




Kohl's User Generated Content – Vendor Opportunities

CATEGORY	PROGRAM	DETAILS	IMPACT	HOW DO I SIGN UP?
 <p>Ratings & Reviews</p>	<p>Review Syndication</p>	<p>Share review content from brand sales channels to Kohls.com to expand reach of content to shoppers.</p>	<ul style="list-style-type: none"> • Conversion increases when Kohl's customers engage with reviews • When brands syndicate, they experience a 112% median increase in reviews per product 	<p>Visit www.bazaarvoice.com/Kohls and select "Collect and Distribute UGC" in the form.</p>
	<p>Kohl's Product Champions</p>	<p>Send samples to engaged members of the Kohl's Product Champions community to collect authentic product reviews.</p>	<ul style="list-style-type: none"> • Conversion increases when Kohl's customers engage with reviews • Launch new products with reviews 	<p>Connect with your Kohl's merchant partner or email ec-kpc@kohls.com.</p>
	<p>Responding to Reviews</p>	<p>Respond to [negative] customer reviews on Kohls.com.</p>	<ul style="list-style-type: none"> • Shopper intent to purchase doubles when seeing a brand's response to a negative review versus a negative review by itself 	<p>Visit www.bazaarvoice.com/Kohls and select "Respond to Reviews" in the form.</p>
 <p>Questions & Answers</p>	<p>Responding to Questions Free Program</p>	<p>Engage directly with shoppers on Kohls.com by answering product questions.</p>	<ul style="list-style-type: none"> • Brand answers provide customer purchase confidence • Products experience a 114% conversion lift when customers engage with Q&A on product pages 	<p>Visit www.bazaarvoice.com/Kohls and select "Answer Questions" in the form.</p>
 <p>Social Shopping</p>	<p>Visual Syndication</p>	<p>Inspire shoppers by sharing approved social UGC to Kohls.com. Example of Social Shopping can be found on our #KohlsFinds page.</p>	<ul style="list-style-type: none"> • 150% lift in conversion on pages that have visual UGC • 15% lift in average order value when shoppers engage with visual UGC 	<p>Visit www.bazaarvoice.com/Kohls and select "Collect and Distribute UGC" in the form.</p> <p>Please note brands must use Bazaarvoice to collect social images to be eligible for visual syndication.</p>

To get in contact with Kohl's UGC team, please reach out to ec-ratings.reviews@kohls.com

*Bazaarvoice provided industry metrics