to Instagram, Twitter,

TikTok, Facebook, and Pinterest.

White Label Experience

Remove the “Powered by Curalate” or “Powered by Bazaarvoice” icon on your on-site galleries to keep greater control over the site aesthetic.

Influencer Tracking

Influencer tracking allows clients to track, organize, and report on influencers based on their Instagram handles. It measures the ROI of your influencer content using metrics like follower engagement rate, earned media value, likes, comments. Clients can also compare your influencers in lists based on their average follower engagement rate, and earned media value.

Competitor Tracking

Competitor Tracking allows clients to compare your net follower growth, posting frequency, average likes, average comments, and average follower engagement rate to key competitors over time.

Creator Marketing capabilities and features include:

- Influencer Search: Allows brands to search relevant influencers using 20+ filters across different social media channels.
- Content Search: Allows brands to search relevant content from influencers using hashtags, keywords and mentions across different social media channels.
- Influencer Outreach: Allows sending emails to many influencers and track outreach stats using an inbuilt Customer Relationship Management (CRM)
- Campaigns: Allows brands to manage influencers and track campaign content with daily updates on content stats like engagement, Estimated Media Value (EMV) in one place.
- Reporting: Allows brands to generate campaign reports to measure the return on investment (ROI) of the content with breakdown of demographics of engaged audience and sentiment.
- Integration with Shopify: Allows connecting Shopify eCommerce stores with Bazaarvoice Creator Marketing to run product gifting campaigns and measure influencer-led sales.
- Content Approval Workflows: Allows brands to review influencer content drafts and share feedback before approving or rejecting the content.
- Competitor Trends: Allows brands to compare their influencer marketing activity with other brands.
- Creator Portal: Allows creation of campaign specific portal to send to share campaign briefs with influencers and request shipping details, product selection etc.
- Creator AI Search: Allows discovery of relevant influencers by typing in a search criteria across 100+ languages or uploading an image or mood board for a particular aesthetic.

Creator Marketing A La Carte Add-Ons

- Ambassador Management: Allows brands a way to collect and vet *inbound* influencer requests in one place.
- Influencer Profile and Content Export - Allows export of raw data in csv files for further processing/reporting.

- Creator AI Search: Allows discovery of relevant influencers by typing in a search criteria across 100+ languages or uploading an image or mood board for a particular aesthetic.

Standard Services

Client Success Services (CSS)

Bazaarvoice's Client Success team consults with clients on how best to integrate user-generated content into their business. The Client Success team guides clients in strategies to collect content then how to use that content within their business. The Client Success team uses a framework to evaluate program performance, define strategies and recommendations, guide the client on execution, and follow up on results.

Bazaarvoice's Social Commerce strategists consult with clients on how best to integrate Social Commerce content into their business. The Social Commerce strategists guide clients on how to use Social Commerce tools and strategies to collect content then how to use that content within their business. The Social Commerce strategist uses a framework to evaluate program performance and tool adoption, define strategies and recommendations, guide the client on execution and follow up on results.

Bazaarvoice Social Commerce partners consult with clients on how to best integrate Social commerce content into their business in a high-touch model. The Social Commerce partner advises on how to use Social Commerce tools and strategies to collect content then how to use that content within their business. The Social Commerce partner uses a customized framework to evaluate program performance, tool adoption, define strategies and recommendations, partner with the client on how best to execute their program and deliver results.

Content Moderation

Bazaarvoice moderates submitted content prior to posting the content to the customer's website using a combination of technology filters and a Bazaarvoice moderation team. Content is published if it passes the moderation guidelines agreed to by Bazaarvoice and the client and meets the obligations contained in the Bazaarvoice Authenticity Policy.

Moderated content that does not pass the moderation guidelines is rejected and not published to the customer's website. However, such rejected content is available to the client through the Portal for analytics and reporting purposes. Rejected content also contains meta tag(s) indicating the reason for the rejection.

In the case of content submitted with an attached photo/video upload, the content and media upload are considered a single submission. If the content itself is rejected, or the photos/videos are rejected, then the entire submission will not be published on the customer's website.

Support Services

Bazaarvoice provides technical support assistance to clients through online case submission

via the Bazaarvoice support portal. Clients also have other resources available including Bazaarvoice community resources and the Bazaarvoice Knowledge Base portal.

Global Services

Overview: Our Global Services teams will partner with you to understand your business needs, offer industry knowledge and strategic guidance, recommend best practices, and build solutions that meet your goals. In summary, we provide two types of Services: Consulting Services and Managed Services.

Consulting Services provide clients with one time service with best practices, strategy or implementation support in onboarding or operating the Bazaarvoice platform or related products.

Managed Services provide clients with operational expertise and/or assistance in the ongoing use or operation of the Bazaarvoice platform or related products. Managed Services vary by client and are based upon a determination of client needs or requests through a scoping process.

The following are the specific Services products we provide and are subject to revisions and updates as deemed necessary by Bazaarvoice.

Analytics Services

Analytics Consulting Services: This service provides custom reporting using data from the customer's Bazaarvoice instance(s) throughout a defined, non-recurring contract term.

Analytics Managed Services: This service provides ongoing custom reporting using data from the customer's Bazaarvoice instance(s).

Analytics: Brand Infographic Reports – Monthly/Quarterly per Instance: Brand Infographic Reports are templated reports delivered on a regular cadence throughout the term of the contract.

Enterprise Reports – Monthly Per Brand: Enterprise Reports: Monthly Per Brand are templated reports delivered on a regular cadence throughout the term of the contract.

Product Insights Report – Per Product or Category, One time, Quarterly or Annual: Product Insights Reports are English-language templated reports that may include: top five most frequently used themes, frequency of terms within those themes, review text examples, and rating and volume trends.

Content Services

Advanced Content Tagging (ACT): Bazaarvoice can apply additional content coding and

meta-tags to the customer's content, according to mutually agreed-upon standards and guidelines. ACT is in addition to the standard content moderation services offered by Bazaarvoice.

Authenticity Audit – Per 10,000 pieces of content Authenticity Audit Services provide a supplemental review of content for specific authenticity concerns defined by the client, such as unbadged employee reviews, reviews posted by specific vendors on their own products, patterns of suspicious reviews, specific content or users of concern, etc.

Content Consulting Services: Content Consulting Services provides custom content services throughout a defined, non-recurring contract term.

Content Managed Services: Content Managed Services provides ongoing custom content services.

Q&A Response – Setup: This service is a one-time Service where Bazaarvoice analyzes frequently asked questions collected via the customer's Questions & Answers and Connections instances and partners with a single client contact to create a single set of answer templates.

Q&A Response - Up to 100 responses per Month: Using prepared response templates, Bazaarvoice responds to up to 100 questions collected via the customer's Questions & Answers and Connections instances per month. Includes reporting and case submissions for any issues.

- Core – includes one annual calibration session.
- Growth – includes two calibration sessions.
- Enterprise – includes four calibration sessions, email escalations, and response strategy training if requested

Review Response – Setup: This service is a one-time service where Bazaarvoice analyzes common themes in 1-3 star reviews collected via the customer's Ratings & Reviews and Connections Premium instances and partners with a single client contact to create a single set of response templates.

Review Response - Up to 100 responses per Month - Bazaarvoice responds to up to 100 1-3 star reviews collected via Ratings & Reviews and Connections Premium instances. Includes regular reporting and case submissions for any issues.

- Core – includes 15 prepared response templates and one calibration session.
- Growth – includes 30 prepared response templates and two calibration sessions.
- Enterprise – includes 50 prepared response templates, four calibration sessions, enhanced reporting, email escalations, and response strategy training if requested.

Content Import: Bazaarvoice can permit clients to do a one-time import of Authentic legacy content (content collected by the client outside of the BV platform), into their database/workbench to be displayed using our solution. Imports must be completed within one year of contract start date.

Content Remoderation – up to 10,000 pieces of content: Bazaarvoice, at the request of the

client, remoderates a specific set of content based on defined parameters.

eCommerce Platform Services

SF Connector Implementation Service: Salesforce Connector Implementation Services provide clients with implementation services to support integrating their own Salesforce Enterprise account with the Bazaarvoice Conversations platform.

Shopify Implementation Consulting Service: The Shopify Implementation Service provides clients with implementation services to support the collection and display of content on their site, and distribution or receipt of content within the Bazaarvoice Network through their Shopify storefront. This service is available for Ratings and Reviews and Social Commerce.

Shopify Consulting Service: Shopify Consulting Service provides support to our existing clients who seek modifications to their Shopify themes (if they are using Shopify), or who require expert guidance again on implementing BV code, after migrating from other eCommerce platforms to Shopify.

Feed Services

Product Feed Creation Data Feed Service – Simple: This service provides clients an alternative, on-going method of providing their product data to Bazaarvoice. By using a shared online spreadsheet that follows a preset format, the client is able to maintain and manage the details of up to 1000 products.

Product Feed Creation Data Feed Service – Medium: This service provides clients an alternative, on-going method of providing their product data to Bazaarvoice. By providing Bazaarvoice a .CSV or Excel file, the client is able to deliver the details of up to 10,000 products to Bazaarvoice.

Product Feed Creation Data Feed Service – Complex: This service provides clients an alternative, on-going method of providing their product data to Bazaarvoice. Clients can provide Bazaarvoice the details of their products by any means including external APIs and data files.

Product Feed Manipulation (GTIN Sharing) Data Feed Service: This service provides clients with an on-going method of ensuring GTINs are shared across all Bazaarvoice product family members.

Review Request Feed Creation Data Feed Service – Simple: This service provides clients an alternative, on-going method of providing their transaction data to Bazaarvoice so review request emails can be scheduled. By providing Bazaarvoice a .CSV file that follows a pre-set format, the client is able deliver the details of up to 1,000 orders to Bazaarvoice per day.

Review Request Feed Creation Data Feed Service – Medium: This service provides clients an alternative, on-going method of providing their transaction data to Bazaarvoice so review request emails can be scheduled. By providing Bazaarvoice a data file, the client is able to deliver the details of up to 10,000 orders to Bazaarvoice per day.

Review Request Feed Creation Data Feed Service – Complex: This service provides clients an alternative, on-going method of providing their transaction data to Bazaarvoice so review request emails can be scheduled. Clients can provide Bazaarvoice the details of their transactions by any means including external APIs and data files.

Email Marketing Opt-Outs – Data Feed Service: This service provides clients an on-going method of extracting users who have opted-out of Bazaarvoice email notifications via the Notifications API.

Review Export Data Feed Service – Simple: This service provides clients an on-going method of delivering their Standard Content Feed data export from the Bazaarvoice Platform to an external SFTP location of their choice. The Standard Client Feed can be delivered encrypted if required.

Review Export Data Feed Service – Medium: This service provides clients an on-going method of creating a custom version of their Standard Content Feed data export in a .CSV format. This export feed can aggregate data from up to 3 related Bazaarvoice instances, be delivered to an external SFTP location, and can be delivered encrypted.

Review Export Data Feed Service – Complex: This service provides clients an on-going method of creating a custom version of their Standard Content Feed data export in a .CSV format. This export feed can aggregate data from up to 10 related Bazaarvoice instances, be delivered to an external SFTP location, and can be delivered encrypted.

Private Label Syndication Data Feed Service – Setup: This service is a one-time service that supports the onboarding and initial setup of the automatic extraction and migration of specific content to a separate Bazaarvoice instance that syndicates out to the Bazaarvoice Network.

Private Label Syndication Data Feed Service – Maintenance: This service is on-going service that supports the continuation and maintenance of the automatic extraction and migration of specific content to a separate Bazaarvoice instance that syndicates out to the Bazaarvoice Network.

Load Testing

Bazaarvoice offers load testing against Bazaarvoice production servers. This service is intended for existing clients who want to prepare for major sales events by artificially generating larger than normal traffic patterns. Bazaarvoice will ensure that:

- Bazaarvoice's rate limits are sufficient to perform the test.
- Bazaarvoice's servers are scaled to handle the anticipated load.
- Bazaarvoice will provide the client with a report detailing Bazaarvoice's server performance during the load test.

Data Privacy Practices: Bazaarvoice's data use, processing, collection, and storage practices will be in accordance with Bazaarvoice's [Privacy Policy](#).

Implementation Consulting Services

Collect – Display – RR/QA – Core: This service provides support for client implementation of the collection & display of reviews on their site based on the purchased software package features. The Core Implementation Consulting Service offers clients a designated delivery resource and a standard implementation timeline with messages-based project management and status updates.

Collect – Display – RR/QA – Growth: This service provides support for client implementation of the collection & display of reviews on their site based on the purchased software package features. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Collect – Display – RR/QA – Custom: This service provides support for client implementation of the collection & display of reviews on their site based on the purchased software package features. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Collect – Display – Distribute – RR/QA – Core: This service provides support for client implementation of the collection & display of reviews on their site and distribution of reviews into the Bazaarvoice Network based on the purchased software package features. The Core Implementation Consulting Service offers clients a designated delivery resource and a standard implementation timeline with messages-based project management and status updates.

Collect – Display – Distribute – RR/QA – Growth: This service provides support for client implementation of the collection & display of reviews on their site and the distribution of reviews into the Bazaarvoice Network based on the purchased software package features. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Collect – Display – Distribute – RR/QA – Custom: This service provides support for client implementation of the collection & display of reviews on their site and the distribution of reviews into the Bazaarvoice Network based on the purchased software package features. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Collect – Display – Receive – RR/QA – Core: This service provides support for client implementation of the collection & display of reviews on their site, and receipt of reviews from the Bazaarvoice Network. The Core Implementation Consulting Service offers clients a designated delivery resource and a standard implementation timeline with messages-based project management and status updates.

Collect – Display – Receive – RR/QA – Growth: This service provides support for client

implementation of the collection & display of reviews on their site, and receipt of reviews from the Bazaarvoice Network. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Collect – Display – Receive – RR/QA – Custom: This service provides support for client implementation of the collection & display of reviews on their site, and receipt of reviews from the Bazaarvoice Network. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Collect – Distribute – RR – Core (Sampling only): This service provides support for client implementation of collection of reviews and distribution of reviews into the Bazaarvoice Network without display.

Collect – Distribute – RR – Growth : This service provides support for client implementation of collection of reviews and distribution of reviews into the Bazaarvoice Network without display.

Collect – Distribute – R&R – Custom: This service provides support for client implementation of collection of reviews and distribution of reviews into the Bazaarvoice Network without display.

Collect – Display – Social Commerce – Core: This service provides support for client implementation of social collection & display of visual content on their site. The Core Implementation Consulting Service offers clients a designated delivery resource and a standard implementation timeline with messages-based project management and status updates.

Collect – Display – Social Commerce – Growth: This service provides support for client implementation of social collection & display of visual content on their site. The Growth. Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Collect – Display – Social Commerce – Custom: This service provides support for client implementation of social collection & display of visual content on their site. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Collect – Display – Distribute – Social Commerce – Core: This service provides support for client implementation of social collection & display of visual content on their site, and distribution of visual content into the Bazaarvoice Network. The Core Implementation Consulting Service offers clients a designated delivery resource and a standard implementation timeline with messages-based project management and status updates.

Collect – Display – Distribute – Social Commerce – Growth: This service provides support for client implementation of social collection & display of visual content on their site, and distribution of visual content into the Bazaarvoice Network. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Collect – Display – Distribute – Social Commerce – Custom: This service provides support for client implementation of social collection & display of visual content on their site, and distribution of visual content into the Bazaarvoice Network. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Collect – Display – Receive – Social Commerce – Core: This service provides support for client implementation of social collection & display of visual content on their site, and receipt of visual content from the Bazaarvoice Network. The Core Implementation Consulting Service offers clients a designated delivery resource and a standard implementation timeline with messages-based project management and status updates.

Collect – Display – Receive – Social Commerce – Growth – This service provides support for client implementation of social collection & display of visual content on their site, and receipt of visual content from the Bazaarvoice Network. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Collect – Display – Receive – Social Commerce – Custom: This service provides support for client implementation of social collection & display of visual content on their site, and receipt of visual content from the Bazaarvoice Network. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Collect – Distribute – Social Commerce – Core: This service provides support for client implementation of social collection of visual content and distribution of visual content into the Bazaarvoice Network without display. The Core Implementation Consulting Service offers clients a designated delivery resource and a standard implementation timeline with messages-based project management and status updates.

Collect – Distribute – Social Commerce – Growth: This service provides support for client implementation of social collection of visual content and distribution of visual content into the Bazaarvoice Network without display. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Collect – Distribute – Social Commerce – Custom: This service provides support for client

implementation of social collection of visual content and distribution of visual content into the Bazaarvoice Network without display. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Distribute Only – RR – Core: This service provides support for client implementation of distribution of reviews into the Bazaarvoice Network.

Distribute Only – RR – Growth: This service provides support for client implementation of distribution of reviews into the Bazaarvoice Network and delivery of dashboard reporting training.

Distribute Only – RR – Custom: This service provides support for client implementation of distribution of reviews into the Bazaarvoice Network and delivery of a dashboard reporting training. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Bazaarvoice Vibe - Social Media Management - Growth: This service provides support for client implementation of Showroom and Like2Buy, with customization option and ESP integration for Like2Buy. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Bazaarvoice Vibe - Social Commerce - Core: This service provides support for client implementation of social collection & display of visual content on their site. The Core Implementation Consulting Service offers clients a designated delivery resource and a standard implementation timeline with messages-based project management and status updates.

Bazaarvoice Vibe - Social Commerce - Growth: This service provides support for client implementation of social collection & display of visual content on their site. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Bazaarvoice Vibe - Social Commerce – Custom: This service provides support for client implementation of social collection & display of visual content on their site. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Bazaarvoice Vibe - Social Commerce - Shopify Implementation Consulting Service - The Shopify Implementation Service provides clients with implementation services to support the collection and display of content on their site, and distribution or receipt of content within the

Bazaarvoice Network through their Shopify storefront.

Bazaarvoice Vibe - Social Commerce - Implementation Consulting Services - Visual Syndication - Receive: This service provides support for client implementation for receiving visual content from the Bazaarvoice Network.

Bazaarvoice Vibe - Social Commerce - Implementation Consulting Services - Visual Syndication - Distribute: This service provides support for client implementation for the distribution of visual content into the Bazaarvoice Network.

Bazaarvoice Vibe - Creator Marketing - Core: This service provides support to clients for setting up the Social Commerce Catalog.

Bazaarvoice Vibe - Creator Marketing - Growth: This service provides support to clients for setting up the Social Commerce Catalog. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Bazaarvoice Vibe - Creator Marketing - Custom: This service provides support for any custom client implementation of creator marketing features. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Bazaarvoice Vibe - Creator Marketing - Implementation Consulting Services - Visual Syndication - Distribute: This service provides support for client implementation for the distribution of visual content into the Bazaarvoice Network.

Bazaarvoice Vibe - Creator Marketing - Implementation Consulting Services - Localized Catalogs - This service provides support for any clients that have more than one catalog and needs localization of that catalog.

Bazaarvoice Vibe - Visual Syndication – Growth: This service provides support for client implementation of social collection of visual content and distribution of visual content into the Bazaarvoice Network without display. The Growth Implementation Consulting Service offers clients multiple designated delivery resources for both technical and business teams, and a standard implementation timeline with messages-based and call-based project management and status updates.

Bazaarvoice Vibe - Visual Syndication – Custom: This service provides support for client implementation of social collection of visual content and distribution of visual content into the Bazaarvoice Network without display. The Custom Implementation Consulting Services offers clients multiple designated delivery resources for both technical and business teams, and a customized delivery timeline that is scoped based on the needs of the customer's project.

Bazaarvoice Contextual Commerce Implementation Services: This service covers the implementation of the Bazaarvoice Contextual Commerce solution, in the client's web page, iOS or Android App. This service will provide the client multiple designated delivery resources and a customized delivery timeline that is scoped based on the needs of the customer's project. Project management and status updates will be delivered via email and calls based on the customized delivery needs of the client.

PRR Migration – Standard Guided: This service provides support to a client migrating from the previous Bazaarvoice platform (PRR) to the newest Bazaarvoice technology platform (Conversations).

PRR Migration – Premium Guided: This service provides support to a client migrating from the previous Bazaarvoice platform (PRR) to the newest Bazaarvoice technology platform (Conversations). Additionally, there is support for clients in assessing the feature changes between the two platforms in preparation for the platform migration, and determining any required technical or business process changes needed for the client to migrate.

PowerReviews® Migration: This service provides support to a client migrating from PowerReviews® to Bazaarvoice platform. PowerReviews® Migration Services are available to migrating clients as a way to retain all previously matched products between the client catalogs and retailer catalogs in the Bazaarvoice Network, and coordinate the transition of Bazaarvoice Network relationships to ensure minimal downtime or content duplication during the migration.

Review Request Email - Consulting Service: This service will provide support for clients enabling Bazaarvoice Review Request Email (RRE) for both XML and BV Pixel transaction collection for customers who have never implemented Bazaarvoice RRE in the past. This service does not include the ongoing ingestion of any historical transaction files that took place prior to the enablement of RRE

Authentication Migration (Site-> Host) - Consulting Service: This service will provide support for customers in moving to hosted authentication from site authentication, which is an alternative way of authenticating review-submitting users.

Product ID Migration - Consulting Service: This service will provide support for product ID migration of reviews within the same instance, due to product changes or product reference ID updates.

Review Data Markup Enablement Consulting Service: This service will provide support in enabling JSON-LD markup for product reviews for clients with review displays who do not use Bazaarvoice SEO and who are on the latest Bazaarvoice platform.

DCC to Catalog Feed - Consulting Service: This service will provide support for clients migrating from on-page Dynamic Catalog Collection (DCC) to XML product catalog feed.

DCC Signed Events - Consulting Service: This service is to assist clients in transitioning to the

DCC Signed Events method for product catalog data collection. The DCC Signed Events method enhances security and reliability for customers transmitting product information to Bazaarvoice by utilizing digitally signed events.

Database Update - Consulting Service: This service will provide support for clients needing a bulk Database update to their production reviews data. Clients must provide a single file (of up to 100,000 records) containing the specific IDs and data needing to be updated. Common examples of database updates include: Product ID migrations, merging of users, etc.)

Technical Health Audit: This service includes an audit of a client's Bazaarvoice implementation health for a single instance and a presentation of this information to customers based on the recommended best practices to optimize their UGC based on the technical health audit findings.

Re-implement BV-pixel - Consulting Service: This service provides support to customers in re-implementing BV Pixel code for customers who modified or removed this feature after the first implementation engagement.

Expert Assistance (10) - Consulting Service: This service provides customers with 10 flexible consulting hours for use in getting support with the following set of features: content import file fixes, product catalog fixes, Config Hub modifications (excluding Config Hub adjustments which require web designer expertise or decision-making on behalf of the customer).

Partner

Bazaarvoice Partner Program: Enables a Bazaarvoice Partner to send content that meets Bazaarvoice's authenticity standards to the Bazaarvoice Network. There are separate programs available for Ratings and Review providers and Sampling Program providers. Partners may join both programs.

Bazaarvoice Partner Program Support: Up to ten hours of Partner Ongoing Support Services is included as part of a Partner's annual membership in the Bazaarvoice Partner Program, and provides Bazaarvoice Partners with standard technical support services.

Partner API Setup and QA: Partner API Setup Services provide Bazaarvoice Partners with integration and implementation support in onboarding and operating the Bazaarvoice platform. API Services will be deemed complete upon the earliest of the completion of the API setup, 30 hours of support services, or 90 days from the date of purchase.

Partner Consulting Services: The purpose of the Partnership Consulting Services is to assist Partner with the implementation, configuration and support of the Bazaarvoice Services within Partner's environment.

Ratings & Reviews Partner Implementation Setup: This service applies when a Partner's Rating and Reviews client purchases Bazaarvoice Network Distribution to send content into the Bazaarvoice Network and covers the setup for each client. Fees will vary based on the

number of client products and content receivers.

Sampling Partner Campaign: Will apply when a Bazaarvoice sampling partner sends content from an external sampling campaign into the shared customer's Bazaarvoice program for distribution to the Bazaarvoice Network. Fees vary and are based on the number of campaigns and the volume of content sent by the partner to the Bazaarvoice platform. Campaigns may be pre-purchased in bulk or individually at the time of the content addition.

Social Commerce

Social Commerce Content Consulting Services: Social Commerce Content Consulting Services is a one-time service that provides Clients with best practices and implementation services to support in onboarding the collection, display of Social Commerce content on their site and distribution of Social Commerce content in the Bazaarvoice Network.

Social Commerce Content Managed Services: Social Commerce Content Managed Services is a recurring service that provides Clients with best practices and implementation services to support in onboarding the collection, display of Social Commerce content on their site and distribution of Social Commerce content in the Bazaarvoice Network.

Social Commerce Content API Consulting: Social Commerce can be implemented via three options – default build using the Bazaarvoice's Self-Serve platform, customized build by Bazaarvoice team or by clients building it themselves using the API. Bazaarvoice will deliver the API keys and provide technical consulting to clients implementing our Social Commerce products via the API.

Social Commerce Content Custom Display Services: Galleries allow you to display Social Commerce content on your brand's website, on a microsite, or on Facebook. Bazaarvoice can build fully customized experiences based on your design with minimal limitations.

Social Commerce – Distribute up to 100 pieces of Social Content: Bazaarvoice, on behalf of the client, publishes all product-tagged social media content to the customer's site, distributes that content to the customer's galleries (if applicable) and syndicates that content to the Bazaarvoice Network.

Rights Request and Distribute Services: When a content creator mentions a client via a specified @mention on Instagram, Bazaarvoice may, on behalf of the client, send to the content creator a request for permission to publish the content to the customer's site, distribute that content to the customer's galleries (if applicable) and syndicate that content to the Bazaarvoice Network. This service requires that the customer's social accounts be connected in their Social Commerce instance.

Content Curation - Up to 50 images per month - Core: Bazaarvoice will conduct comprehensive reviews of user-generated content in line with predefined standards and guidelines with client adaptations (no more than 5) and tag the client's products that are

featured within the content.

Content Curation - Up to 50 images per month - Growth: Bazaarvoice will conduct comprehensive reviews of user-generated content in line with client-specific predefined standards and guidelines, tag the client's products within the content, apply 10 labels to the content for categorization and deliver templated monthly reports.

Content Curation - Up to 50 images per month - Enterprise: Bazaarvoice will conduct comprehensive reviews of user-generated content in line with predefined customized standards and guidelines, tag client products within the content, apply 20 labels to the content to ensure comprehensive categorization, and deliver templated monthly reports.

Sweepstakes

Sweepstakes Managed Services US Bundle – Available Monthly or Quarterly

- Sweepstakes Managed Services - Drawing: This service is an ongoing recurring Service that provides clients with implementation and management services to support the creation and management of a sweepstakes campaign.
- Sweepstakes Managed Services - Additional Winner: This service assists clients with the drawing of additional winners in the context of an existing Sweepstakes Managed Services engagement.
- Sweepstakes Managed Services - Prize Purchase: This service provides clients with the option for Bazaarvoice to purchase and procure sweepstakes prizes as part of a managed sweepstakes campaign.

Sweepstakes Managed Services UK Bundle – Available Monthly or Quarterly

- Sweepstakes Managed Services – Drawing: This service is an ongoing recurring Service that provides UK clients with implementation and management services to support the creation and management of a sweepstakes.
- Sweepstakes Managed Services - Additional Winner: This service assists clients with the drawing of additional winners in the context of an existing Sweepstakes Managed Services engagement.

Bazaarvoice Sweepstakes Consulting Services Bundle

- Sweepstakes Consulting Services: This service provides clients with implementation and management services to support the creation and management of a sweepstakes campaign.
- Sweepstakes Prize Purchase: This service provides clients with the option for Bazaarvoice to purchase and procure sweepstakes prizes as part of a managed sweepstakes campaign.

Syndication Services

Intrasite Product Matching Services: This service provides Clients with Services to support intrasite syndication enablement and matching.

Syndication Audit Services: This service assists Clients in performing a syndication analysis of their product catalog.

Technical Services

Additional Implementation Consulting Service – One Time: Consulting Services providing Clients with best practices, strategy or implementation support in onboarding or operating the Bazaarvoice platform or related products. Consulting Services vary by client and are based upon a determination of client needs or requests through a scoping process.

API Consulting Services: This service is a one-time service that provides Clients with best practices and implementation support with the Bazaarvoice Conversations API, a web service interface, that connects the Conversations service with 3rd party applications and allows Clients to build custom applications which display and/or submit consumer generated content.

Brand Edge Consulting Services: This service is a one-time service that helps with best practices, strategy or implementation support with the Brand Edge service, which allows Clients to collect and distribute content to the Bazaarvoice Network and measure review insights.

Brand Edge Managed Services: This service is an ongoing recurring service that helps with best practices, strategy or implementation support with the Brand Edge service, which allows Clients to collect and distribute content to the Bazaarvoice Network and measure review insights.

Conversations Consulting Services: This service is a one time service that provides our Clients with best practices, strategy or implementation support with the Conversations, Ratings & Reviews, and Questions & Answers product.

Conversations Managed Services: This service is a service that provides our Clients with ongoing recurring support with best practices, strategy or implementation support with the Conversations, Ratings & Reviews, and Questions & Answers product.

Custom Consulting Services: This service is a one time service that provides our customers with consulting services, in particular with best practices, strategy, any custom implementation support or any customized version of our existing Services offering with Ratings & Reviews, Questions & Answers and/or Social Commerce products.

Custom Managed Services: This service provides our customers with ongoing recurring support with best practices, strategy, any custom implementation support or any customized version of our existing Services offering with the Ratings & Reviews, Questions & Answers and/or Social Commerce products.

Feed Development Consulting Services: Feed Development Consulting Services is a one-time service to build, transform and/or ingest a data feed job for Clients. Consulting Services vary by client and are based upon a determination of client needs or requests through a scoping process.

Feed Development Managed Services: Feed Development Managed Services is a recurring

service to maintain, transform and/or ingest data feed jobs on behalf of Clients. Managed Services vary by client and are based upon a determination of client needs or requests through a scoping process.

Live Event App Implementation: This service provides services and support to clients using best practices to implement and onboard the collection of review content via the Bazaarvoice Live Events iOS App.

Live Event App Additional Display Services: Live Event App Additional Display Services provide services and support to clients using best practices to implement and onboard the collection of review content via a new, separately branded front-end display of the Bazaarvoice Live Events iOS App.

Live Event App Maintenance Services: Live Event App Maintenance Services provide services and support to clients with on-going maintenance of the Bazaarvoice Live Events iOS App. Maintenance supports the ability to collect review content.

Live Event App – Additional Changes Per Year: This service provides services and support to clients in loading up to multiple additional product assortments into the Bazaarvoice Live Events iOS App.

Migration Consulting Services: This is a one-time service that helps with best practices, strategy or implementation support for Clients that have Bazaarvoice service and are migrating from the Legacy (PRR) platform to Conversation platform.

Redesign Consulting Services: This is a one-time service that helps with best practices, strategy or implementation support for Clients that are on the Legacy (PRR) platform and require redesigning of the Bazaarvoice submission form, Ratings & Reviews/Questions & Answers display or email templates.

Replatform Consulting Services: This is a one-time service that helps with best practices, strategy or implementation support for Clients that have Bazaarvoice service and are migrating from one eCommerce platform to another eCommerce platform.

Technical Consulting Services: This service Clients with best practices, strategy or implementation support in onboarding or operating the Bazaarvoice platform or related products.

Legacy Products

These products are no longer sold, but may appear in existing contracts.

Brand Edge

Brand Edge Starter: Allows clients to send non-customizable emails, distribute content to one retailer, and measure basic review insights. Content is owned by Bazaarvoice.

Brand Edge Professional: Allows clients to send non-customizable emails, distribute content to the Bazaarvoice Network, and measure basic review insights. Content is owned by clients with unlimited exports.

Brand Edge Enterprise: Allows clients to send customizable email campaigns, distribute content to the Bazaarvoice Network, and measure advanced review insights. Content is owned by the client.

Campaigns (Stories)

Campaigns allow end users to submit personal stories about any topic selected by the client, such as the end users' experience with the brand or how using a particular product has improved their life in a meaningful way. This content may include relevant photos and videos which will appear on the customer's website once the content and media have been moderated. In addition, clients are provided access to the Portal (defined below).

Intelligence

Bazaarvoice Intelligence is an on-demand analytics solution that enables clients to uncover detailed product and consumer insights from customer-generated content collected through the customer's existing Bazaarvoice Ratings & Reviews feature.

Clients can surface insights from easy-to-use visual dashboards and related interfaces and subscribe to receive personalized email notifications based on a brand, category, and/or product.

Surfaced insights are driven by text analysis of customer sentiment tied to products.

Local

Local Basic: The ability to collect and display service reviews on local service providers. The package does not include any ability for Local Providers to engage with the solution. Local dashboard integration and local provider email notification capabilities are not included. Local Basic includes access to the following Platform capabilities solely to clients, which are each further defined below: portal, configuration Hub, Responsive Design, Post Interaction Email (PIE), SEO Integration, Photo/Video Upload, Daily XML Data Feed, API, Bazaarvoice Analytics, Analytics Tools for Syndication and Connections Clients, Web Analytics Integration.

Local Engage: The ability for Local Providers to monitor and respond to reviews via a dashboard. Local Providers receive email-based alerts when reviews are received for their location. They are able to respond via email or directly in the Local dashboard. Local Providers' use of Local Standard must comply with the Local Provider Terms. Local Engage includes access to the following Platform capabilities to clients and Local Providers, which are each further defined below: Portal, Configuration Hub, Responsive Design, Post Interaction Email (PIE), Email Notification (Social Alerts), SEO Integration, Photo/Video Upload, Daily XML Data Feed, API, Bazaarvoice Analytics, Analytics Tools for Syndication and Connections Clients, Web Analytics Integration.

Local Brand Management: A package that includes Social Sharing and 3rd party

monitoring.

- Social Sharing: The capability for reviewers to be prompted after the submission of their review to share it to Google+ or Yelp. The feature allows users to click over to the 3rd party site and recreate their review on that site.
- 3rd Party Review Monitoring: The ability for clients and Local Providers* to see reviews written on third party social platforms and to measure brand visibility based on location, including monitoring business listings for completeness and accuracy.

Local Consulting Services: The Bazaarvoice Local Program Services team provides recommended best practices for driving review volume as well as activation, education, and communication with Local Providers to maximize program success.

*Local Provider refers to the individual dealers, agents, or stores affiliated with a brand company owned or controlled by a client. Unless otherwise stated, Bazaarvoice counts Local Providers as the greater of: (1) the number of individual locations covered by the Local Application Services; (2) the number of customer's independent business entities covered by the Local Application Services; and (3) the number of other entities requested by Client to be covered by the Local Application Services.

Spotlights

Spotlights repurposes a customer's reviews from product pages into a module that resembles product recommendations on the category or other up-funnel page. The proprietary algorithm leverages average rating, content volume, and sentiment analysis to select and rotate keyword rich reviews. Client will select a layout template, and has the ability to customize the display by using CSS.

Legacy Sampling-Related Offerings

InfluenSTARs: Activation of Influencer members with high social followings and engaged audiences, to create high-quality campaign content on behalf of a brand and amplify that content on their own social channels.

Brand Community Sampling: Allows clients to engage their advocates to help generate product reviews using a Bazaarvoice hosted portal that is branded for the client. This portal allows clients to invite their own advocates to join the customer's program, create campaigns that offer their advocates free products, and request their honest and unbiased reviews to augment existing Bazaarvoice review content. Sampling includes the following platform capabilities (defined below): Portal, Configuration Hub, and Responsive Design.

Content Creators: Activation of Influencer members with high-quality content creation capabilities and engaged, motivated audiences to create visually compelling campaign content on behalf of a brand and amplify that content on their own social channels.

ReviewAds: License review content left on Influencer.com as creative assets for marketing purposes and/or access to proprietary reviewer data in order to optimize the performance of digital advertising.

Digital Activations: Customized campaigns that target a brand's key demographics in the Influenster community and get them to take specific actions for your brand like trialing or purchasing products, visiting brick and mortar locations, or attending events.

Legacy Social Commerce Offerings

Instashop

Instashop offers a single gallery page to more cost-sensitive buyers with less sophisticated marketing needs to bring social content onto one site page. It also features limited functionality compared to galleries.

Galleries Localization

Curalate provides global brands the ability to connect with their consumers in different geographies through content localization. With multi-product feed ingestion, smart tagging, and intelligent localized delivery, brands can ensure that the most relevant and targeted product information is delivered to every consumer – no matter where they are. Localization supports: multiple product catalogs, automated country and language detection, localized currencies and pricing.

The Media Library

The Media Library is the main hub for collecting, distributing, and managing photo and video content from creative brand content, creators, influencers, and everyday consumers (UGC). Social Commerce enables you to automatically collect imagery from Instagram based on client-identified hashtags, business users (influencers/creators), or mentions/tags of your brand. It also supports manual uploads for photo and video content regardless of the source. Once the content is uploaded or automatically ingested, you access tools and automation to moderate and request content rights for UGC, product tag your content based on your catalog, and publish shoppable content on social, marketing channels, e-commerce, and retail.

Facebook DPA Feed

Facebook DPA feeds enable brands to replace their facebook ad feed imagery with engaging social content to reduce cost per lead and cost per acquisition and drive click through rate.

Legacy Services Offerings

Review Response – up to 100 responses per month: Using prepared response templates, Bazaarvoice responds to up to 100 1-3 star reviews collected via the customer's Ratings & Reviews and Connections Premium instances per month.

Q&A Response – up to 100 answers per month: Using prepared response templates, Bazaarvoice responds to up to 100 questions collected via the customer's Questions & Answers and Connections instances per month.

Product Tagging Service

Bazaarvoice, on behalf of the client, reviews user-generated content in relation to predefined standards and tags client products that appear in the content. The content then becomes available to be distributed to the customer's galleries (if applicable), published to the customer's site, and syndicated to the Bazaarvoice Network. The client chooses which images to publish. Bazaarvoice does not automatically publish product-tagged images.

This service requires that the customer's social accounts be connected in their Social Commerce instance.

Legacy Affable.ai

Bazaarvoice affable.ai offers a cost-effective AI driven end-to-end influencer marketing platform. The platform enables discovery of relevant influencers, track campaigns, measure performance, allows payments to influencers & affiliates, and allows a way to collect and vet *inbound* influencer requests in one place. Bazaarvoice affable.ai offering is available in 3 editions (packages) to help meet the needs of customers across segments. Those packages can be seen in our [package descriptions](#).

Included Affable.ai platform capabilities and features

- Influencer Search: Allows brands to search relevant influencers using 20+ filters across different social media channels.
- Content Search: Allows brands to search relevant content from influencers using hashtags, keywords and mentions across different social media channels.
- Influencer Outreach: Allows sending emails to many influencers and track outreach stats using an inbuilt Customer Relationship Management (CRM)
- Campaigns: Allows brands to manage influencers and track campaign content with daily updates on content stats like engagement, Estimated Media Value (EMV) in one place.
- Reporting: Allows brands to generate campaign reports to measure the return on investment (ROI) of the content with breakdown of demographics of engaged audience and sentiment.
- Integration with Shopify / Magento: Allows connecting Shopify or Magento eCommerce stores with affable.ai to run product gifting campaigns and measure influencer-led sales.
- Content Approval Workflows: Allows brands to review influencer content drafts and share feedback before approving or rejecting the content.
- Competitor Trends: Allows brands to compare their influencer marketing activity with other brands.
- Payments: Allows brands to pay influencers a fixed fee or affiliate commissions via PayPal.
- Creator Portal: Allows creation of campaign specific portal to send to share campaign briefs with influencers and request shipping details, product selection etc.

Affable.ai La Carte Add-Ons

- Ambassador Management: Allows brands a way to collect and vet *inbound* influencer requests in one place.

- Influencer Profile and Content Export - Allows export of raw data in csv files for further processing/reporting.
- Gmail/Outlook Integration: Allows collaborations, messaging and communication integrations via Gmail and Outlook.
- Email Sequencing – Auto Follow Ups: Allows setting up automated email follow-ups to improve reply rate from the influencer outreach.
- Skye Magic Search: Allows discovery of relevant influencers by typing in a search criteria across 100+ languages or uploading an image or mood board for a particular aesthetic.
- affable.ai White-Label - Allows personalization with custom/corporate logos/messaging. (Enterprise package only.)
- Additional Users – Allows access to additional users beyond what is included in the product edition.
- Influencer Profile Reports/ Views: Allows additional influencer profile reports including engagement data, audience demographics and past brand collaborations.
- Active Campaigns: Number of campaigns being tracked on a daily basis for content and associated data refresh.
- Social Media Channels: Allows integration with social media (Instagram, TikTok, YouTube).