

From: Brett Hurt
Sent: Tuesday, October 18, 2011 11:10 PM
Subject: Re: HTDWD: [REDACTED]

Thanks Mitchell.

There is no doubt that PowerReviews brings our pricing down. But it helps that we [REDACTED] and track discount reason codes for analysis, as opposed to the days when we used to use a pricing calculator based on margin+ pricing. Osborne will get the background on this and send to you all.

PowerReviews has recently tried to steal both Best Buy and Wal-Mart, but were unsuccessful. They are a thorn in our side, no doubt about it. But it keeps the space interesting! No major defections to them (or minor ones that I can think of) any time recently, though. Our services, breadth of solutions, global reach, large blue-chip client base, and network effect (i.e., the BV Network of content syndication) all help build defensive barriers to entry.

Best,
Brett

Brett Hurt
Founder and CEO
bazaarvoice: [site | blog | twitter]
Bazaarblog: [Announcing The Conversation Index](#) (our quarterly report of global social insights)
o +1.512.551.6736 [REDACTED] | f +1.866.651.6858 | brett@bazaarvoice.com

From: Mitchell Green <mitchell@easternadvisors.com>
Date: Tue, 18 Oct 2011 18:03:42 -0500
To: Brett Hurt <brett.hurt@bazaarvoice.com>
Cc: Chris Pacitti <cpacitti@austinventures.com>, Dev Ittycheria <dev.ittycheria@gmail.com>, Ed Keller <ekeller@kellerfay.com>, Mike Bennett <mike.s.bennett@gmail.com>, Neeraj Agrawal <Neeraj@Battery.com>, Tom Meredith <Tom@mfiastin.com>, Michael Osborne <Michael.Osborne@bazaarvoice.com>, Heather Brunner <Heather.Brunner@bazaarvoice.com>
Subject: Re: HTDWD: [REDACTED]

Sorry to respond to all but i was curious what was our original pricing proposal? Did power reviews being there force us to have lower pricing? I am cc'ing all bc i am wondering if this is a trend you guys are seeing more and figured this was applicable question for everyone to hear answer to?

As i am sure you know Previews will definitely be bashing you guys the minute you are public, I assure you investors will call the CEO there in droves. He will say we are growing fast and taking share. Right or wrong...

Brett and team did an amazing job today!!!!!!!!!!!!!! I was there and was very impressed with the huge crowd!!!

Mitchell H. Green
Eastern Advisors
101 Park Avenue, 33/F
New York, NY 10178

Work: (212) 984-2329
[REDACTED]
mitchell@easternadvisors.com

Sent from my iPad

On Oct 18, 2011, at 6:53 PM, "Brett Hurt" <Brett.Hurt@bazaarvoice.com> wrote:

Board,

Ok, so I'm rounding up just by a hair, but this is a great [REDACTED] ASF win over PowerReviews and another story of how persistence pays.

Day one of the Summit in London was awesome. A ton of energy here around Customer Intelligence, SocialConnect, the Bazaarvoice Platform, and our new branding and websites. A very proud day for the team.

Best,
Brett

Brett Hurt

Founder and CEO

bazaarvoice: [[site](#) | [blog](#) | [twitter](#)]

Bazaarblog: [Announcing The Conversation Index](#) (our quarterly report of global social insights)

o +1.512.551.6736 [REDACTED] || f +1.866.651.6858 | brett@bazaarvoice.com

From: Carrie Griffiths <Carrie.Griffiths@bazaarvoice.com>

Date: Tue, 18 Oct 2011 17:49:30 -0500

To: HTDWD <HTDWD@bazaarvoice.com>

Subject: HTDWD [REDACTED]

<image003.jpg> <image004.png>

Who: [REDACTED]

Details:

- o Ratings & Reviews
- o [REDACTED] ASF

Why This Is Cool: This was a highly competitive PR deal, 1+ year sales cycle, 3 SD's worked this deal, Badgers love Floor Care!

Thank You:

- o Kirk Larson – Patience and great humor during excruciatingly painful legal process
- o Yase Rice – Amazing, always-on tech support, not only did Yase complete much of a lengthy RFI, she answered upwards of 100 additional technical questions along the way
- o Mike Masters – who was the 2nd SD on the opportunity and kept them warm and engaged
- o Nils Marchand – great advice and support while Eric & I worked the deal
- o Mary Powell – for getting on with the [REDACTED] last week already to kick off the partnership
- o Chris Day – helped to push syndication by getting their key retailers to send notes nudging the partnership (we didn't get syndication yet, but hope that will be our first upsell!)
- o Erin Nelson – who knows [REDACTED], who re-connected with [REDACTED] during the sales cycle and offered her support at an executive level
- o Henri Molle – who sent us a snapshot of the workbench with all the unanswered questions at [REDACTED]!

For anyone else I may have forgotten, THANK YOU!

Carrie

bazaarvoice:

Carrie Griffiths : Market Development Manager

o: 512.551.6744 | [REDACTED] | f: 512.551.6001

[site](#) | [blog](#) | [twitter](#)

To: Mitchell Green <mitchell@easternadvisors.com>, Michael Osborne
<Michael.Osborne@bazaarvoice.com>

CC: Chris Pacitti <cpacitti@austinventures.com>, Dev Ittycheria
[REDACTED], Ed Keller [REDACTED], Mike
Bennett [REDACTED], Neeraj Agrawal [REDACTED] >,
Tom Meredith [REDACTED], Heather Brunner
<Heather.Brunner@bazaarvoice.com>

BCC: