



## The Network Effect

**Kin Gill**

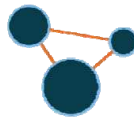
Chief Legal Officer and General Counsel, Bazaarvoice

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## Who is Bazaarvoice?



**Clients**  
**5,500+**



**Network**  
**600+ million**  
Average Monthly Unique  
Shoppers



**Global**  
**80+**  
Countries

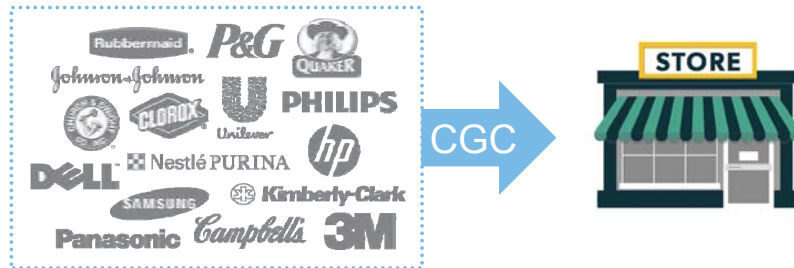
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## Bazaarvoice delivers reach of CGC to shoppers

### SUPPLIERS



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## 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.

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