



The Network Effect

Kin Gill

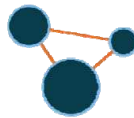
Chief Legal Officer and General Counsel, Bazaarvoice

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Who is Bazaarvoice?



Clients
5,500+



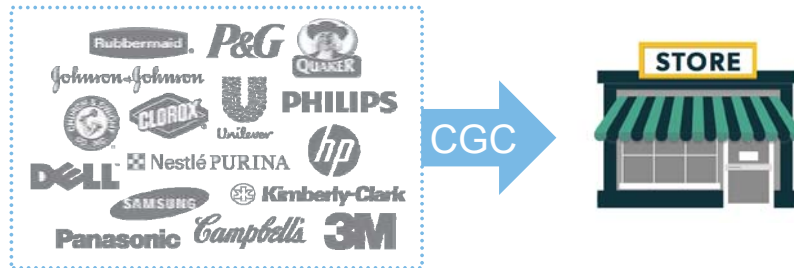
Network
600+ million
Average Monthly Unique
Shoppers



Global
80+
Countries

Bazaarvoice delivers reach of CGC to shoppers

SUPPLIERS



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Relevant content makes a difference

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92% of consumers trust WOM content above all other forms of advertising

Source: Nielsen Global Trust in Advertising Survey, 2012.

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Today's key takeaways

The trust deficit is real

...People don't trust brand advertising anymore

CGC's impact is everywhere

...Every shopper is an omni-channel shopper

The consumer journey is changing

...the buyer's journey isn't linear

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[Corporate Counsel 2016: Ethics on the Edge & the Business of Social Media](#)

First appeared as part of the conference materials for the

38th Annual Corporate Counsel Institute session

"The Business of Social Media"