



## The Network Effect

**Kin Gill**

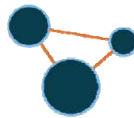
Chief Legal Officer and General Counsel, Bazaarvoice

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## Who is Bazaarvoice?



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



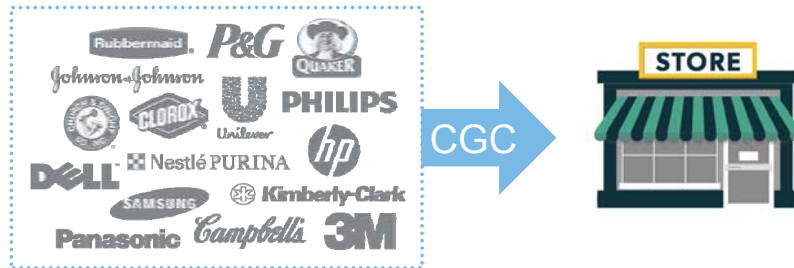
**Network**  
**600+ million**  
Average Monthly Unique  
Shoppers



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

## Bazaarvoice delivers reach of CGC to shoppers

### SUPPLIERS



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

**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

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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"