



THE BRAND'S GUIDE TO AMAZON A+ CONTENT

How to Enhance Your Brand Presence on the Amazon Marketplace

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Introduction

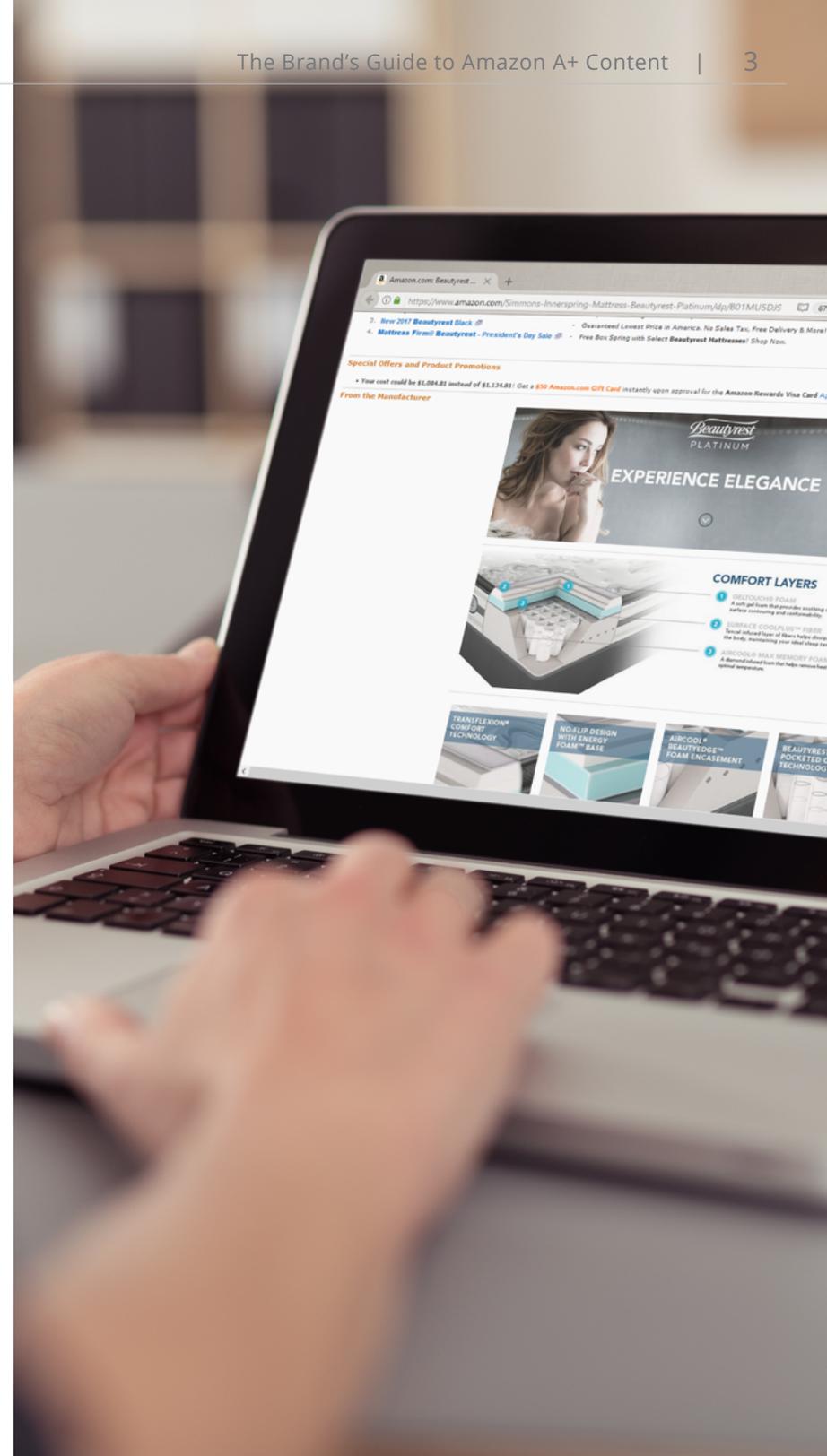
A+ content is a premium offering that enhances Vendor product detail pages with in-depth item descriptions, rich images, charts and narrative copy to **drive brand affinity & increase conversions.**

At CPC Strategy, our project managers consult with your company to build A+ content, customized for the Amazon Marketplace as an extension and premium representation of your brand.

We execute on Amazon A+ Content creation via:

- ✓ Customized Creative Briefing
- ✓ Content Direction & Strategy
- ✓ Design & Implementation

The purpose of this guide is to educate Amazon vendors on the benefits and best practices associated with A+ content creation and implementation.



What is A+ Content?



What is A+ Content?

[Amazon A+ Content](#) also known as enhanced content is an extended version of the basic product description. This elevated content includes scannable text that explains the features and benefits of a product.

Vendors have the option to sign up for a content program that Amazon promises will deliver enhanced product descriptions which feature rich content for images, charts and narrative copy to help customers make informed buying decisions.

HTML-based, premium content from manufacturers is meant to drive more conversions on a detail page.

According to Amazon, A+ can increase sales on average 3 to 10% by educating the consumer about your product, brand and improving SEO results. We've seen similar results with our own clients at CPC Strategy.

In simple terms, Amazon A+ content better conveys the value of the product through the use of multimedia. A+ Content can include high quality images, video and comparison charts.





Amazon vendors have a couple options to consider when choosing an A+ detail page package including:

1 Self Service Modules

The vendor is expected to provide and select all content and copy. There are Basic, Silver, Gold and Platinum modules.

Within the self-service modules, brands will be asked to:

- ✓ Create ProjectBuild
- ✓ Layout Retailers
- ✓ Upload & Arrange Content
- ✓ Review & Add To Cart

✓ **PROTIP:** Some vendors may qualify for free A+ Pages, but there is currently no way to predict if the pages will be free until all the content has been submitted.

2 Amazon Builds

Here the vendor will supply Amazon the content and photos and Amazon will choose the design and layout of the A+ detail page. The price per page is more expensive than the self-service modules and also has the module levels of Basic, Silver, Gold and Platinum.

When building a layout, vendors can design their page with up to 5 different modules including:

- ✓ Standard
- ✓ Advanced
- ✓ Internal

✓ **PROTIP:** Standard module 1 is a great pick for a product with multiple image shots or product capabilities you want to stand out. Advanced module 1 has the ability to show comparison charts (which are also extremely valuable). The fees for each package can vary depending on the time of year. The cart price will depend on the types of module a vendor selects.

Conversion rates can improve as a direct result of A+ content, specifically comparison charts which provide shoppers with a visual feature comparison of the product's competitors.

Guidelines & Best Practices



Guidelines & Best Practices

What Vendors Should Know:

- ✓ A+ content is not indexed, therefore it does not provide any organic boost to your detail page.
- ✓ Amazon A+ Content does not show up on mobile or the Amazon Mobile App (at least not yet).
- ✓ Only those products not listed on Amazon.com by another vendor are eligible to receive the A+ Content page at no additional cost through the promotion.
- ✓ To qualify for the promotion, vendors must submit all content required to create the A+ Enhanced Marketing Content pages within one month of confirming the PO for the eligible product.
- ✓ Offer limited to five or less A+ Enhanced Marketing Content pages per vendor.
- ✓ Once an A+ Enhanced Marketing Content page is live, a vendor has 2 business days within which to request an edit or update to the Page.
- ✓ Amazon reserves the right to remove a vendor's A+ Content pages for any reason, including, but not limited to, a vendor closing its account, failing to fulfill Purchase Orders or violating Amazon policies.





We sat down with **Hiram Cruz**, Lead Graphic Designer at CPC Strategy to discuss the best practices for A+ Content design.



Hiram Cruz
Lead Graphic Designer
CPC Strategy

1 Sizing & Resolution

All of your images need to be the right size and resolution. These requirements will be different depending on the module you select. It's important to follow these requirements, otherwise Amazon will reject your A+ content application.

2 Content Errors

Some symbols and special characters are forbidden—that includes the registered brand & registered trademark symbol. You also can't include hyperlinks to other websites (although you can include links to other ASINs within certain module types).

3 Proofread Prior to Submission

Amazon tells you it can take up to 7 days for approval but usually they approve / deny your application much faster than that (average is 48 hours for us). Make sure you proofread all content / images before submitting. If in the event an A+ page gets approved (and you later discover there was a grammatical error), you will have to resubmit. This means the A+ content with the grammar error could run live on your product page for up to a week.



4 Leverage Banners

Banners are a great way to break up your product detail page. It signals a new section to the shopper, grabs their attention with images, and provides more information about your product and brand.



5 Utilizing Charts

Charts can be a valuable way to display not only one ASIN but many of your other product offerings.

[GreatCall](#) decided to build out an advanced module to display and compare a variety of their competitors. With this module you can adjust the number of rows and columns (depending on what you want to highlight to your customers).

Another way to utilize a comparison chart is to display similar ASINs in relation to your own business.

In the example below, [Serta](#), a premium mattress manufacturer created a comparison chart for a variety of mattresses they offer—comparing them based on height, comfort level and more. This gives your customer a chance to discover other similar items without having to navigate away from the detail page.

	GreatCall Splash	Life Alert Help Phone	LifeStation	Securus E-Responder	ADT On-the-Go	Philips Lifeline GoSafe
Mobile - works outside the home	✓	✓		✓	✓	✓
Waterproof - take it in the shower	✓					✓
No Contracts & No Cancellation Fees	✓		✓		✓	✓
GPS technology - confirms your location	✓	✓			✓	✓
NAED-Certified Agents provide highly trained help	✓				✓	
Registered Nurses & Board-Certified Doctors	✓				✓	
Caregiver App	✓			✓		
Built-in Fall Detection	✓					✓

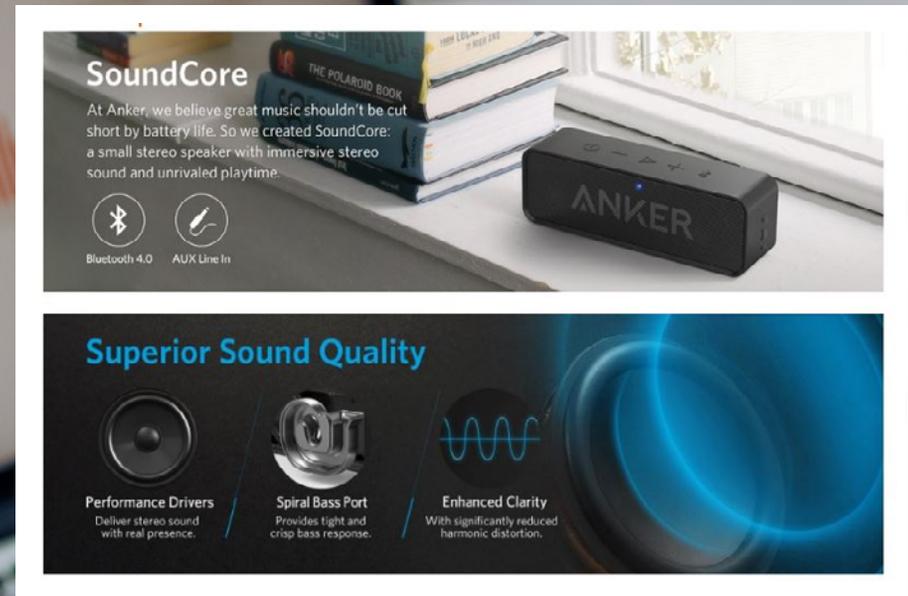
	QUENTIN™ LUXURY FIRM	ARMAND™ LUXURY FIRM	SAMSON™ PLUSH	SCOTTY™ ULTIMATE PLUSH
Comfort Level	Luxury Firm	Luxury Firm	Plush	Ultimate Plush
Advanced Pocketed Coil	14 gauge coil for luxury firm feel	14 gauge coil for luxury firm feel	16 gauge coil for plush feel	16 gauge coil for ultimate plush feel
Mattress Only Height	14.5"	14.5"	15.5"	15.5"

6 Minimal Text & More Visual

A+ content in general, should be more visual. Text should directly communicate in simple terms what the message is. You want to maintain a healthy balance of lifestyle and product images that feature the highlights of the ASIN.

7 Uniform Design

According to Cruz, one of the biggest takeaways is that you don't want to design for just one landing page—you should have your entire catalog in mind. Your A+ content should be consistent across the board and in a lot of ways it should represent an extension of your brand and your website (as seen in the [Anker](#) banner example). Think big picture and how you want to represent the brand as a whole.



Is A+ Content
Worth the Investment?



Is A+ Content Worth the Investment?

"It depends," **Nick Sandberg**, Marketplace Channel Analyst at CPC Strategy said. "In my mind there are a few factors to consider including:

- ✓ How much revenue does the ASIN currently bring in?
- ✓ Are the ASIN's competitors using A+ content?
- ✓ What category is it in?
- ✓ Is there currently a similar product comparison widget placed on the detail page by Amazon?"



Nick Sandberg
Marketplace Channel Analyst
CPC Strategy

REVENUE & PRICE

If the ASIN brings in a lot of revenue, spending a fraction of the ASIN daily or weekly revenue is not a substantial investment for the chance to increase conversion and the general positive appearance of the detail page. Often the price of the item will help determine if it's worth the investment.

For example if you can sell just a few units to cover the cost, it's worth the investment, and if you have to sell an extra 1,500 units, it might not be worth the investment. If it's not making a lot of money, adding A+ content should not be viewed as the best lever to increase revenue on the ASIN.





COMPETITION

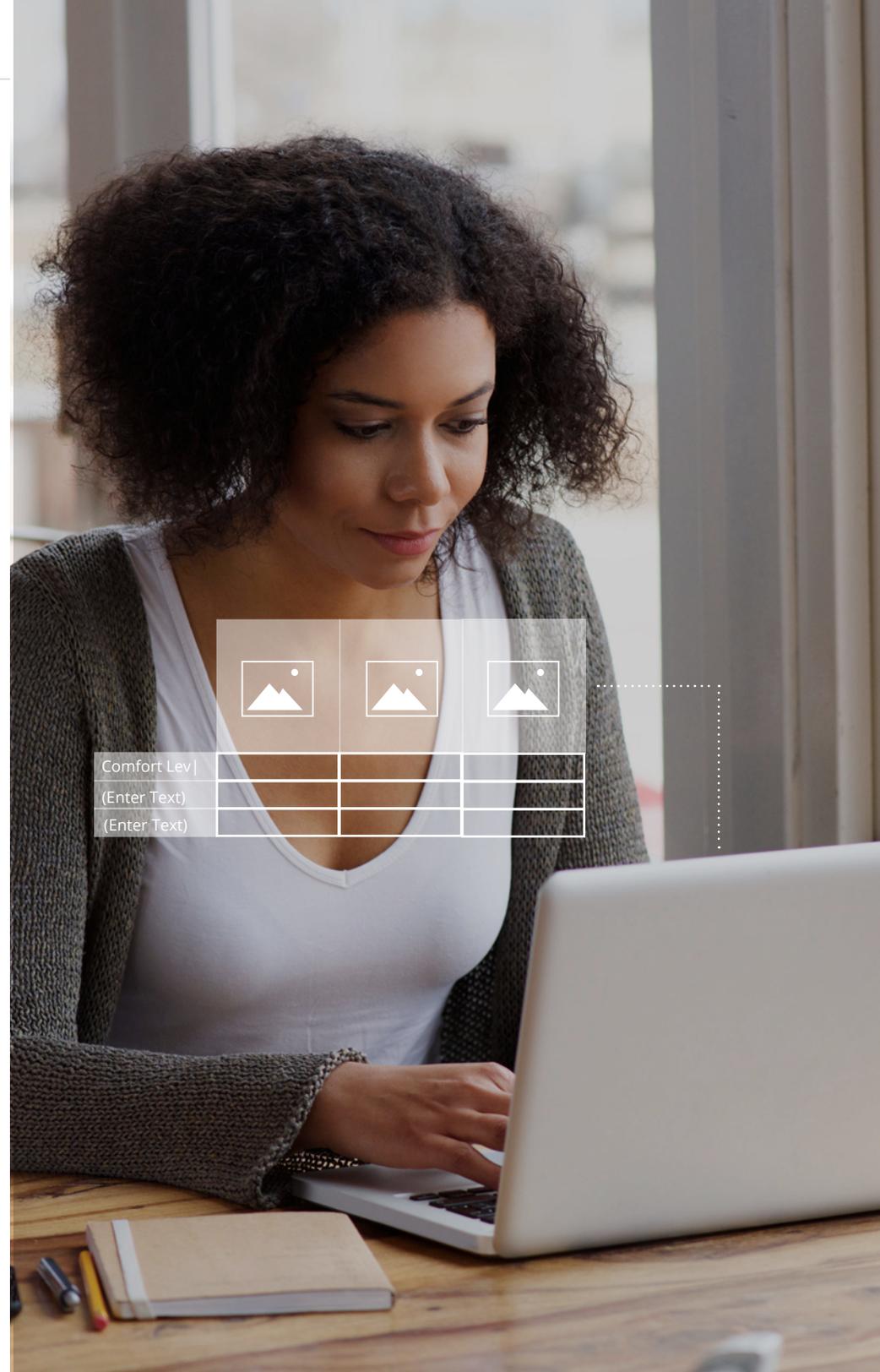
If competitive ASINs have A+ content, adding A+ would be a way to match what the market is doing and raise its competitiveness. If other ASINs don't, but the revenue you are generating makes sense to reinvest in the content consider it a way to differentiate your page.

COMPLEXITY

If the product is in technology, appliances, or some type of product that has a lot of features and functions that are difficult to convey in the images, bullet points, and descriptions, than using A+ to further explain can really help a product make sales.

COMPARISON

Often in categories where A+ content is common, Amazon places their own product comparison widget that compares your product to other competitor's similar products. But, often you might have similar products in your own line that a customer should be considering as well. In A+ content you can build your own comparison widget but this will compare your products to others in your line. This is a good way to kind of re-position your products among themselves to combat what Amazon is also doing on your page.



Featured Client Example:
Serta Simmons Bedding



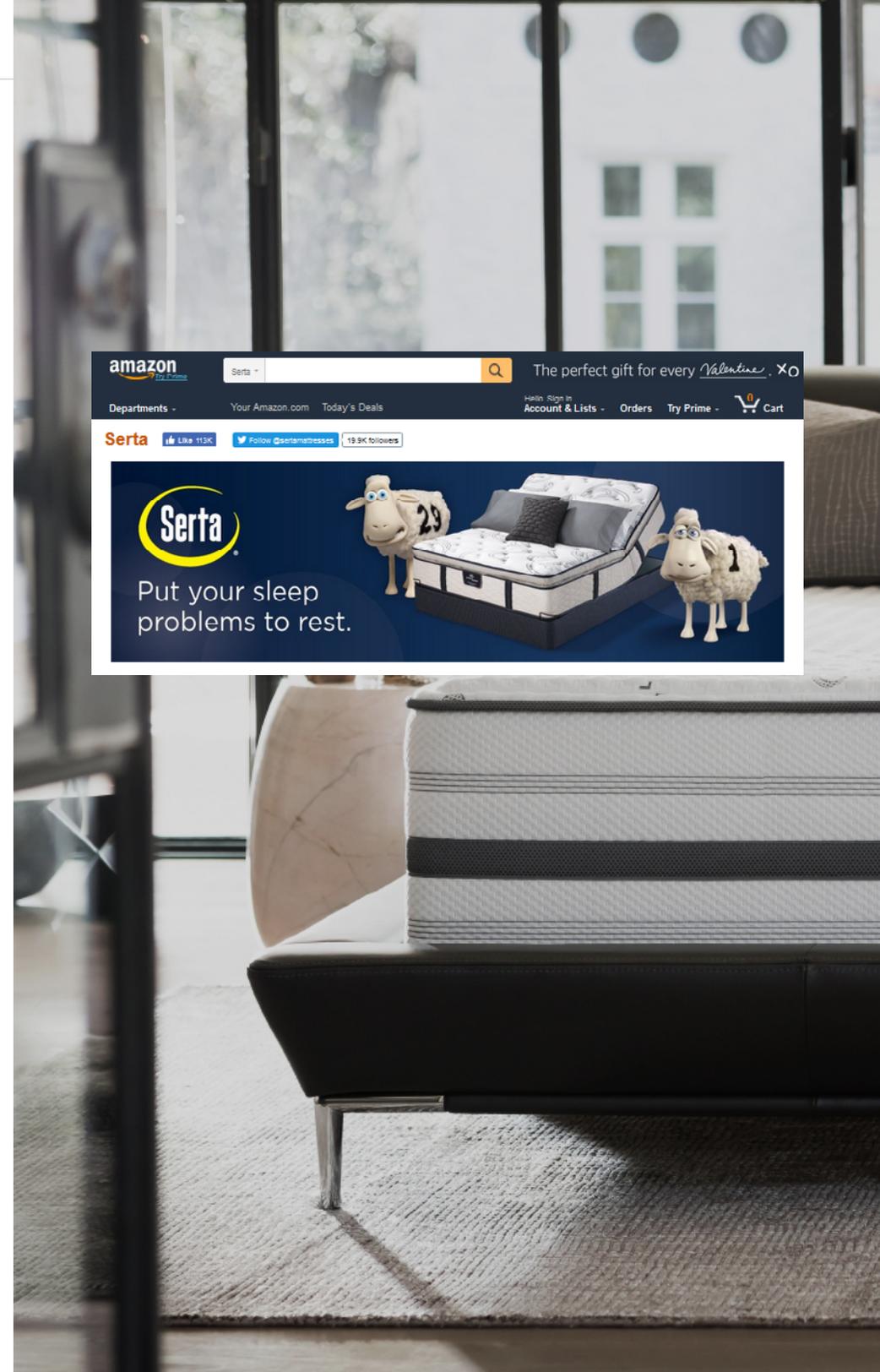
Featured Client Example

[Serta Simmons Bedding](#) is the #1 mattress manufacturer in the United States.

Serta's product portfolio includes the Perfect Sleeper®, which is the Only Official Mattress of the National Sleep Foundation, and the iComfort® Sleep System, both named Consumers Digest Best Buys. Serta through its licensees also manufactures the exclusive Bellagio at Home® mattress collection.

As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Worldwide, Marriott International, Intercontinental Hotels Group, Choice Hotels International, Best Western International, Omni Hotels and Resorts, as well as Bellagio Las Vegas. In addition, Serta is distributed internationally in more than 150 other countries.

Serta teamed up with CPC Strategy in August 2016 to optimize their Amazon advertising efforts with a special focus on developing premium A+ content.





Amazon A+ Content Creation: Serta Simmons Bedding

1) Customized Creative Briefing

The purpose of our initial creative briefing with Serta Simmons Bedding team was to better comprehend the brand's business objectives and target audience. CPC Strategy worked in close coordination with Serta's team to understand their brand voice and creative as it related to A+ content initiatives.

2) Content Direction & Strategy

CPC Strategy assign a dedicated A+ content project manager to handle Serta Simmons Bedding creative. We work with Serta to identify premium product features to highlight on their detail page, including bedding technology and product comparison charts.

3) Design & Implementation

CPC Strategy worked with Serta to template A+ Content designs for their catalog, merging Parent / Child ASINS for optimized A+ Content navigation. We successfully executed & managed all aspects of A+ Content submission via Amazon Vendor Central.

“ Working with CPC has been a huge asset to our business. Combining their knowledge of Amazon with our industry knowledge has created the perfect marriage of A+ content. The team has been more than great when it comes to sharing and testing new ideas, discussing feedback, and aligning on a strategy. It has been a pleasure to work with such an impressive team!



Kendall Vesta
Director, eCommerce
Serta Simmons Bedding

Serta A+ Content Examples:

COMFORT LAYERS

- 1 PLATINUMICE™ MEMORY FOAM**
A "cool to the touch" memory foam that can help keep you up to two degrees cooler while you fall asleep.
- 2 DYNAMIC RESPONSE™ MEMORY FOAM**
This ventilated memory foam has a uniquely firm feel and helps provide conforming back support.
- 3 COMFORT RESPONSE™ LATEX**
Resilient yet durable support, Pinhole design promotes airflow, Consistent cell structure throughout the layer.
- 4 CONTOURFIT™ GEL MEMORY FOAM**
This firmer more supportive gel memory foam contours to your body and helps to deliver excellent support.

EXPERIENCE ELEGANCE

COMFORT LAYERS

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TRANSFLEXION® COMFORT TECHNOLOGY

No break in period. Transflexion ensures that the bed will feel consistently comfortable throughout the life of the mattress.

NO-FLIP DESIGN WITH ENERGY FOAM™ BASE

The Energy Foam base adds support and stability to the patented no-flip construction. No need to ever flip or rotate the mattress for the life of the product.

AIRCOOL® BEAUTYEDGE™ FOAM ENCASMENT

Designed to enhance airflow through the mattress and offers support and stability right to the edge.

BEAUTYREST® POCKETED COIL® TECHNOLOGY

Enhanced conformability and pressure relief that provides motion separation for undisturbed sleep.

COMFORT LAYER

PLATINUMICE™ MEMORY FOAM

CONTOUR LAYER

DYNAMIC RESPONSE MEMORY FOAM
COMFORT RESPONSE LATEX

SUPPORT LAYER

ENERGY FOAM
RECYCLED, POCKETED COIL
VENTILATED AIRCOOL® BEAUTYEDGE™

QUENTIN™

Luxury Firm

ARMAND™

Luxury Firm

SAMSON™

Plush

SCOTTY™

Ultimate Plush

Comfort Level	Luxury Firm	Luxury Firm	Plush	Ultimate Plush
Advanced Pocketed Coil	14 gauge coil for luxury firm feel	14 gauge coil for luxury firm feel	15 gauge coil for plush feel	15 gauge coil for ultimate plush feel
Mattress Only Height	14.5"	14.5"	15.5"	15.5"

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Enhanced conformability and pressure relief that provides motion separation for undisturbed sleep.

Click here to check out this A+ Content Page live.



Serta A+ Content Examples:

Beautyrest SmartMotion Base
powered by Sleeptracker

SLEEP OPTIMIZED

Adjustable Head & Foot Angles
Base adjusts both head and foot mattress angles to achieve your preferred position for optimal sleep.

Sleeptracker App
The app-friendly smartphone app makes it simple to review personal sleep data, receive customized coaching and control sleep settings such as Sleep Cycle Alarm times.

4 USB Charging Outlets
Find 4 conveniently placed USB outlets included on the SmartMotion Base 3.0.

Wireless Remote Control
Fully functional remote within the app to control your adjustable base.

20 YEAR LIMITED WARRANTY

SLEEPTRACK ESSENTIALS™ FREE 2 YEAR TRIAL

	3"™, 6"™ and 9"™	6"™ to 9"™	3"™, 6"™ and 9"™
Adjustable Head & Foot Angles	✓	✓	✓
Adjustable Height Legs	3"™, 6"™ and 9"™	6"™ to 9"™	3"™, 6"™ and 9"™
Wireless Remote	✓	✓	✓
Head Connection Stand (Clear Motion)	✓	✓	✓
Weight Limit	650 lbs	650 lbs	650 lbs
StressRelief™	✓	✓	✓
6 Level Massage System	✓	✓	✓
Preset Memory Positions	2	2	3
4 USB Charging Outlets	✓	✓	✓
Head to Nightstand (Wall Swivel)	✓	✓	✓

Beautyrest
SmartMotion Base
powered by Sleeptracker

SLEEP OPTIMIZED

7:40
Time Asleep
84% of Goal

12 min Time to Sleep

89% Sleep Score

Adjustable Head & Foot Angles
Base adjusts both head and foot mattress angles to achieve your preferred position for optimal sleep.

Sleeptracker App
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Find 4 conveniently placed USB outlets included on the SmartMotion Base 3.0.

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Fully functional remote within the app to control your adjustable base.

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What Now?

Get Your Quote For A+ Content

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[SCHEDULE MY EVALUATION](#)



We Turn Browsers Into Buyers