



The Network Effect

Kin Gill

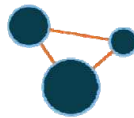
Chief Legal Officer and General Counsel, Bazaarvoice

Confidential and Proprietary. © 2019 Bazaarvoice, Inc.

Who is Bazaarvoice?



Clients
5,500+



Network
600+ million
Average Monthly Unique
Shoppers



Global
80+
Countries

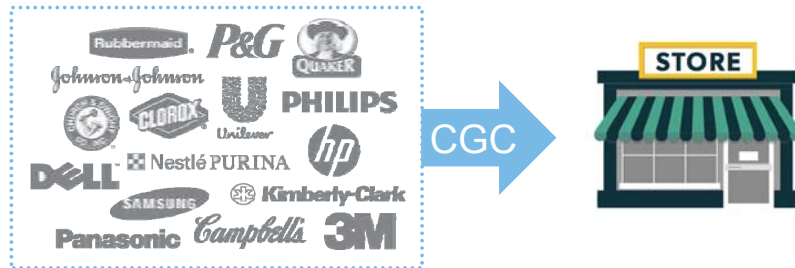
1

Confidential and Proprietary. © 2019 Bazaarvoice, Inc.

bazaarvoice

Bazaarvoice delivers reach of CGC to shoppers

SUPPLIERS



2





Relevant content makes a difference

.....

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

Source: Nielsen Global Trust in Advertising Survey, 2012.

4

Confidential and Proprietary. © 2016 Bazaarvoice, Inc.

bazaarvoice

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

5

Confidential and Proprietary. © 2016 Bazaarvoice, Inc.

bazaarvoice

bazaarvoice

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: The Network Effect

Also available as part of the eCourse
[2016 Corporate Counsel eConference](#)

First appeared as part of the conference materials for the
38th Annual Corporate Counsel Institute session
"The Business of Social Media"