



Drive discoverability and sales with A+ Shoppable Collections

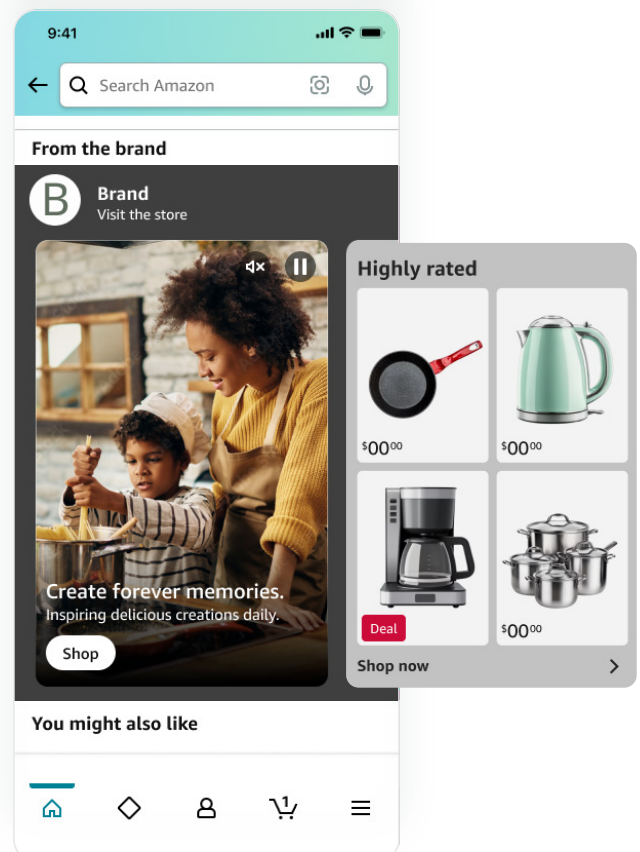


Showcase product collections in an upgraded Brand Story experience that helps shoppers explore your products and easily purchase them.

A+ Content is more powerful and shoppable than ever, with rich brand content modules, including shoppable videos, collections, and comparison charts.

A+ Content Shoppable Collections features interactive brand imagery and products in a scrollable carousel like Brand Story, but enhanced capabilities allow you to strategically group products, highlight deal pricing, and drive shoppers directly to your product pages. Shoppable Collections are the perfect opportunity to spotlight your new products and latest deals.

- **Help shoppers discover your products**
Showcase popular and custom product collections, lifestyle imagery, and videos to help shoppers explore your products and see them in use.
- **Streamline the path to purchase**
Point shoppers directly to your featured products with interactive content modules at a key point during the product discovery stage.
- **Drive sales through cross-selling**
Inspire additional purchases by spotlighting complementary products or others that you think shoppers will like in custom collections.



How it works

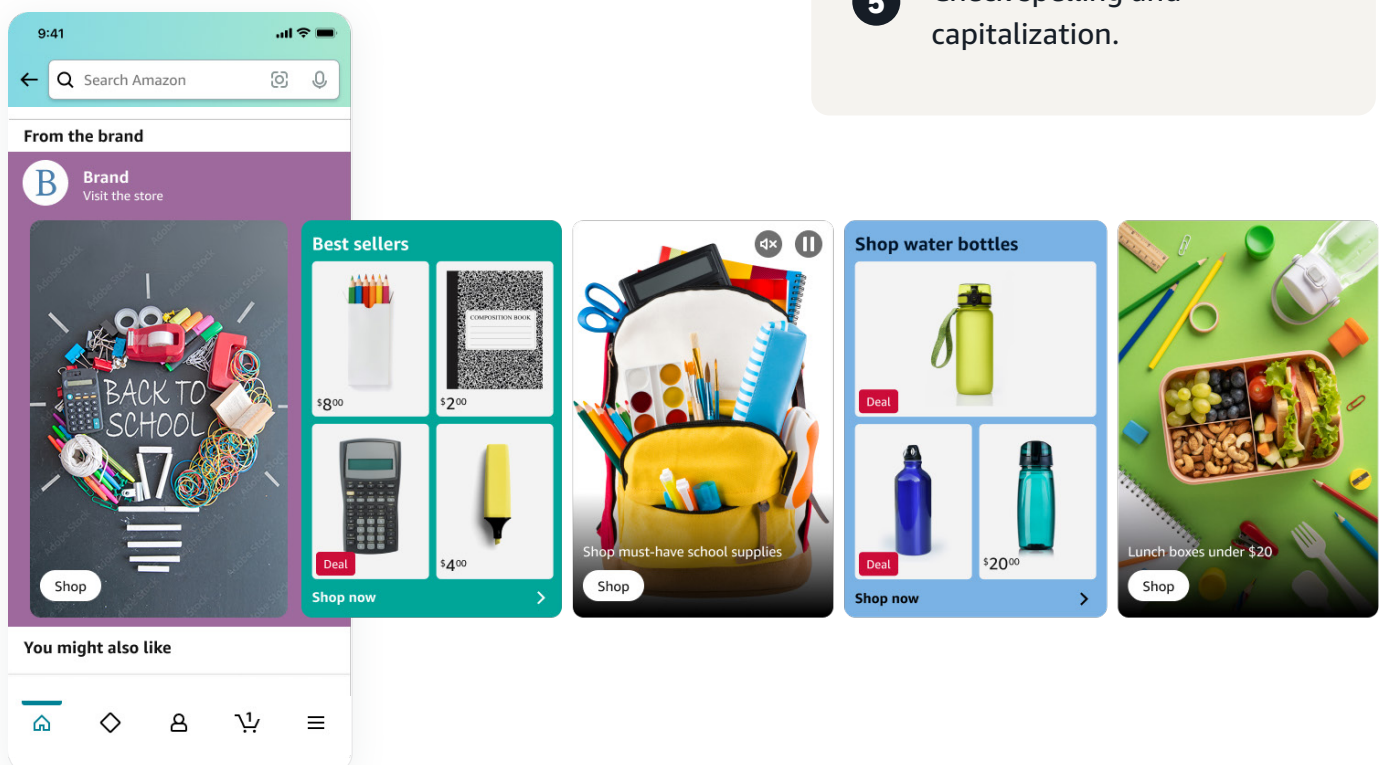
Select products for your collection: Create custom collections, such as new releases, unique product lines, or seasonal themes. Or, use one of the recommended collections: best sellers or highly rated products. You can include backup ASINs to feature in case a primary ASIN goes out of stock.

Build your carousel: Select high-quality videos, lifestyle images, and product collections to fill 6-10 carousel cards in any order you like.* Each of the best-seller and highly rated collections can be used once, and all other cards up to three times. Prices, deal badges, and out-of-stock replacements are applied automatically.

Feature your collections: Shoppable Collections appear in a primary placement on product listings, so if you're using Brand Story, Shoppable Collections replaces it. All carousel cards and their contents are interactive, allowing shoppers to click to the product pages or Brand Store to learn more or make a purchase.

Best practices

- 1 Prioritize a best seller or highly rated collection for the best performance.
- 2 Add card background colors to stand out and ensure high enough contrast with text.
- 3 Create short, clear headlines to describe collections.
- 4 Mix card templates to make the carousel more visually interesting.
- 5 Check spelling and capitalization.



*Gen AI is not available for A+ Content Shoppable Collections.

The four types of A+ Content

	Enhanced product description		Brand content	
	Basic A+	Premium A+	Brand Story	Shoppable Collections
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.	Showcase both your brand and your products through an upgraded Brand Story experience on product listings. The content features themed collections that help shoppers discover more of your products and enables cross-selling opportunities.
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.	Driving discoverability and sales of new products and other collections, and cross-selling across complementary products.
Important:	This content is located under "Product description" on listings.	Premium A+ also includes all of the features of Basic A+.	This content is located under "From the brand" on listings.	If you're already using Brand Story, this upgraded content type replaces it.
Text & images	✓	✓	✓	✓
Image size	970 x 300	1464 x 600	362 x 453	285 x 435
Max modules per project	5	7	19	10
Types of modules	14	19	4	6
Gen AI enabled	✓	✓	✓	
Mobile optimized		✓		✓
Video		✓		✓
Comparison chart	✓	✓		
Hotspot		✓		
Q&A module		✓	✓	

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