



Grow your brand with product listings enhanced by A+ Content



Boost brand awareness, build trust, and drive sales by helping shoppers connect with your brand and make more informed purchase decisions.

As a seller, how you position your brand and products can be a powerful sales lever, helping set you apart in the Amazon store. With enhanced product descriptions and brand story features from A+ Content, you can make small changes to your product detail pages that can have a big impact.

Adding rich text and images and shoppable modules to your detail pages enables customers to deep dive on product features and find answers to their questions, helping them make more informed purchase decisions. A+ Content can also help customers see how your brand and products intersect with their lives, building brand trust that can inspire purchase.

- **Improve brand awareness to grow**
Set your brand apart in the Amazon store with immersive content that showcases your story and what makes your products stand out.
- **Build brand trust to increase sales**
Create listings that convert with rich content that features product details and a consistent brand experience at a key point in the shopper journey.
- **Boost loyalty to drive repeat purchases**
Create a unified experience across your entire product catalog to help customers connect with your brand and keep them coming back.



*Amazon has conducted studies to measure the current performance for products that have A+ Content vs no A+ Content. Results of A+ Content on the detail page may vary based on numerous factors including content quality, product price, and product category and is not a guarantee of future sales.

Best practices

Create high-quality content easily with AI and customizable modules: The A+ Content Manager in Seller Central makes it easy to create and manage your content by offering AI-powered content generation and preformatted modules that you can customize.

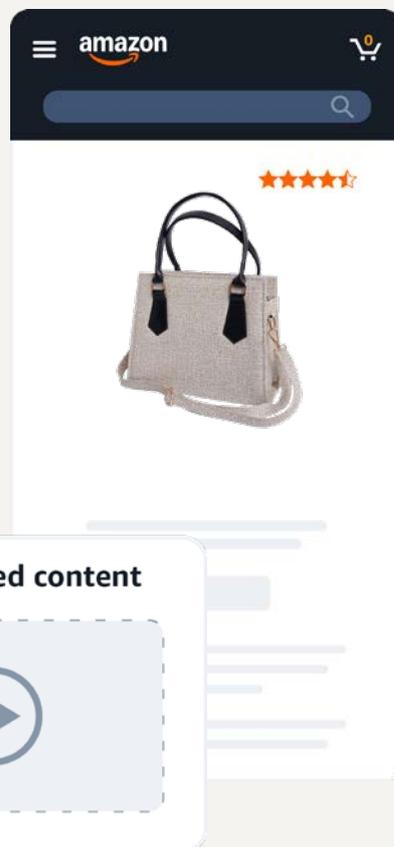
Create variations of your content or translate it for other marketplaces: Simply duplicate existing content to use it as a template for product variations, or to translate the content into other languages for other Amazon marketplaces where you sell.

Improve your content based on customer signals or A/B tests: Pull insights from customer reviews, returns, and other communications to inform content updates. Or use the Manage Your Experiments tool to run A/B tests to find out what content drives more sales.



Get started

- 1 Go to the **A+ Content Manager** in Seller Central.
- 2 Click **Start creating A+ Content**, select the content type that you want to create, and then click **Add module**.
- 3 Leverage AI for help creating content on modules with the “AI Ready” badge. Click **Select content to generate**, and then choose specific text and image fields that you’d like to enhance with AI. Click **Generate content**, and then enter your brand-owned ASIN in the side panel. Click **Generate content** at the bottom.
- 4 After you’ve created content, click **Apply ASINs** to choose the products that you want to apply your content to, and then click **Apply content**.
- 5 After applying content to your chosen ASINs, select **Review & submit**. Approved A+ Content automatically appears on the respective detail pages.



Types of A+ Content

| | Enhanced product description* | | Brand content |
|--------------------------------|--|---|---|
| | Basic A+ | Premium A+ | Brand Story |
| What is it? | Elevate your product descriptions and highlight key features with images, customized text placements, and shoppable product-comparison charts. | Build more engaging and informative product listings by upgrading to larger images, videos, interactive hotspots that allow customers to hone in on product features, clickable image or video carousels, Q&A modules, and shoppable content. | Share your brand's story, values, and mission across all of your product listings. Your story can also help drive traffic to your brand by offering links to your Brand Store and other products in your catalog. |
| Best for: | If you're just getting started, or have simple products that don't require extra details. | If you have similar products for shoppers to compare, or products with a lot of details or tech specs. | Building brand awareness or if you have a brand story that's directly connected to your products. |
| Important: | This content is located under "Product description" on listings. | Premium A+ also includes all the features of Basic A+. | This content is located under "From the brand" on listings. |
| Text & images | ☑ | ☑ | ☑ |
| Image size | Varied | Varied - high-res | 362 x 453 |
| Max modules per project | 5 | 7 | 19 |
| Types of modules | 14 | 19 | 4 |
| Gen AI enabled | ☑ | ☑ | ☑ |
| Mobile optimized | | ☑ | |
| Video | | ☑ | |
| Comparison chart | ☑ | ☑ | |
| Hotspot | | ☑ | |
| Q&A module | | ☑ | ☑ |

*Only one enhanced product description type can be live on a product listing at a time.