

amazon a+detail pages

Amazon's A+ Enhanced Marketing Content (A+ EMC) application empowers vendors to easily add marketing content to a product's detail page increasing sales and traffic!

Why it works?

A+ can increase sales on avg. 3-10%+* by:

- Educating the consumer about your product and brand.
- Improving SEO results to fuel the Amazon flywheel.

A+ EMC is your e-commerce sales force!

Customers research on Amazon

Amazon is the research destination for customers whether they buy your product online or offline. Upload A+ to help customers perform their research, where they are researching.

89% of customers research a product online before purchasing offline.**

More than 3x the number of online shoppers start their research on Amazon vs. a search engine.***

To Get Started with A+ EMC

- Log into Vendor Central / Advantage > Merchandising > A+ Detail Pages
- Download the "Getting Started Kit."
- Click on "Build Your Own" to start building!

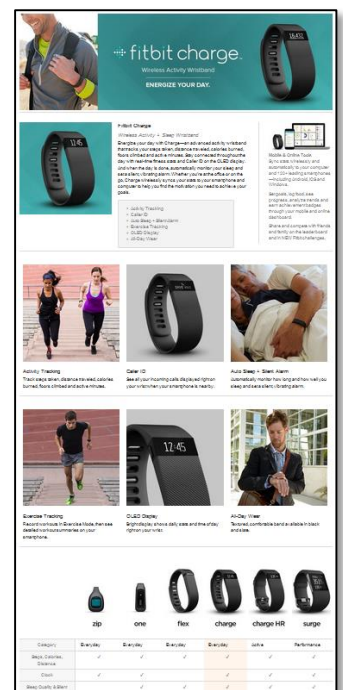
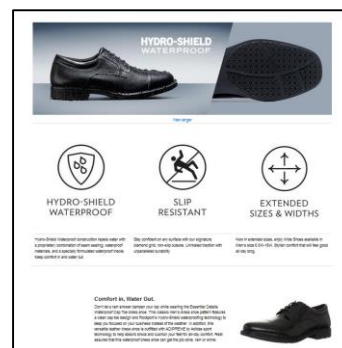
Which ASINs to prioritize?

All products benefit from A+ EMC. If you need to prioritize, focus on:

- Products with merchandising support (e.g. AMG / AMS campaigns): to ensure the increased traffic sees the best detail page possible.
- High traffic or low conversion ASINs.
- Premium priced products.
- Products with differentiated features or strong brand stories.
- ASINs with poor reviews / high returns.

Tip: Use A+ EMC to address your customer's purchase barriers.

Example A+ EMC content



* Results compiled from various studies performed by Amazon. Results vary depending on the quality of content, price of product, and the product category.

** DigitasLBi Global Survey April 2014

*** Forrester Research, Technographics Q3 2014