



The Network Effect

Kin Gill

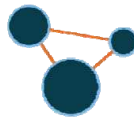
Chief Legal Officer and General Counsel, Bazaarvoice

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Who is Bazaarvoice?



Clients
5,500+



Network
600+ million
Average Monthly Unique
Shoppers



Global
80+
Countries

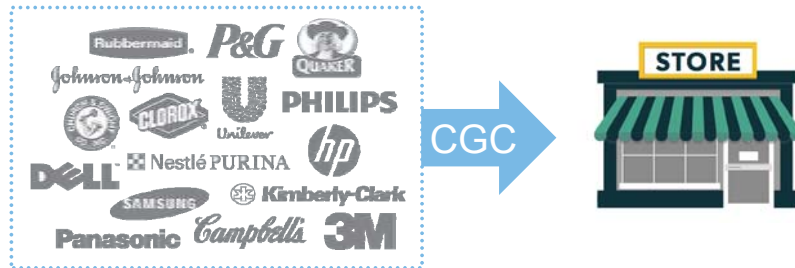
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Bazaarvoice delivers reach of CGC to shoppers

SUPPLIERS



2



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.

4

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Today's key takeaways

<p>The trust deficit is real</p> <p><i>...People don't trust brand advertising anymore</i></p>	<p>CGC's impact is everywhere</p> <p><i>...Every shopper is an omni-channel shopper</i></p>	<p>The consumer journey is changing</p> <p><i>...the buyer's journey isn't linear</i></p>
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First appeared as part of the conference materials for the
38th Annual Corporate Counsel Institute session
"The Business of Social Media"