

PAXCOM

# Understanding A+ Content

A comprehensive guide for **Amazon**



## Understanding A+ Content: A Comprehensive Guide for Amazon

### Description

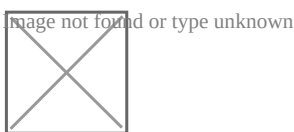
### What is A+ content?

Amazon's A+ content is one of the **most effective tools** for brands selling their products on Amazon, which allows them to call out product features in an advanced way, including a detailed **description of the product, the benefits** of using it, a **brand story**, customer testimonials, **high-quality images and banners**, and much more, in **structured modules** that one can find on the product detail pages of the SKUs listed on Amazon under the heading "from the manufacturer."

A+ Content is designed to capture viewers' attention, causing them to stay on the page for longer and subsequently increasing traffic, conversions, and sales.

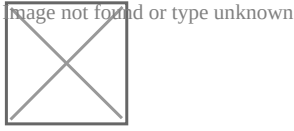
**Pro tip: Sellers must register with and receive approval from Amazon's Brand Registry in order to take advantage of the additional visual content.**

### What Can Be Included In The A+ Content?



## Do's of A+ Content

### What is premium A++ content or A++ content?



### Premium A+ content

Premium A+ Content is a **superior version of A+ Content**, which includes **extra modules, more interactive images, video loops, slider galleries, etc.** More prominent brands with sizable budgets typically use it because it is an invite-only option that costs money. You can find this content created for the brand's top-selling SKUs. While A++ Content can be an excellent option for huge brands and feature-heavy products, A+ Content will work well for the majority of ASINs.

### Benefits of A+ Content :

- **Grabs Shopper's Attention:** Amazon's A+ Content is high-quality interactive content that holds the customer on the product display page for longer due to the inclusion of HD images, eye-catching banners, most popular reviews and questions converted into modules, and other informative content that is enticing enough to grab the attention of the viewer.
- **Higher Conversion Rates:** A+ content can be a deciding factor in the final purchase as the product detail pages are the virtual salesperson, and the more convincing the content, the higher the chances of the product getting into the cart. Most customers want to be well-informed about the product before making the final purchase decision, and A+ content is the best tool that helps the customers better understand and visualize the product and its usage due to additional images and text.
- **Fights Counterfeit:** A+ content makes the product stand out by building its reputation. Rich content on the product detail page convinces the customer that the product is authentic and brand-owned.
- **Brings your Product to Limelight:** One of the best advantages of A+ Content is that it allows you to add big and attractive images and banners to the product detail pages, making them more interactive, where the brand gets an opportunity to highlight the product's benefits and features, thus enabling the shopper to click the "buy" button.
- **Better reviews and reduced returns:** If more information is available on the product pages, customers will be well informed before buying the product, which leads to fewer returns as the customer is pre-informed about the product and its attributes. Also, customers who are satisfied with the purchase will leave a positive review.

benefits of a+ content

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## Benefits of A+ Content

### Eligibility Criteria for Vendors and Sellers to Create A+ Content:

Until 2019, Amazon A+ content was available for vendors only, and sellers could use EBC (Amazon Enhanced Brand Content), a basic offering allowing sellers to add additional information descriptions with a few images. Now, Amazon has enabled A+ content for sellers who are **brand-registered**. You can add up to 15 ASINs per month for A+ content. One must concentrate on the **best-selling ASINs** to make the best use of A+ content.

### Amazon A+ Content Best Practices

The guidelines for A+ content are simple and straightforward. These will help a brand stay ahead of its competitors while updating its content accordingly.

**Emphasize your product's USP:** A product's USP is a brand's greatest asset. Highlighting it in every way possible is the key to differentiating your product/brand from your competitors. Start by asking yourself some simple questions – How can my product's USP help my customer? What is the added advantage of my product? Is my USP beneficial to my customer, etc.? Add these points to your A+ content for your customers to know your product better.

**Combine Images and Text:** Images and text together are the best combinations to forward valuable information. A+ Content allows the inclusion of these high-quality images, infographics, comparison tables, etc., in its modules, which makes the info interactive and pleasing to the eyes.

**Avoid Content Errors:** A brand has to ensure that the content is free from errors, grammatical mistakes, or forbidden symbols/characters. In addition, one cannot include a hyperlink to any other website (however, you can have a link to any ASIN within the module type).

**Pay attention to image, size, and resolution:** Make sure that your images are uploaded with the right resolution and size; otherwise, there are chances of them being rejected/removed by Amazon. Image requirements are different based on the module type you choose. So, read their requirements thoroughly before working on and uploading the pictures.

**Keep it more visual and less textual:** Images attract more eyes than text. So, it is always advised to keep the text minimal and add more and more images, banners, and icons to your A+ content to draw the storyline.

**Content must be mobile optimized:** According to a survey, more than 60% of people browse eCommerce sites via mobile. It becomes more accessible for the customer to read through the information if the content is mobile-optimized. Mobile-optimized image-rich content is always advisable for A+ best practices.





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## Examples of A+ Content, Source: Amazon

### What is not to be added to the A+ content?

a+ content

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### Don'ts of A+ Content

### Enhanced content on other platforms

Other Indian platforms, such as Bigbasket, Nykaa, Flipkart, etc., also allow enhanced content on their product detail pages, similar to the A+ content on Amazon. The guidelines, modules, and structure of the enhanced content may vary from platform to platform, but the idea of calling out the features, benefits, and other helpful information about the product remains the same. While enhanced content on other platforms is a recent feature, Amazon introduced A+ content long ago. The enhanced content on the product detail pages not only helps beautify the pages but also helps boost **organic visibility** and holds customers to the detail pages for longer, increasing the chances of **product consideration**.

### Conclusion

Enhanced content, or A+ content, is a valuable tool that lets you share more product information with your audience. A brand can use multiple **creative ways** to build its **storyline** and differentiate its product detail pages from its competitors. The more interactive the content, the higher the chances of shoppers sticking to your detail pages for longer. All it takes is an **experienced team of e-commerce experts with guided knowledge** to create content for your brand.

Have a look at how Paxcom helped one of the fastest-growing FMCG brands [increase engagement](#) on Amazon with its three-step approach.

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