

# OPTIMIZING YOUR AMAZON A+ CONTENT

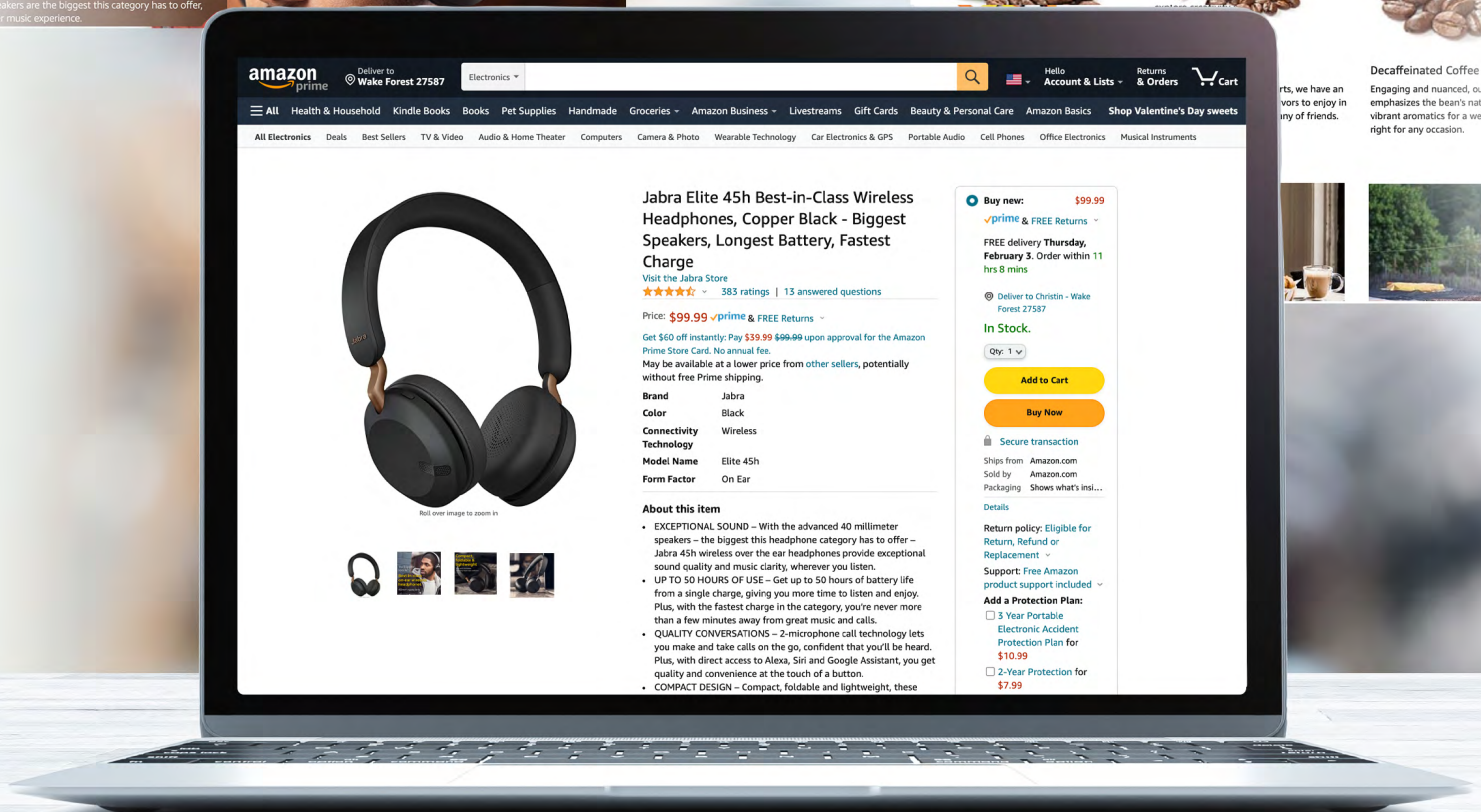
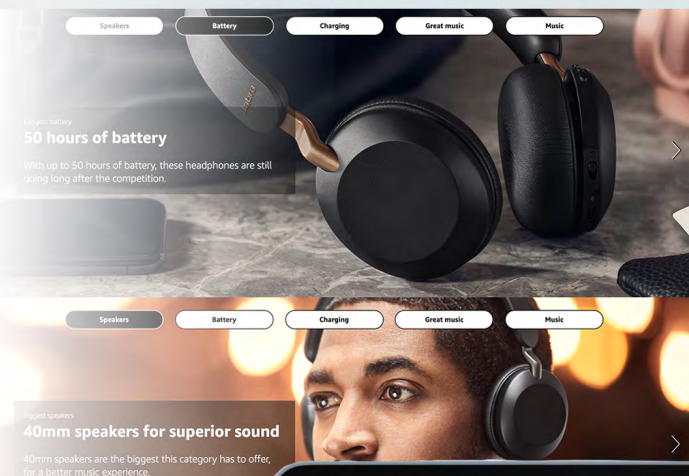
Ideas and inspiration for product pages  
that increase traffic and boost sales

Are you doing everything you can to showcase your products? Can consumers view them in action, look at them in detail, compare them with other products or have their top questions about them answered?

Are you telling a brand story?

A+ Content, available to both first-party and third-party sellers, is an unparalleled opportunity to give consumers a more sophisticated shopping experience and present your brand's values and offerings. This exclusive feature is one of the most effective ways to increase traffic, boost sales and cross-promote products.

Check out these key strategies to gain every advantage you can with enhanced product content.



# Amazon A+ Content FAQs

## HOW CAN A+ CONTENT BENEFIT VENDORS AND SELLERS?

A+ Content allows Amazon's vendors and sellers to enhance product descriptions and page details. This feature includes a variety of content options including high definition videos, enhanced images, comparison charts, robust FAQs and more.

## WHO'S ELIGIBLE TO CREATE AMAZON A+ CONTENT?

Basic Amazon A+ Content to listings is free for all vendors and sellers. The feature is available to:

- Sellers who have been approved as brand owners through the Amazon Brand Registry program
- Emerging brand owners who are part of managed selling programs such as Amazon Launchpad and Amazon Exclusives

Premium A+ content provides a detailed page experience that enables sellers to, for a fee, include video, image carousels and enhanced comparative tables to highlight product information on the marketplace.

## WHY SHOULD YOU USE AMAZON A+ CONTENT?

Adding A+ Content to listings will allow you to better convey the value of your products and help customers make faster, more informed buying decisions. Using this feature to enhance listings can go a long way in providing a better buyer experience and increasing customer engagement. According to Amazon, A+ Content has been shown to boost sales by increasing conversion rates.

## WHERE DOES AMAZON A+ CONTENT APPEAR?

Consumers will see your A+ content below-the-fold on the product detail page. It appears on the listing page under the title "From the Manufacturer" for vendors or the "Product Description" section for sellers.

## BASIC A+ CONTENT VS. PREMIUM A+ CONTENT: WHAT'S THE DIFFERENCE?

It's important to note that Amazon's free A+ Content is not the same as Premium A+ Content, also known as A++ Content. The latter is an invite-only option that involves a fee and gives brands access to even more modules, such as interactive images, slider galleries and video loops. While A++ Content can be a great option for very large brands and feature-heavy products, A+ Content works well for the majority of ASINs.





# Getting Started with Amazon A+ Content

Only products in your approved brand catalog are eligible for A+ content. Begin by manually selecting which products you want to enhance. Identify the options most likely to result in higher sales and revenue and in which you're able to invest time and resources.

If you're having a hard time selecting ASINs, some excellent candidates for A+ Content include products that:

- Are top sellers
- Tell a strong brand story
- Sell at premium prices
- Are already included in seasonal promotions

You can also choose between two content types:

## Enhanced Product Description

Provides more details on product features and uses and can proactively answer their questions. Includes:

- Custom paragraph headers and images
- Unique image and text layouts
- Product comparison charts
- Bulleted feature lists
- Appearance in Product Description section of the Amazon detail page

## Brand Content

Educates customers about the brand's history, values and product lines. Includes:

- Carousel display with full screen background on desktop and mobile devices
- Image and text cards
- Links to other products and brand store
- Appearance in From the Brand section of the Amazon detail page

You can use the A+ Content Manager to select your content type and choose from several different design modules per product page. Play around with the various modules to figure out what will work best for the specific product.

## TIPS TO MAKE THE MOST OF A+ CONTENT

A few key actions can help ensure your A+ Content captures consumers' attention:



**Make it easy to skim.** Use compelling subheadings to address important product features and short paragraphs that make it easy for shoppers to understand at a glance what they'll gain from buying.



**Combine text and images.** When describing a key feature or selling point, accompany that text with a relevant image. It's much easier to make a buying decision when consumers can both see and read about your products.



**Turn to reviews.** Do your customers regularly rave about a particular feature? Is there something specific that leads them to repeat purchases? Highlight those in your A+ content! However, keep in mind that, although it's a good practice to research reviews for content ideas, quoting third parties is not allowed.



**Keep content product-focused.** Amazon A+ content is not the place to make subjective claims that your product is "the best" or "most popular." Hone in on the top characteristics of your products and what attributes differentiate them from your competitors' products.

# Ideas and Inspiration...

Amazon A+ content makes it easy for you to provide the information people need to feel confident about a purchase.

For example, you can use A+ Content to:

Showcase specialty features in action

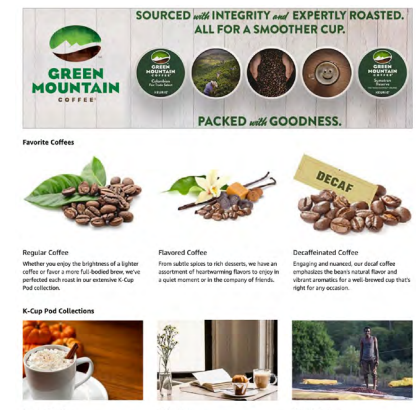
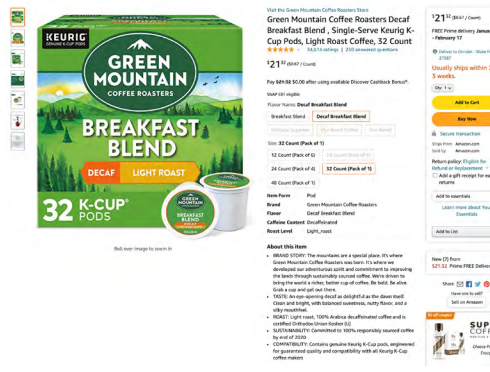
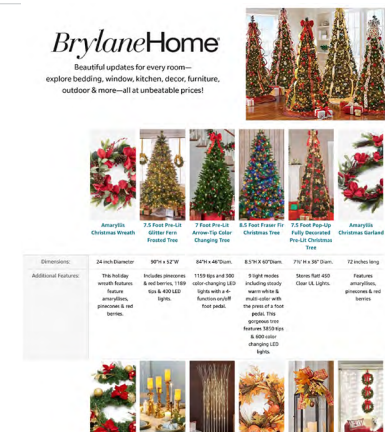
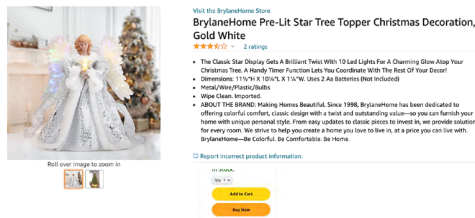
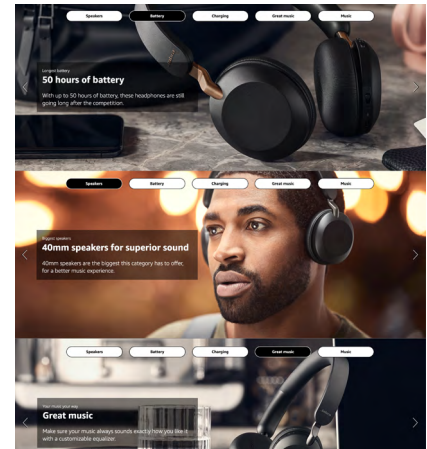
Provide tips for getting more out of your product

Tell the story behind your products

## PRODUCT LISTING



## A+ CONTENT



With more than half of all online shoppers starting their product searches on Amazon, optimizing product detail pages on the marketplace giant should be a key focus for every vendor. Adding A+ Content to listings will provide a better buyer experience, increase customer engagement and ultimately serve to increase sales.

ChannelAdvisor's Managed Services for Marketplaces team can provide personalized guidance as you create and curate A+ Content for your listings. Our dedicated in-house experts operate as extensions of your team, strategizing, optimizing, analyzing, resolving errors and providing suggestions for additional actions based on the depth of our experience as well as our longstanding relationships with Amazon and other marketplaces. Contact us today to see how our team can help you exceed your e-commerce goals.

## Connect and optimize the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart, Facebook and more.



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