

Program Benefits – Q2 2017

The Amazon Launchpad program provides **complimentary** benefits to startups to help them launch and grow their business on Amazon (Non-startup vendors pay for this type of support). Each benefit is designed to support startups in driving traffic, conversion, or revenue and will be updated quarterly as new opportunities arise.

Drive conversion

- **Free Enhanced Marketing (aka A+) content for detail pages**
A+ content on detail pages builds SEO relevance, optimizes your detail page for Amazon organic search rankings, and allows you to tell your brand story with content completely owned by you. Key elements include: product video, at least 7 lifestyle photographs, headshots of your core team for the “About the Startup” section (exclusive to startups in Amazon Launchpad), and key product benefits.
- **Free Amazon Vine reviews**
Internal data shows that even just one customer review drives immediate and measurable sales results: an indexed increase of 78% more average orders with 20% less traffic¹. Since one of the requirements to officially be part of the Amazon Launchpad program is 10 reviews, our offering of free Amazon Vine reviews allows you to easily get started. The Amazon Vine program is also the only qualified way to solicit reviews for samples. This program is currently only available to vendors, and typically has a fee.

Generate traffic

- **Inclusion in Amazon Launchpad “New Releases” collection for 30 days**
The Amazon Launchpad storefront is one of the most trafficked on Amazon, and all new startups who meet our minimum criteria are featured within our “New Releases” collection for 30 days to help generate awareness.
- **Access to webinars on program topics and option to sign-up for personal marketing consultations**
To help you better navigate Amazon retail, live and recorded webinars are available via our Help Center. Learn more about a range of helpful topics (e.g. “Startup Week and Using Promotions to Generate Growth”). Sign-up for in-person marketing consultation for the opportunity to better understand how to effectively grow your business on Amazon Launchpad.

Grow sales

- **Eligible to participate in Amazon Launchpad deals and marketing events**

The success of our 2016 Startup Week deals event highlighted the power of deals to drive awareness of startup products. As a result, all startups in Amazon Launchpad will have the opportunity to participate in any of our 5 deals events or marketing programs scheduled for this year. Those events are: Father's Day (June), Prime Day (July), Startup Deals Week (Oct), Holiday Gift List (Nov), Cyber Monday/Black Friday Deals (Nov/Dec). Look for details on how to participate via email as the dates approach.

- **Eligible to apply to be included in the Amazon Launchpad Holiday Gift Guide**

The Amazon Launchpad Holiday Gift Guide provides the opportunity for startups to be included in the overall Amazon Gift Guide presence that is critical to the holiday season. This marketing event receives significant paid support from the Amazon Launchpad marketing team as the cornerstone event of Q4. Startups will have the opportunity to submit products for consideration in Q3.

¹ Source: Amazon Internal Data