# BRAND SELLER'S GUIDE TO ENHANCED BRAND CONTENT

How to Increase Your Conversions on the Amazon Marketplace

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# Table of Contents


What is Enhanced Brand Content? ..... 3
How Do I Know If EBC Is Right for My Products? ..... 8
Guidelines & Best Practices ..... 10
EBC Success Stories ..... 14
Final Takeaways ..... 21


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# What is Enhanced Brand Content?

EBC enables Brand Owner sellers to modify the product description field of their branded ASINs to incorporate new creative including a unique brand story, enhanced images, and text placements.

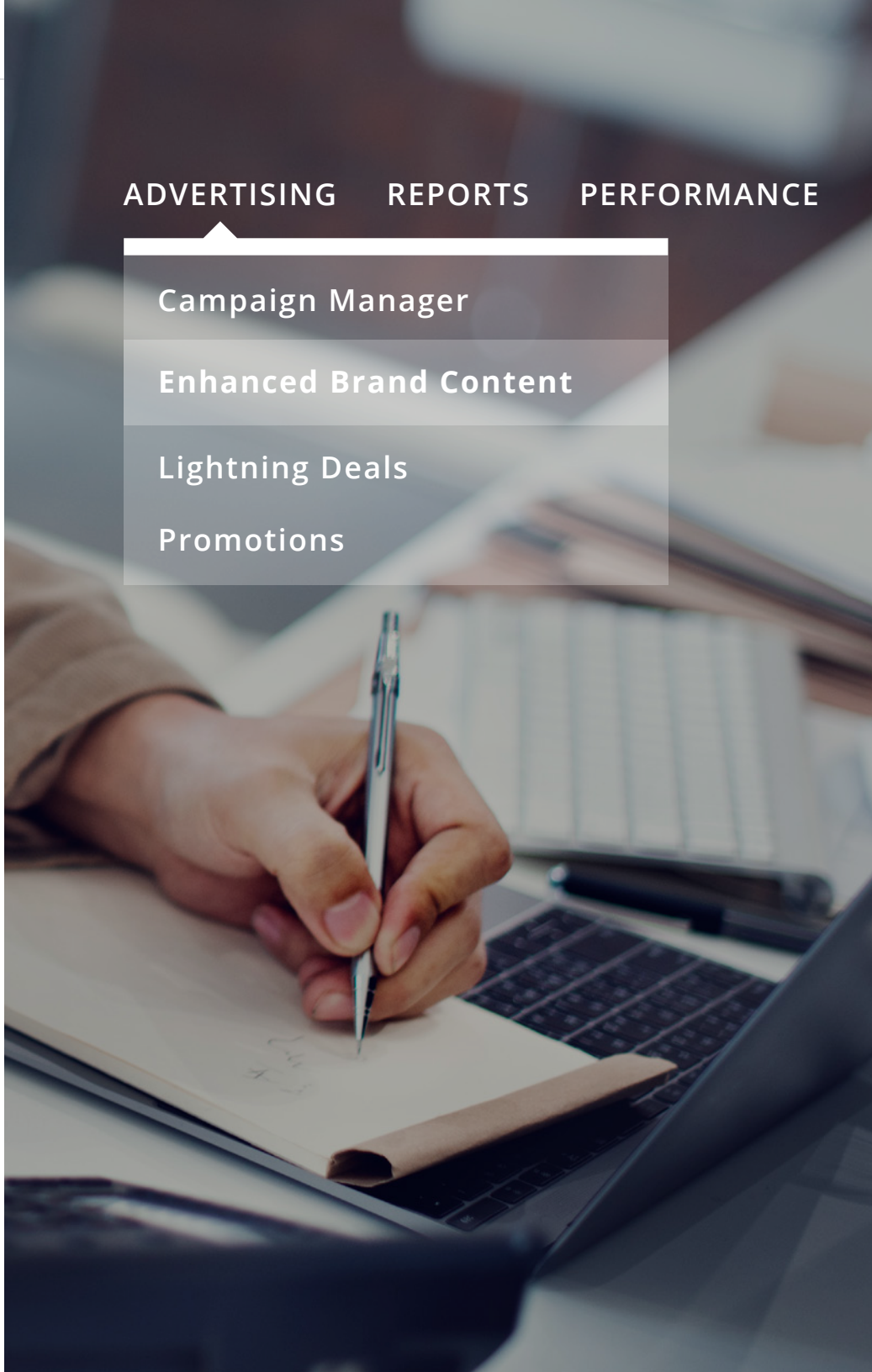
## How does EBC benefit sellers?

EBC can be used to answer the most common customer questions by providing relevant product details that help drive more rapid purchase decisions and may reduce the likelihood of having products returned.

Enhanced Brand Content: Creation & Management Solution for Sellers

**When used effectively, adding EBC to your product detail pages may result in:**

- ✔ Higher conversion rates
- ✔ Increased traffic
- ✔ Increased sales



"We've seen that A+ Content for Vendors is super effective for improving conversion rate because it gives the customer more images and information to make them feel comfortable and confident with their purchase. EBC can do the same thing on the 3P side," **Jordan Gisch**, at CPC Strategy said.

"Put yourself in the buyer's shoes: You go online, looking for an item and land on a product detail page with just bullets points. But, if I go to a competitor's page and see that it's much more built out with **enhanced images and product details**, I'm more likely to purchase the competitor's product."

**Jordan Gisch**
Market Channel Analyst
CPC Strategy

Enhanced Brand Content provides additional real estate to answer the questions that customers could have about your product. The real impact we've seen is an improvement in the **conversion rate**.

"One of the most immediate impacts that Enhanced Brand Content will have for 3P Sellers in the Brand Registry program is the benefit to paid advertising conversion rates," **Pat Petriello**, Head of Marketplace Strategy at CPC Strategy said.

**Pat Petriello**
Head of Marketplace Strategy
CPC Strategy

"Take, for example, a 3P brand manufacturer selling high quality premium sunglasses & advertising through Sponsored Products during the holiday season. With Enhanced Brand Content, that Seller has increased ability to showcase the unique value proposition of their products such as polarization, mirroring, contrast, transition, lens treatments, and so on."

"They will also have the option to differentiate their brand from that of their competitors by communicating their brand story through the Enhanced Brand Content fields."

"As a result, this Seller will be able to turn more of their advertising clicks into conversions, effectively increasing the ROAS on their ad spend and reducing ACOS."

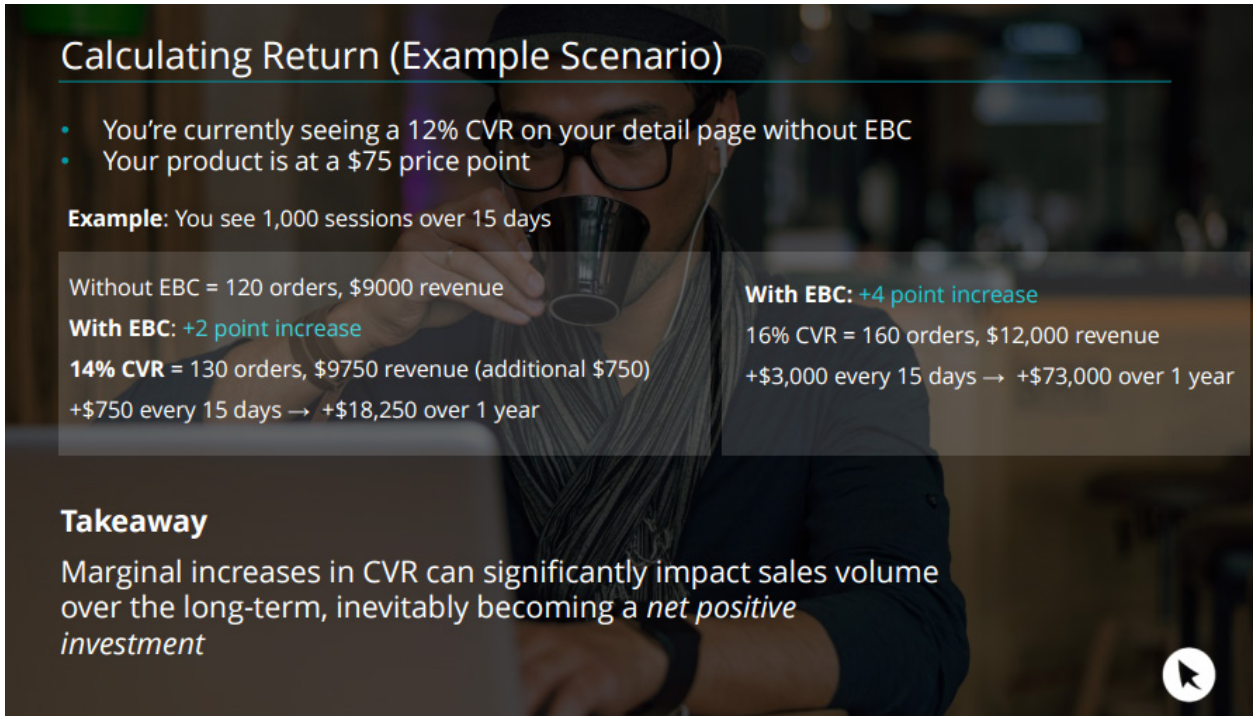
"With increased advertising spend (especially during the holiday shopping season), the ability to maximize the return through Enhanced Brand Content is a real win for 3P brands."

According to **Nick Sandberg**, Marketplace Program Development Manager, even a **1% improvement in conversion rate** can really add up if you extrapolate that amount across the entire year.

**Nick Sandberg**
Head of Marketplace Program Development Manager
CPC Strategy

Let's use the following example: Your average conversion rate for products without EBC is 12% and the average conversion rate for products with EBC is 18%. Although the conversion rate increase appears small – it's pretty amazing how it increases units sold at different session levels (at a $75 price point for the example below):

"As you can see in the example above, even a small increase in CVR can have a large increase in sales. If we extrapolate a +4 point increase (over a period of 1 year) that's an additional $73K (at $75 price point)," Sandberg said.



# How Do I Know If EBC Is Right for My Products?

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# How Do I Know If EBC Is Right for My Products?

Although there are no limitations on how many EBC product detail pages you can have—EBC is definitely more effective for some product or category groups over others.

## Factors you might want to consider before applying EBC include:

1. **Cost**: Does the cost to create page make sense based off what we can expect to make with the new content?

2. **Complexity:** How complex is the product? 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 EBC to further explain can really help a product make sales.

3. **Category:** What category are you in? For example, do we recommend EBC for a sock? Probably not. But for Under Armour socks with special "technology" then—yes.

4. **Competition:** How crowded is the space you are competing in? If competitive products have EBC, adding EBC would be a way to match what the market is doing and raise its competitiveness. If other products don't, but the revenue you are generating makes sense to reinvest in the content consider it a way to differentiate your page.

# Guidelines & Best Practices

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# Guidelines & Best Practices

## What 3P Brand Sellers Should Know About Enhanced Brand Content (EBC):

### Accessibility & Requirements

This tool is currently open to Brand Registered sellers, so you must register your brand with Amazon Brand Registry. Brand Registry is not open for media, video, digital, or book categories. Amazon is rolling out the new feature over a period of time, so it's likely not all eligible Sellers are seeing this immediately (stay tuned).

### Fees / Cost

The tool is currently in a promotional free period where sellers will not be charged a fee. When a fee is implemented – a seller's existing content will remain on the detail page. We anticipate Amazon EBC will not be free forever & sellers are encouraged to take advantage of the opportunity sooner rather than later.

## Submission

EBC submissions will either be published or rejected with necessary revisions outlined in the rejection reason within 7 days of submission; however, most content is processed within 2 days.

You can publish content to all ASINs that you own as a Global Catalog Identifier (GCID) registered brand owner, and have an offer for. If the ASIN has ever had a contribution published by a retail vendor, the content will not be published. Amazon's system currently allows sellers to have 20 pending submissions at one time.

**PROTIP**: Amazon EBC does not allow HTML content.

## Video

At this time, Amazon does not have self-service access to video uploads, but as an agency—we anticipate that feature will be coming soon. Any new features will be announced to all registered brand owners so ensure your brand is registered to receive these updates.

**PROTIP**: A Keep in mind EBC is not the same as Amazon Business Enhanced Content. Amazon Business Enhanced Content tool lets you upload separate file documents to the detail page. The EBC tool lets you enhance your product description with additional rich media assets.

## Violations

*If 3Ps include the following type of content, it will result in violations and will lead to a rejection by Amazon's system:*

**1.** Referencing your company as a seller or distributor, or providing any company contact information.

**2.** Mention of competitor's products or seller authorization such as "product only sold by authorized resellers," etc.

**3.** Pricing or promotion information such as "cheapest widget on Amazon" etc.

**4.** Information about shipping details such as "Free shipping", "shipping timelines", etc.

**5.** Use of copyright, trademark, or registered symbols in the text or images.

**6.** Boastful comments such as "top selling product," "hottest item," "#1 Selling item".

**7.** Time sensitive product information: "on sale now" or "best new product of the year".

**8.** Information about customer reviews from Amazon or any other site.

**9.** Adding editorial or 3rd party quotes from external sources such as magazines and television shows.

**10.** Blurry or low quality images or images containing unreadable text.

**11.** Lifestyle images not showing the product. Brand images used to tell the "Brand Story" are not required to contain the product.

**12.** Content that duplicates many of the images from the main image block on the detail page.

**13.** Any warranties or guarantees of any form.

**14.** Images or text that attempts to mimic Amazon logos, detail page headings or details.

**15.** Logos from brands or organizations other than your own, or multiple brand logos on an image.

**16.** Web links or language attempting to redirect to other sites inside or outside of Amazon (including your other products).

**17.** Grammatical errors, punctuation errors, misspellings, strings of all caps text, or abusing font features—Bold and Italics are only intended to be used to highlight headings or a few select words.

**18.** Any mention of products being used for criminal activity.

**19.** Any violations to category requirements or Selling on Amazon policies.

# EBC Success Stories
## Featured Clients

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# Clients

## Polaris Optics

Binocular and monocular seller, Polaris Optics is just one example of how the implementation of EBC was able to improve their brand affinity and drive a higher conversion rate on their product detail pages.

CPC Strategy built out EBC content for the Polaris Optics Wing Catcher Bird Watching Binoculars on December 13, 2016.

## Conversion rate for SKU with EBC outperformed SKUs without by 8%

**We ran a 25 day before and after analysis and discovered the conversion rate for the SKU (with EBC) outperformed the remainder of the catalog (without EBC) by 8%.**

"With Polaris Optics specifically, for every product detail page that we implemented Enhanced Brand Content, we saw an improvement in conversion rate," Gisch said.

**Jordan Gisch**
Market Channel Analyst
CPC Strategy

# Pure Clean Performance

Pure Clean Performance's Beet Juice Powder is made from premium-quality, nutrient-rich beets that are juiced, fermented, and low-temperature dried for maximum potency. This unique and proprietary production process results in a beet juice powder with 4x the nitric-oxide-boosting power of ordinary beets.

CPC Strategy built out EBC content for Pure Clean Performance on February 23, 2017.

CPC Strategy ran a 30 day before and after analysis and discovered the conversion rate for the SKU (with EBC) improved 61%.

**Conversion rate for SKU with EBC improved by 61%**

Click the image to see this ASIN live on Amazon

"As a busy entrepreneur and medical professional, one of my goals on launching our brand on Amazon was to grow sales sufficiently so as to bring in CPC Strategy as our Amazon partner."

"In doing so, CPC has not only removed the marketing burden from my shoulders but with their experience and knowledge they have helped us broaden our brand by introducing marketing streams that I would have either not been aware or had the time bandwidth to tackle."

"After 6 months of working with CPC, we have launched EBC and other important marketing pieces and are ready to see our sales grow significantly."

**Rick Cohen, M.D.**
President
Core 4 Nutrition

# Touchstone

Touchstone is a leader and pioneer in the design and manufacturing of TV Lift Cabinets. Founded in 2005, Touchstone offers the most complete line of TV lift cabinets in the industry with contemporary, traditional, and transitional styles. With solutions for the living room, family room, den, and the bedroom, Touchstone offers a model and style for every room in the house. Touchstone has expanded its offering of TV Lift cabinets with the introduction of its newest line, Elevate by Touchstone.

CPC Strategy built out EBC content for Touchstone on March 20, 2017.

CPC Strategy ran a 30 day before and after analysis and discovered the conversion rate for the SKU (with EBC) improved 32%.

**Conversion rate for SKU with EBC improved by 32%**

Click the image to see this ASIN live on Amazon

"Thanks to the hard work of the CPC Strategy team, Touchstone Home Products has been able to effectively drive its success in the world of Amazon. CPC Strategy has assisted us in revenue growth and customer acquisition, whilst streamlining our businesses Amazon marketing efforts. After years of working with a variety of agencies, CPC Strategy has been able to provide our company with the best service to date on the Amazon platform. This could only be accomplished through the platform expertise of the CPC Strategy team."

**Frank Quinlisk**
Vice President
Touchstone Home Products, Inc.

# Final Takeaways

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# Final Takeaways

A question we get pretty often from Sellers is:

## Why should I hire an agency to create my Enhanced Brand Content?

### Knowledge & Experience

We already understand how Amazon works and the type of content that resonates with the Marketplace.

### Requirements & Policy

Knowing Amazon's restrictions and policies in advance saves an enormous amount of time on revisions.

### Best Practices

We work with sellers to choose which layout is best for your brand based on how much content you have or how many features your product has.

## Efficiency

Working with an agency who is familiar with Amazon's qualifications allows you to move your EBC faster through the creation & submission process.

## Save Money

Considering the potential long term value of your return, the initial cost to working with an agency isn't much a burden, especially because you don't have to factor in any additional fees from Amazon (at this time).

"Working with an agency vs. DIY is different in many ways," **Ashley Koons**, Content Project Manager, CPC Strategy said.

"The value and benefits that come with working with an agency is in the level of expertise. Working with an agency you have access to a dedicated project manager as well as an in-house design team to collaborate and share ideas with," she said.

"From the 5 different templates available and multiple different restrictions of what can and cannot be included in EBC pages, it can be difficult to know where to start and how to navigate Enhanced Brand Content on your own."

**Ashley Koons**
Content Project Manager
CPC Strategy

## What Now?

# Get Your Quote For Amazon Enhanced Brand Content

Our project managers consult with your company and build your Enhanced Brand Content, customized for the Amazon Marketplace as an extension and premium representation of your brand.

**GET MY QUOTE**

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We Turn Browsers Into Buyers