

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.