

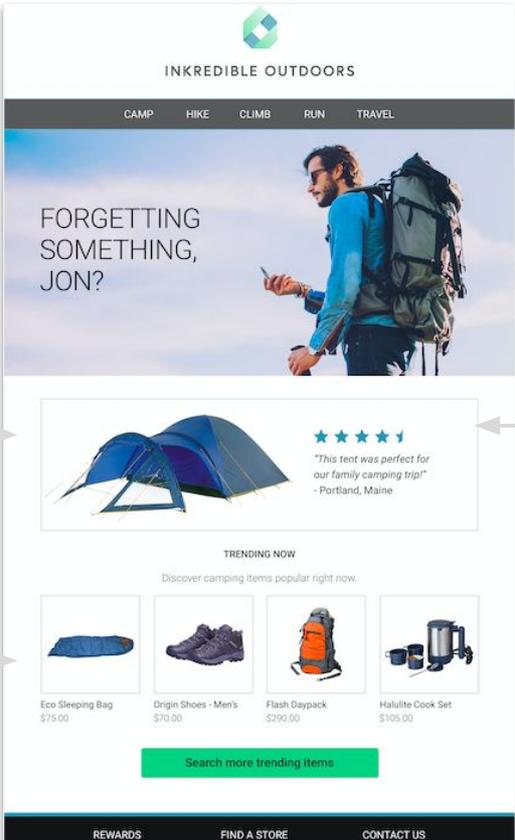
Drive Engagement & Conversions with Real-Time Ratings & Reviews

Product reviews have become an essential part of the shopping experience with 82% of consumers reading a product review before making an online purchase, however, marketers have struggled to incorporate this functionality within their marketing campaigns. Bazaarvoice and Movable Ink creates the ability for marketers to serve up ratings, reviews, and user generated content within email in real-time.

Bazaarvoice collects authentic customer ratings and reviews by product sku, as well as user generated content. **Movable Ink** taps into Bazaarvoice to power ratings, reviews, or user generated content within email based on recently browsed, abandoned, purchased, recommended, or pre-selected products in real-time. This creates a more relevant shopping experience for each user, and influences more purchases.

HOW CLIENTS CAN USE OUR INTEGRATION

Marketers can leverage Movable Ink and Bazaarvoice to power data-inspired creativity that easily brings customer ratings and reviews into email to drive engagement and conversions.



Recently abandoned item, powered in real-time by Movable Ink

Highest & most recent review for abandoned item, powered by Bazaarvoice

Trending items with real-time pricing pulled in via API, powered by Movable Ink

INKREDIBLE OUTDOORS

CAMP HIKE CLIMB RUN TRAVEL

FORGETTING SOMETHING, JON?

★★★★★
"This tent was perfect for our family camping trip!"
- Portland, Maine

TRENDING NOW
Discover camping items popular right now.

Eco Sleeping Bag \$75.00
Origin Shoes - Men's \$70.00
Flash Daypack \$290.00
Halulite Cook Set \$105.00

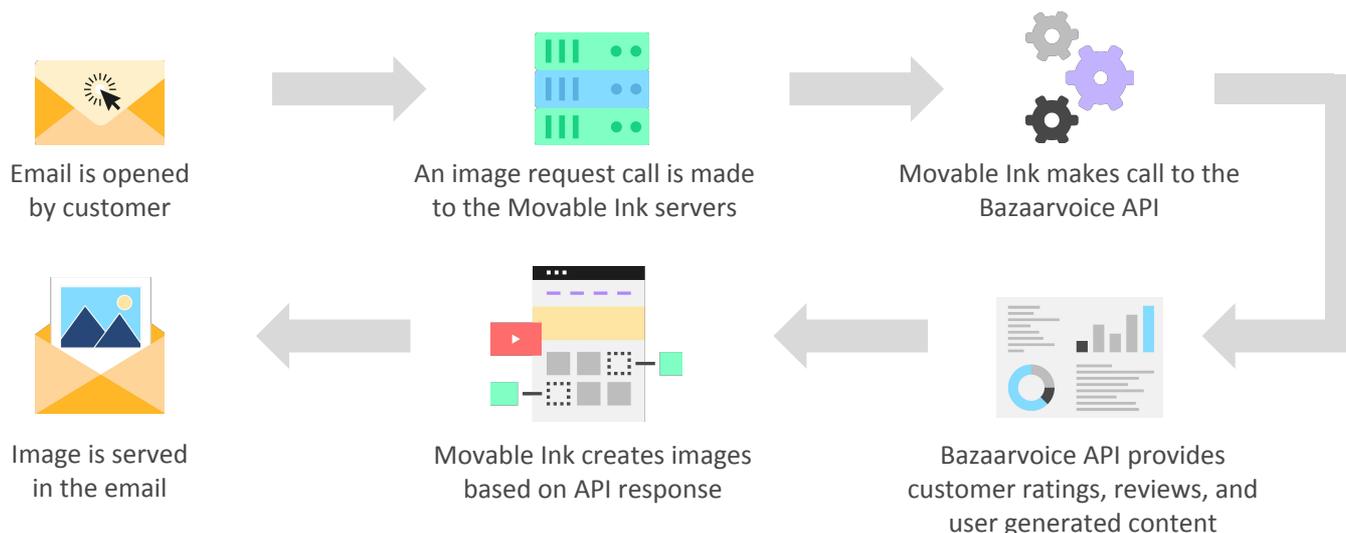
Search more trending items

REWARDS FIND A STORE CONTACT US

FEATURED USE CASES

- Serve up real-time ratings and reviews for recently browsed, abandoned, or purchased items at the moment of engagement
- Pull-in curated ratings and reviews based on products with the highest overall rating
- Leverage authentic reviews and photos from your customers within email to create a more relevant shopping experience for each user

HOW WE WORK TOGETHER



Images will be automatically updated each time the email is opened, or reopened to display the most current content pulled in from the API.

TOGETHER WE POWER AMAZING PERSONALIZED EXPERIENCES FOR THESE CLIENTS



ABOUT MOVABLE INK

Movable Ink's platform helps digital marketing leaders to create visual experiences that move consumers. With Movable Ink, marketers can free their data from silos to generate intelligent creative with millions of unique variations, across multiple channels and billions of moments. More than 700 of the world's most innovative brands have chosen Movable Ink as their visual experience platform.

ABOUT BAZAARVOICE

Bazaarvoice connects brands and retailers to consumers, so that every shopping experience feels personal. From search and discovery to purchase and advocacy, Bazaarvoice's solutions reach in-market shoppers, personalize their experiences, and give them the confidence to buy. Each month in the Bazaarvoice Network, more than a billion consumers view and share authentic content including reviews, questions and answers, and social photos across 6,000 brand and retail websites.

GET MORE INFORMATION:

movableink.com
bazaarvoice.com

REQUEST A DEMO:

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