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Leveraging the "Voice of the Customer" to drive Conversions

Integrating with a Global Leader to build Dynamic E-Commerce experiences



Integration of Optimizely Configured Commerce and Bazaarvoice Platform will reduce the major B2B & B2C complexities, thus increasing customer conversions, brand loyalty and revenue.



Revolutionize Customer Shopping Journey

Effortlessly manage the end-to-end experience

One-click integration of Bazaarvoice platform and Optimizely Configured Commerce helps manage the entire customer shopping experience. This integration help retailer brands effectively manage the Product Catalog, PIM, Orders, Content and Checkout and Cart for a seamless ordering experience.



Leverage the "Voice of the Customer" and Deepen Customer Relationships

Tapping into the User-Generated Content to create enhanced Customer-Centric Solutions

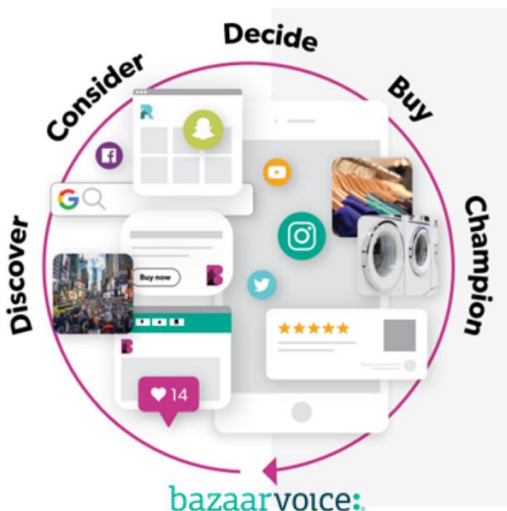
Bazaarvoice's Q&A portal and Ratings & Reviews solution help users to see previous customer questions and their answers and assess whether to add the product to their basket.

Integration with Optimizely Configured Commerce Admin using a JavaScript snippet to the site configuration and adding appropriate HTML allows Bazaarvoice to explore a wide variety of enhanced and personalized e-commerce tools such as Customer segmentation & management, List management with quick ordering capabilities, 1:1 relative product recommendation and many more.

Amplify visitor engagement with adaptive navigation and let visitors drive the conversion rates

Integrating with Optimizely's Search & Navigation, the content and products on retailer sites can be displayed up front, fully updated with utmost relevancy. By creating engaging pages tailored to each visitor, the chances of conversion will increase significantly.

Optimizely Search & Navigation learns from past search behaviors and uses a behavioral ranking matrix to continually optimize suggestions and search results that accelerate a visitor's path to conversion.





Over 9,000 brands worldwide have chosen Optimizely to unlock their digital potential



Right Segment, Right Audience

Optimize Shopper Experiences

Drive deeper visitor engagement by integrating Bazaarvoice's UGC (User-Generated Content) data with AI-driven Optimizely Product Recommendations to create the most relevant content, resulting in higher click-throughs, and higher revenue. Rely on machine learning to continuously capture customers' purchase activity and produce more accurate recommendations that convert.

Increase Revenue Per Customer

Optimizely Product Recommendations offer powerful AI-driven personalization to capture attention, grow cart size, and increase AOV (Average Order Value), which can result in a 10-20% increase in overall sales.

Improve Customer Retention and Loyalty

Make it easier for customers to purchase products they've previously ordered and streamline the overall purchase experience by making purchasing intuitive, meaningful, and simple.

About Bazaarvoice

Bazaarvoice is the end-to-end user-generated content (UGC) platform that enables brands and retailers to leverage the voice of customers, manage user-generated content at scale and empower customers throughout their entire shopping journey, from discovery to making the final purchase, thus creating a consistent consumer experience.

They inspire customers and influence conversions at scale by getting high quality UGC (Collecting Content), easily distributing this content everywhere shoppers are (Amplifying Content), increasing brand matrix onsite, on social and at retail (Drive Conversion) and removing guesswork on how to use UGC with unparalleled UGC insights (Optimize Strategy). Bazaarvoice's services include product ratings and reviews, questions and answers, sampling, visual and social content, insights, social commerce and social publishing.

[Bazaarvoice Website](#)

About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler.

Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

[Optimizely Website](#)