

Ratings & Reviews

Legacy Content Import

Bazaarvoice allows a one-time import of pre-existing ratings, reviews, questions, or answers within one year of the contract start date.

All content must adhere to the Bazaarvoice Authenticity Policy.
<https://www.bazaarvoice.com/legal/authenticity-policy/>

Content Vetting

Pre-purchase content vetting is available to ensure content complies with our authenticity policy for syndication to the Bazaarvoice network.

Strict Authenticity Requirements for Imported Content

ALL existing content across ALL SKUs, regardless of rating or sentiment, must be included.

NO content from third party sources (ex. Amazon, Walmart Marketplace).

Incentivized (ex. sampling or coupons offered) and staff reviews must be clearly labeled. Content not submitted directly by the reviewer is not permitted.

Reviews can only be imported using the same locale they were collected from.

Things to Consider

Imported native content must be moderated by Bazaarvoice for syndication eligibility, please review moderation guidelines beforehand, as additional fees apply.

Reviews under 50 characters will be imported as Ratings Only, and some retailers may or may not display them.

The Bazaarvoice Trust Mark cannot be displayed with imported content.

Ongoing imports are not permitted.

All available review data should be included in the import file, and reviews should not be edited in any way.

Required Data

Original username

Full review text

Submission time and date

Contextual data (ex. Staff or incentivized reviews, content origin, etc.)

IP Address*

Email*

*Content import may still be considered without this data, and will likely slow down processing time.

Bazaarvoice reserves the right to audit and remove, at any time, imports that violate the Bazaarvoice authenticity policy. Should content be removed, you will not be entitled to terminate the agreement, receive credits, or obtain any other form of compensation.