

News release

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Bazaarvoice and figleaves.com named European Retail Solutions Awards finalists

E-commerce solutions provider Bazaarvoice has been selected as a finalist in the Best Customer-Facing Technology category at the 2008 European Retail Solutions Awards

Social commerce company Bazaarvoice has been announced as a finalist in this year's European Retail Solutions Awards. Bazaarvoice is nominated for the implementation of its flagship product, Ratings & Reviews, on lingerie retailer figleaves.com's web site.

The Ratings & Reviews platform has had a huge impact on figleaves.com's business, allowing it to measurably enhance the customer shopping experience and drive sales. Bazaarvoice provides figleaves.com with the hosted technology to incorporate user generated content onto its site; enabling customers to share honest opinions about products. The service went live on figleaves.com in January 2007 and sees an average of 175 new reviews each week.

Results from a Bazaarvoice analysis of the figleaves.com reviews service shows that products with reviews have a 12.5% higher sales conversion rate than those without. Also, products with twenty or more reviews were found to have an 83.85% higher conversion rate than those without.

"It's a win/win when a solution can improve the retailer's business and improve the experience for customers," said Sam Decker, Chief Marketing Officer at Bazaarvoice. "The response from figleaves and their customers has been incredible since the service launched. We're honoured that Bazaarvoice and figleaves.com have been announced as a finalist for this award."

The European Retail Solutions Awards ceremony will be held at Old Billingsgate Market in London on Wednesday 25th June.

About Bazaarvoice

Bazaarvoice (www.bazaarvoice.co.uk) offers outsourced technology, hosting services, analytics and expertise to help brands enhance the online shopping experience with social commerce applications that drive sales. Launched by web analytics pioneer and Coremetrics founder Brett Hurt in the US in 2005, Bazaarvoice's stable of over 190 clients include Hewlett Packard, Dell, Early Learning Centre and figleaves.com. Bazaarvoice Ratings and Reviews and Ask & Answer[™] products help brands to maximize the impact of user-generated review content through customisation, deep integration, community management, advanced analytics, search engine optimisation and syndication across the Web. Bazaarvoice's services empower consumers to share honest opinions and influence each other to make more informed and rewarding purchase decisions. Bazaarvoice was named *Marketing Innovation of the Year* in the 2006 US ClickZ Marketing Excellence Awards and received a "Red Herring 100 North America" award from *Red Herring* magazine.

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