

# Upgrading from Curations to Galleries

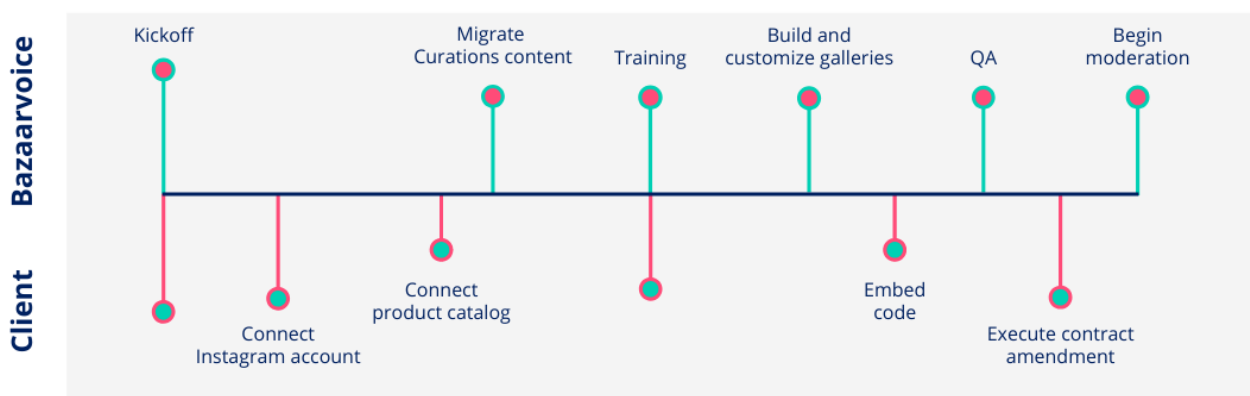
In July 2020 Bazaarvoice announced our acquisition of Curalate. This acquisition helps accelerate delivery of our vision to help you build a best-in-class, visual content experience that inspires shoppers throughout their buying journeys.

Curalate Galleries has been thoughtfully designed to balance the control you need to build an inspiring display with technology to solve complex problems, such as identifying the best content from a sea of social media.

Bazaarvoice is excited to upgrade your current Curations program—for free—to Galleries so you can take advantage of its optimized features.

## Timeline at a glance

### Galleries upgrade timeline



## Timeline in detail

Read details about upgrade timing, roles and responsibilities, and recommended preparation.

### Kickoff

Upgrade begins with confirmation of your upgrade to Galleries. You and Bazaarvoice will discuss the upgrade process and next steps. Together, we'll review and solve issues that might impact your upgrade. This includes potential health updates to the product catalog that powers your Galleries experience.

We'll also send an amendment to your current contract. (As a reminder, this is a free upgrade.)

### Connect Instagram and analytics accounts

[Link](#) your Instagram account, as required to source and track content, and to request rights on @mentioned content.

You also have the option to connect your Google or Adobe analytics accounts for additional program tracking.

### Connect product catalog

Connect a [new product catalog](#) with rich product data. This further enhances your ability to productize your visual content and share it with your partners.

Connect catalogs managed in Shopify or Magento, or in Google feed format, directly from the Curalate dashboard.

### Migrate Curations content

Bazaarvoice will migrate existing content sources, author permissions messages, and recent Curations visual content where possible.

## Training

Bazaarvoice will set up a series of webinars for you to attend. We'll cover everything you need to successfully transition to Galleries, as well as ongoing program management. Training topics include creating and customizing galleries, distributing content to galleries, and integrating Galleries code on your page.

## Build and style galleries

Bazaarvoice will build and customize your galleries to best match your existing, active Curations displays. You can further customize these galleries or create new ones.

## Embed code

When you're satisfied with your customizations, you're ready to deploy Galleries to your site. We'll help you with detailed instructions for deploying to your Shopify store or standard storefront pages.

## QA

Bazaarvoice will thoroughly test your implementation to ensure it's ready for your shoppers.

## Begin moderation

Time to launch! Bazaarvoice will begin moderating your content for display in your new Galleries implementation.

## Questions and resources

Contact your Bazaarvoice Engagement Manager or account team for more information about your upgrade.

Learn more about [Galleries features](#). If you've already upgraded to Galleries, go to the [Galleries help center](#) for how-tos and best practices.