

Bazaarvoice implementation and architecture overview



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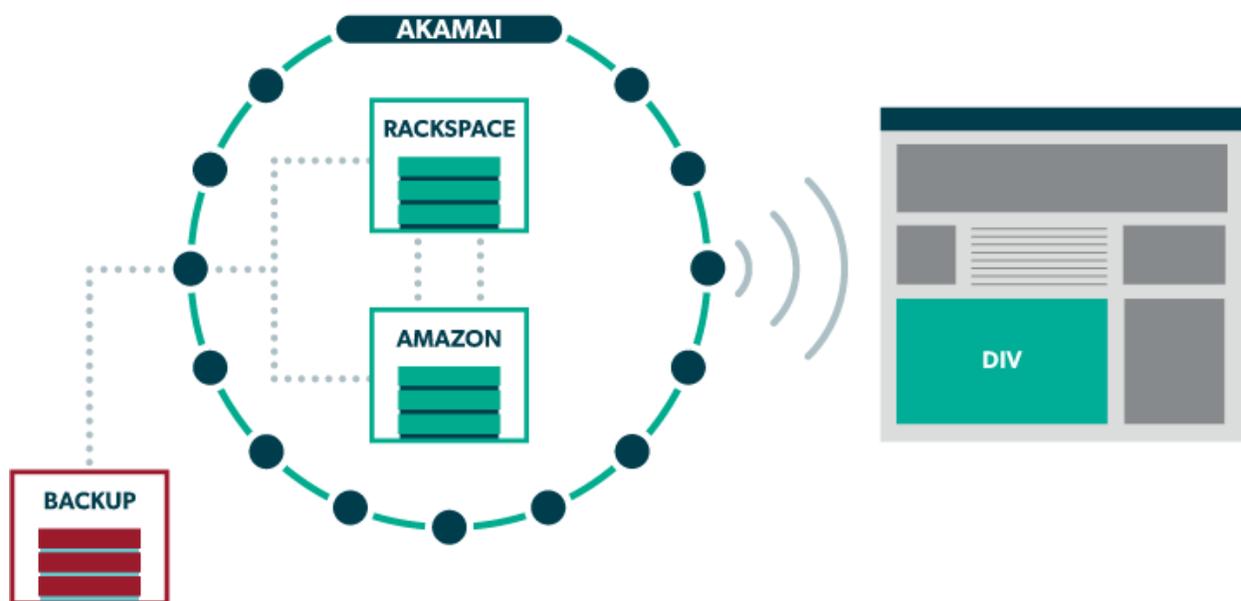
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Architecture

Bazaarvoice currently is the seventh highest traffic domain worldwide, serving over 140,000,000 page impressions per day.

Bazaarvoice runs dual origin data centers at Rackspace and Amazon Web Services (AWS). Both are SAS 70 Type II certified. We leverage Akamai for content caching and delivery. Akamai takes data from our systems, caches it and presents it to visitors from the server that is geographically closest to them from one of the nearly 100,000 global edge servers. Ninety-seven percent of calls made to the Bazaarvoice solution are served by Akamai.

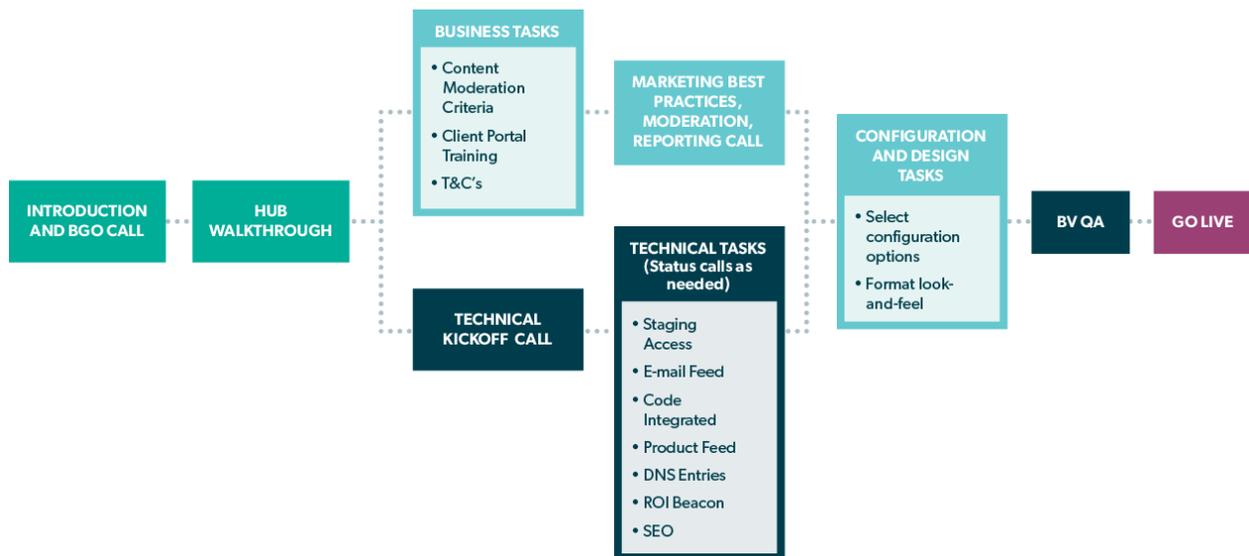
Also, the Bazaarvoice hosted display will load on your page asynchronously, meaning that it will never interfere with the rest of the page loading.



Project process

Project timeline and staffing

Implementation timelines vary based on scope and the client technical team's availability, typically lasting between 6 to 8 weeks.



Client team

Business Owner -- Owns the project and knows the business goals your company wants to achieve with Bazaarvoice.

Project Manager -- Keeps the implementation project on track, wrangling schedules, people, and resources. Might be the same person as the Business Owner.

Server-Side Engineer -- Works on web server infrastructure.

Front-End Engineer -- Works on HTML, CSS, and JavaScript aspects of the implementation project.

Web Designer -- Knows your company's brand and design principles and can implement graphic design changes.

Bazaarvoice team

Project Manager -- Maintains schedule and Bazaarvoice resources and schedules production deployment.

Implementation Engineer -- Configures Bazaarvoice products for your site integration. Responds to technical questions.

QA Team -- Performs integration testing in staging, and quality assurance testing post-launch.

Client Success Director -- Provides guidance on promotional and marketing plans.

Content Operations -- Prepares moderators to address your specific concerns regarding content moderation.

Customer Support -- Provides post-launch technical support and upgrades.

Client portal access

When your implementation is underway, you'll use the Bazaarvoice client portal to access staging and production environments. You can use the client portal tools to track volume of submissions, measure and analyze customer data, manage your content, and respond to customers. You'll receive login information for pre-launch and post-launch portal URLs.

From the front page of the client portal, you can easily access the Manage Versions page to select the implementation you want to edit. When you begin an implementation in the configuration hub, guided mode provides clear navigation through each step of your implementation and includes videos and guides to help you through the process.

In addition, Bazaarvoice offers weekly live webinars, training sessions, and training videos to help you get started with the client portal.

Integration

Bazaarvoice data feeds

Your organization will need to send data feeds to Bazaarvoice, and will need to be able to receive feeds from us as well.

Feeds sent to Bazaarvoice

Bazaarvoice requires that you generate the following feeds and send them to us. The feeds are used to provide critical functionality for your implementation:

- **Product feed** This feed consists of your products and product categories. It facilitates the mapping of reviews and dimensions to the appropriate products and categories, respectively.
- **Post-interaction email feed** This feed contains transaction information about customers who have purchased products and services at your site or at a physical location. We use it to send email to customers asking them to write reviews. Post-interaction email is a powerful method for increasing review volume at your site.

Feeds exported from Bazaarvoice

Bazaarvoice generates the following feeds and sends them to your organization:

- **Standard content feed** This **weekly** feed includes content that has been collected for the Bazaarvoice features you have implemented. You can use it to power marketing or email campaigns.
- **Ratings-only export feed** This **daily** feed contains ratings-related statistics. You can use it to facilitate your inline ratings display, in which simplified ratings information appears on product summary pages.

Product feeds

What: A product feed is an XML document that includes your products and product categories.

The following example shows the general structure of a simplified product feed.

```
<?xml version="1.0" encoding="UTF-8"?>
<Feed>
  <Brands>
    <Brand>...</Brand>
  </Brands>
  <Categories>
    <Category>...</Category>
  </Categories>
  <Products>
    <Product>...</Product>
  </Products>
</Feed>
```

Required feed fields:

Product ID, Product Name, Description, Product Page URL, Image URL, Category

Recommended feed fields:

Brands, Global ID (ISBN, UPC, EAN, etc.)

After you've created and validated the XML document with your product information, you'll send it to Bazaarvoice via FTP or SFTP. Bazaarvoice recommends updating this feed on a daily basis because it must be regenerated and uploaded every time your product inventory changes.

Why: Your production-ready product feed populates the Bazaarvoice database so user-generated content and dimensions can be mapped to the appropriate products and categories, respectively. You cannot implement Conversations without a product feed.

ROI beacon

What: The Bazaarvoice ROI beacon is a piece of JavaScript code implemented on your conversion pages. It's similar to other analytics tags you might already have installed from Google Analytics or Omniture.

The ROI beacon tells Bazaarvoice when a customer converts on your site. There are two types of ROI beacon tags:

- **Generic** (non-transactional) conversion tags capture events such as newsletter signups, product registration, downloads of a PDF, and requests for more information about a product or service. You can generate ROI reports related to key performance indicators.
- **Transaction** conversion tags capture purchase data -- when a customer buys a product. The data captured might include SKUs, email addresses, and postal addresses. You can generate ROI reports tied to revenue.

After you install the ROI beacon, you can use this measurement dashboard to generate reports that show how users are interacting on your site, and to understand the value of your implementation.

Implementing the ROI beacon requires two steps:

1. Including the Bazaarvoice BV API JavaScript file (`bvapi.js`) on the page.
2. Adding a small snippet of JavaScript code to the page, which sends all data to Bazaarvoice via SSL (encrypted for security).

Why: After you implement the ROI beacon on your site, you can enable other useful features besides reporting. The maintenance-free post-interaction email feature is key to increasing the volume of your user-generated content. In addition, with the ROI beacon you can run A/B tests to evaluate best practices on your site, live, before you implement them for all customers. You **must** install the ROI beacon before you can use these indispensable features.

Pre-production access

What: Bazaarvoice hosts and maintains staging servers that contain production replications to provide a persistent and convenient testing environment for our clients. Switching between staging and production services is accomplished via a simple token inside of the HTML integration code. It is important that all business and technical stakeholders have browsing permissions to a pre-production environment of your choosing that is linked to the Bazaarvoice staging servers.

From the client portal, you can access the configuration hub, where you can manage your staging and production environments, and move changes from staging to production.

Display integration code

What: You'll need to implement several pieces of code to integrate Bazaarvoice with the pages where you want to display and collect user-generated content. The code will give you the functionality shown in the following example graphic.

The screenshot displays a product review interface. At the top, a summary shows a 3.3 rating from 15 reviews, with 15 out of 15 reviewers recommending the product. A callout box on the left explains this as a 'Clear summary of overall sentiment & headline'. Below this is a 'Reviews' section with a 'Write a review' button. The interface includes filters for '1-4 of 35' reviews, sorted by 'Most Helpful'. There are also filters for 'Rating' (1-5 stars) and 'Age' (17 or under, 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, 55 or over). A callout on the right explains this as 'Filtering to help consumers find the most relevant content'. A specific review by 'GadgetJunkie' is highlighted, showing a 5-star rating, the title 'Perfect on the-go-gadget!', and a recommendation. A callout on the left identifies this as a 'Consumer Profile overview'. The review includes a 'Yes, I recommend this product' checkbox and a 'Peer-to-Peer Recommendation' callout. Below the text are three multimedia images: a person using a mobile device at a cafe, a car's infotainment system, and a mobile device with accessories. A callout on the right explains these as 'Optional multimedia submissions'. At the bottom, there is a 'Helpfulness voting' section with 'Yes' (3) and 'No' (0) buttons, and a 'Flag as inappropriate' link. A callout at the bottom identifies this as 'Helpfulness voting'.

Your technical team should implement the code related to each feature your company will be using. The code must be customized for your particular implementation.

After you install the ROI beacon, you can use this measurement dashboard to generate reports that show how users are interacting on your site, and to understand the value of your implementation.

Browse and download code examples at <https://github.com/bazaarvoice/HostedUIResources>

Why: The display features allow your customers to use other customers' feedback to help with their purchasing decisions, and then submit their own feedback.

JavaScript tag

Place the following script tag on the page where you want to display Bazaarvoice content.

```
<script type="text/javascript" src="//display.ugc.bazaarvoice.com/static/ClientName/en_US/bvapi.js"></script>
```

Replace `ClientName` with the appropriate value (case sensitive). Replace `en_US` with another locale if your site isn't in US English.

Common code/configuration

Place the following code after the script tag detailed above and on the same page. The code must occur before any of the `$BV.ui` calls in the Ratings & Reviews or Question & Answer integration code.

```
<script type="text/javascript">
  $BV.configure('global', { productId : 'ProductID123' });
</script>
```

Replace `ProductID123` with the ID of the product for the current page.

Summary container

Place this `<div>` tag on the page where you want the summary to appear.

```
<div id="BVRRSummaryContainer"></div>
```

Ratings & Reviews integration

Place the following code on the page to insert Ratings & Reviews content.

```
<div id="BVRRCContainer"></div>
<script type="text/javascript">
  $BV.ui( 'rr', 'show_reviews', {
    doShowContent : function () {
      // If the container is hidden (such as behind a tab), put code here to make it visible (open
      the tab).
    }
  });
</script>
```

Note

If making the container visible is asynchronous (e.g., some tab implementations animate their tabs opening), then `doShowContent` should be the following:

Async doShowContent:

```
function () {
  var callback = arguments[4];

  // Example pseudo code
  // open reviews tab, then after it's done, call callback
  ExampleTab.open('reviews').done(function () { callback(); });

  return false; // This tells BV that this doShowContent is async
}
```

Question & Answers integration

Place the following code on the page to insert Questions & Answers content.

```
<div id="BVQAContainer"></div>
<script type="text/javascript">
  $BV.ui( 'qa', 'show_questions', {
    doShowContent : function () {
      // If the container is hidden (such as behind a tab), put code here to make it visible (open
      the tab).
    }
  });
</script>
```

Note

If making the container visible is asynchronous (e.g., some tab implementations animate their tabs opening), then `doShowContent` should be the following:

Async `doShowContent`:

```
function () {
  var callback = arguments[4];

  // Example pseudo code
  // open reviews tab, then after it's done, call callback
  ExampleTab.open('reviews').done(function () { callback(); });

  return false; // This tells BV that this doShowContent is async
```

Container page

What: A container page is critical for your Bazaarvoice implementation. If an issue occurs such as a problem with your feed, a container page is your safety net. It features your header, sidebar, and any navigation components, but the center of the page is an open `<div>` Bazaarvoice uses to embed our submission form.

If you publish a container page before your implementation goes live, you can use it to collect reviews and data beforehand. When you launch, you will already have user-generated content available on your product pages. The container page also provides mobile-optimized submission.

Why: If you do not create a container page, Bazaarvoice will host a page for you to ensure your submission form will always work. The disadvantages of Bazaarvoice hosting the page are not only missing the useful features specified above, but displaying a submission form to your end users that has a non-branded URL.

Create a file that contains the following HTML code and resides on the domain where you're integrated.

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8"/>
  <title></title>
  <meta name="robots" content="noindex, nofollow">
  <link rel="canonical" href="container.htm"/>
</head>
<body>
  <script type="text/javascript" src="//display.ugc.bazaarvoice.com/static/ClientName/en_US/bvapi.js"></script>
  <script>
    $BV.container('global', {});
  </script>
</body>
</html>
```

Replace `container.htm` with the canonical URL of this page. Replace the `bvapi.js` file as appropriate (staging, ClientName, locale, etc.).

Important: Do not set up a redirect to a mobile-specific page from the container page. The container page is mobile friendly.

After you create and save the file, go to the Site Profile page in the configuration hub and enter the URL to your container page in the **Container URL** field.

SEO integration

What: SEO integration takes advantage of both SEO (search-engine optimization) and industry best practices to leverage user-generated content to drive increased traffic to your site. User-generated content is placed directly into the HTML source code and is hosted on your server, so search-engine crawlers see the content inline as an integrated part of the page. The recommended search-friendly SEO integration leverages cloud-based content delivery for ease of implementation and optimal performance.

What about reviews beyond the first product page? A typical configuration will display eight items of user-generated content, but you might have hundreds of content items associated with a single product or other offering on your site. It's important to expose all of this content to search engines, so your site will capture significant additional traffic from search engines as your user-generated content volume grows.

The Bazaarvoice SEO solution focuses on three strategic goals:

- Existing target keywords -- On pages where you want traditional SEO keyword targeting, we will inject the most relevant, recent reviews. This will cause the pages to increase in freshness and content density, which typically boosts their position in search-engine results pages.
- Target keywords plus "reviews" -- Approximately 7 percent of product-focused Google searches contain the word "reviews." By following our recommendations and using pagination URL parameters, your site will rank in search engine results pages for searches containing the word "reviews."
- Extreme long tail -- Google recently reported that approximately 20% of searches each month have never been searched before. Additionally, up to 50% of the total potential search traffic for many sites is from long-tail search. When properly implemented with 30-40 items of user-generated content per paginated URL, rather than the eight recommended for page one, your site's total keyword footprint and traffic from search will increase substantially.

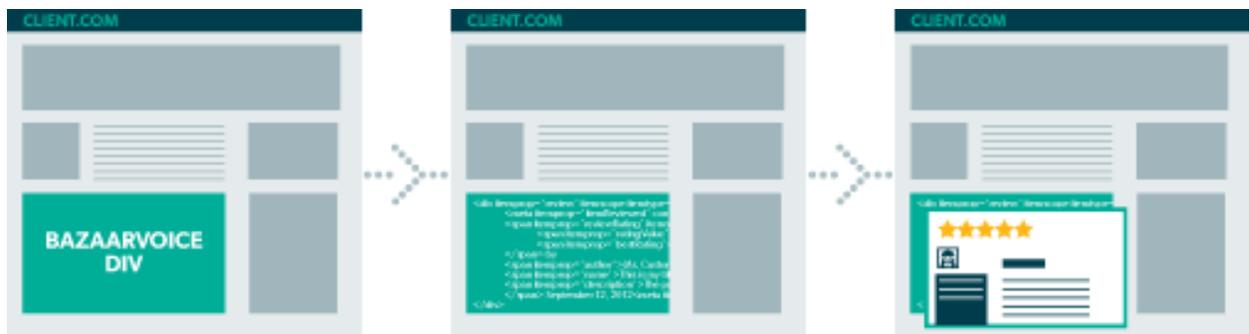
Why: Bazaarvoice uses JavaScript to display user-generated content to site visitors. However, JavaScript content is invisible to search engines. SEO integration allows Bazaarvoice to inject a snapshot of your user-generated content in search-friendly static HTML, so you can get the best SEO value from your content.

To implement Bazaarvoice SEO, your technical team will download code examples and instructions, customize the code as needed, then add it to your website's product pages. In addition, you must provide an XML product feed to Bazaarvoice. See the *Bazaarvoice data feeds* section earlier in this guide for more information about product feeds.

Your technical team must complete the following steps to implement Bazaarvoice SEO:

1. Download the software development kit (SDK) necessary to add the SEO code to your web server. Code snippets and instructions are available for .NET, Java, PHP, and Python frameworks.
2. Consult the readme file in the SDK for your web server framework to determine the specific code snippets to add, and where to add them.
3. Customize the code for your specific company with IDs and keys Bazaarvoice will provide you, and add the code to your web pages.
4. Verify your SEO implementation using a search bot simulation tool, such as a Firefox plugin. The SEO-friendly user-generated content is visible in your product pages only if a search bot is detected -- you won't be able to see it simply by viewing the source code for a product page.

If technical limitations make the cloud-based solution not feasible for your site, Bazaarvoice also offers a downloadable daily ZIP file, which contains all the content necessary to make your implementation SEO-friendly. If you need to use the ZIP file method, downloading and installing the SDK will make your implementation process easier.



Best practices

Post-interaction emails

What: Post-interaction emails (PIE) invite your customers to leave a review for a product they have purchased, a service they have received, or any other type of interaction on your website, over the phone, or in your brick-and-mortar stores.

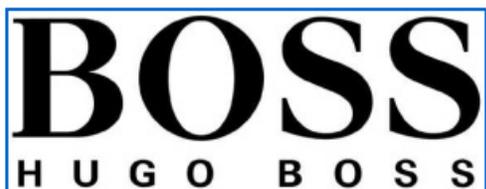
Review your Stretch Wool "Jannami" Blazer

MattM,

Thank you for shopping with us! We hope you'll write about your **Stretch Wool "Jannami" Blazer** while it's still fresh on your mind.

[Write a review](#)

Thanks again,
HUGO BOSS



[Contact Customer Service](#) with questions or concerns.

This email was sent by: HUGO BOSS
601 W 26th Street, 8th Floor New York, NY, 10001, US

Bazaarvoice can collect data for PIE in two ways:

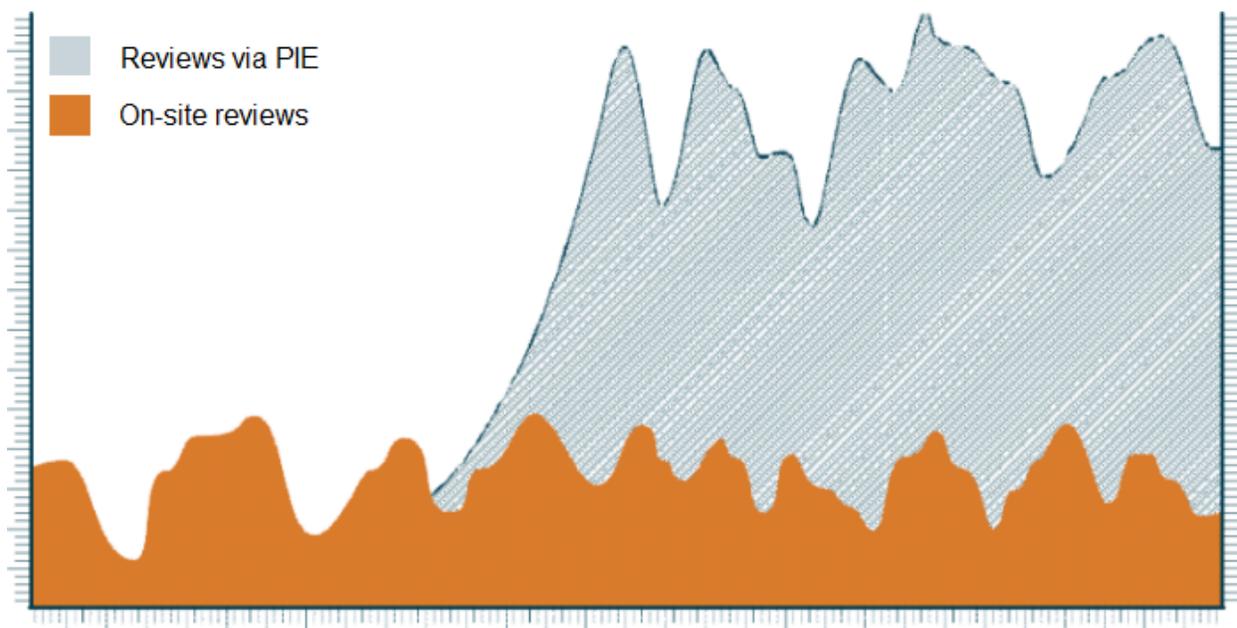
- Maintenance-free PIE

Bazaarvoice collects encrypted transaction/interaction data directly from your site using this interaction tagging method. You can enable this feature by applying the ROI beacon to your order confirmation page. Once the beacon tag is integrated, Bazaarvoice collects the data needed to generate your PIEs.

- Sending PIE based on feeds

If maintenance-free PIE is not implemented, or if you want to send PIE for transactions received somewhere other than your website (such as in-store purchases), Bazaarvoice can accept an XML feed with transaction information in order to send out PIEs.

Why: PIE is not only the most important best practice to drive volume, it also adds significant product coverage, content freshness, and SEO value. Clients who use Bazaarvoice's PIE program typically see more than 80% of their Ratings & Reviews volume generated through PIE.



Notifications

What: Notifications extend the reach of Bazaarvoice Conversations by automatically sending follow-up emails to site visitors who opt in after submitting reviews or questions. These emails inform contributors when their content has been approved or when a question has been answered. Because these emails reach contributors as a direct result of their actions, the message is highly relevant to recipients.

Why: Our research shows that these notifications:

- Deliver 5x higher click-through rates

Sears Canada's notifications have a 186% higher average open rate than the retailer's general marketing emails. These emails also show a 478% higher click-through rate, driving a nearly 5x higher percentage of readers back to the Sears Canada site.

- Have a 29% higher conversion rate

Notification emails do more than just drive traffic — they've shown a 29% higher conversion rate than general marketing emails. And shoppers who have converted after reaching the site through a notification email had a 37% higher average order value (AOV) than customers converted from general marketing emails.

Data access

What: Bazaarvoice provides you access to your data in the form of both an API as well as multiple feeds.

- **All content feed** -- This feed is an XML file that contains all content collected by Bazaarvoice. By default, the file will contain only approved content. Upon request, we can enable it to contain rejected content as well.
- **Ratings summary feed** -- This feed is an XML file that contains only the overall rating information. This feed is commonly used in site search integrations (sorted by overall rating) as well as displaying ratings on category-level pages or in search results.
- **Platform API** -- We provide programmatic access to your data via our platform API. This allows your team to make structured calls to the database containing your UGC and return data based on products, people, or other pivots in XML, JSON, and JSONP formats. To learn more about the Platform API and developer community, navigate to <http://developer.bazaarvoice.com>.

User experience

Configuration hub

What: The Bazaarvoice configuration hub lets you and your team design your implementation to your specifications. The guided mode option includes resources that will help you step by step.

The configuration hub includes four main phases:

- **Project Management** -- You'll prepare your team for a smooth experience in setting up Bazaarvoice Conversations and achieving success when it's time to introduce it to your customers.
- **Technical Setup** -- You'll work with your technical stakeholders on infrastructural steps, such as creating a product feed, adding the ROI beacon, integrating Bazaarvoice display and submission code, and implementing other features that will drive volume to your site.
- **User Experience** -- You'll work with your design team to customize your product page layout, determining what your customers will see and read when they interact with Conversations on one of your product pages.
- **Launch Prep** -- You'll use pre-launch guidelines to ensure your implementation is ready to go live, and use post-launch guidelines and resources to enhance your implementation as needed.

Resources

Here are some useful links, documents and videos that can help you during and after your Bazaarvoice implementation.

- [Spark](#) -- The Bazaarvoice Spark site provides a wealth of information, including best practices, product information and training materials. You can also open Support cases if necessary.
- [Case studies](#) -- Our clients have implemented social commerce and seen a measurable impact in marketing, sales, customer service, and product innovation. Learn from their successes.
- [White papers](#) -- The world of social commerce is evolving rapidly. Stay on top of the latest viewpoints from today's most influential thought leaders, as well as the latest research, trends, and best practices.
- [The Conversation Index](#) -- Brands that lead, capture, and analyze customer conversations develop a deeper understanding of what they must do to meet and exceed expectations and become truly customer-centric enterprises. In The Conversation Index, you'll find the latest and most actionable customer insights, drawn from millions of customer conversations.