

# ENHANCED BRAND CONTENT FOR BRAND OWNERS

## What you'll learn

Enhanced Brand Content (EBC) is a useful tool that can increase your product sales while you build a recognizable brand on Amazon. EBC provides your brand the advantage of engaging customers directly on the product detail pages. Adding EBC to your detail pages can increase traffic, conversion, and sales, and can help to reduce returns and bad reviews. This tool is currently exclusively available to brand owners enrolled in the Amazon Brand Registry.

# What is Enhanced Brand Content (EBC)?

Having EBC on a detail page has been shown to attract more customers and can lead to a sales increase of 5% or more<sup>1</sup> in the first year after the content is added to the page.

Sharing your brand's story and educating customers about your product helps build brand awareness with customers. The Enhanced Brand Content tool allows you to do this by adding additional images, text, and merchandising modules to engage customers and provide more information as they consider purchasing one of your products.

“Enhanced Content on our Amazon pages is a very powerful way for us to display our product.”

👤 Seller: DBROTH, August 2016, Camera

## Standard detail page product description

### Product Description

Size: Queen

Unbox a better tomorrow with dreamy layers of comfort by experiencing all the Dream Bed has to offer. The layer of memory foam conforms to your body, and has a fast recovery factor, providing you the ultimate support and comfort. By adjusting to your body weight and temperature, you can enjoy a luxurious and stress free night's sleep. Its premium latex design allows for breathability throughout the mattress, which dissipates body heat and wicks moisture away from your body. This latex layer allows the mattress to retain its shape and maintain its firmness. The smart design of the Dream Bed brings these layers together to provide you better sleep, leading to better health and an overall wellness. Not only is this mattress a breeze to sleep on but also to set up for your bedroom. It is shipped in our unique pack and roll box which allows for easy mobility and transport. Just put the box where you want your bed, place the mattress on the solid surface you have chosen you want your bed to live, and watch your bed unroll and fully expand. Then it is time to enjoy your new Dream! With the convenience of unboxing, placing, unrolling and going to bed, it eliminates the hassle of your typical mattress and leaves you more time for relaxation and peace of mind. Everyone deserves to dream, and you will dream BIG night after night with this next generation mattress.

## Enhanced Brand Content product description

**Product Description**  
Size: Queen

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**Product Description**  
Size: Queen

- MEMBER LAYER**
- 1.5" LATEX**
- 1.5" MEMORY FOAM**
- 1" SUPPORT LAYER**

**Dreamy Layers**  
Unbox a better tomorrow with dreamy layers of comfort by experiencing all the Dream Bed has to offer. The layer of memory foam conforms to your body and has a fast recovery factor providing you the ultimate support and comfort. By adjusting to your body weight and temperature you can enjoy a luxurious and stress free night's sleep. Its premium latex design allows for breathability throughout the mattress which dissipates body heat and wicks moisture away from your body. This latex layer allows the mattress to retain its shape and maintain its firmness. The smart design of the Dream Bed brings these layers together to provide you better sleep, leading to better health and an overall wellness.

**Bed in a Box**  
Not only is this mattress a breeze to sleep on but also to set up for your bedroom. It is shipped in our unique pack and roll box which allows for easy mobility and transport. Just put the box where you want your bed, place the mattress on the solid surface you have chosen you want your bed to live, and watch your bed unroll and fully expand. Then it is time to enjoy your new Dream! With the convenience of unboxing, placing, unrolling and going to bed, it eliminates the hassle of your typical mattress and leaves you more time for relaxation and peace of mind. Everyone deserves to dream, and you will dream BIG night after night with this next generation mattress.

**Dream Pillow**  
Quiet the mind, refresh the body, and nourish the soul... then Dream It Forward with the Original Dream Pillow. The pillow responds to temperature and pressure to meet to your shape by creating the perfect support for your head, neck and shoulders.

**Buy One, Give One**  
There's nothing better than giving the gift of sleep. When you purchase The Dream Bed, we do and we want to share the gift of sleep with everyone everywhere. \*This pillow is not included with the purchase of the mattress.

**Decisions, Decisions**  
Get the comfort and support you deserve with the Original Dream Bed today! Not sure if this mattress is right for you? Get the cover! Another Dreamy option is the Cool Dream Bed - latex and memory foam combined with a layer of cool gel help you sleep at the perfect temperature.

**Product Description**  
Size: Queen

**The Dream Bed**

Nothing impacts our health, happiness, and success as much as a great night's sleep. Every purchase of The Dream Bed means a better night's sleep for you - and someone in need. Select the bed and give that lucky person either Original or Cool (both offering sleep as an affordable price) and get ready to start living the dream. We'll then donate a mattress to someone in need.

**Better Sleep. Better World. The Dream Bed.**  
#DreamItForward

**Dreamy Layers**  
Unbox a better tomorrow with dreamy layers of comfort by experiencing all the Dream Bed has to offer. The layer of memory foam conforms to your body and has a fast recovery factor providing you the ultimate support and comfort. By adjusting to your body weight and temperature you can enjoy a luxurious and stress free night's sleep. Its premium latex design allows for breathability throughout the mattress which dissipates body heat and wicks moisture away from your body. This latex layer allows the mattress to retain its shape and maintain its firmness. The smart design of the Dream Bed brings these layers together to provide you better sleep, leading to better health and an overall wellness.

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<sup>1</sup>Results are compiled from various studies performed by Amazon. Results vary depending on the quality of content, price of product, and the product category.

# Why

## should I add EBC to my product detail pages?

More than 55% of US shoppers begin their product search on Amazon, and they use the information on product detail pages<sup>2</sup> to do their research.

The product detail page is your point of interaction with the customer. Having content that engages them, educates them about your products, and gets them excited about your brand is key to driving a purchase and growing brand awareness. Having EBC on a detail page has been shown to attract more customers and can lead to a sales increase of 5% or more<sup>3</sup> in the first year after the content is added to the page.

### Benefits of adding EBC to an ASIN include:

#### Increase conversion

EBC pages can help convert customers who are on the fence about purchasing a product by providing more details that can help convince them to make the purchase.

#### Drive traffic

Adding EBC to your detail page can improve the product's search ranking and where your product shows up in Amazon search results.

#### Increase sales

Studies have shown that increased traffic and conversion that comes with adding high quality EBC can drive a sales increase of more than 5%.

#### Reduce customer returns & negative reviews

Providing customers with more information about your product, including specific feature details, functionality, and specifications helps them make a more informed purchase decision, which can lead to fewer returns and fewer negative customer reviews from unsatisfied buyers.

#### Encourage repeat purchases

Sharing your brand story and more information about your products can drive customers to explore your other products and increase repeat purchases from your brand, helping to develop a loyal customer base.

<sup>2</sup> <https://www.bloomberg.com/news/articles/2016-09-27/more-than-50-of-shoppers-turn-first-to-amazon-in-product-search>

<sup>3</sup> Results are compiled from various studies performed by Amazon. Results vary depending on the quality of content, price of product, and the product category.



*“The conversion rate on one of the ASINs we optimized with Enhanced Content increased by 40%, with sales up exponentially over the past year. The strategic use of EBC for our ASINs has clearly delivered the impressive results that we were striving for, so we will continue to expand on this strategy in the future to maximize success.”*

📍 Seller: Etekcify Corporation, July 2016, Home Improvement

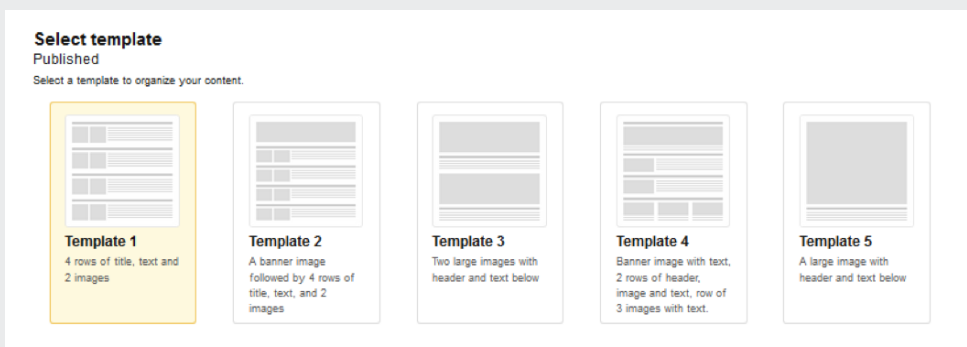
# How

## do I add Enhanced Brand Content to my detail pages?

To access the EBC tool you must enroll in, and be approved by, the Amazon Brand Registry. If you have not enrolled yet, refer to the Apply to the Brand Registry section in this [Help page](#) and click 'Apply to register your brand.'

After enrolling your brand, follow the below steps:

- 1 Select Enhanced Brand Content from the Advertising dropdown in Seller Central.
- 2 Enter the SKU of the product you want to add content to. If you add content at the parent level, the template will publish to every child as well.
- 3 Select one of the five templates: Templates 1, 2, and 4 feature many image placements, where templates 3 and 5 work well with fewer, large images.
- 4 Follow the prompts at the top of the page: Add images that maximize the allotted space, add text to the designated text boxes to describe the details or features of your product.
- 5 Preview the page to make sure all the images are loaded properly and it looks like your other branded pages to provide customers a consistent experience with your brand.
- 6 Submit to Amazon for system review. If the page is approved, it will be auto-published within 7 days. If violations are found in a submission, your dashboard will show that SKU as "rejected".
- 7 If your content submission is not approved, select "edit" in your dashboard to modify the page and then resubmit. When revising the submission you will see the reason for the original content rejection at the top of the page. To avoid having to edit and resubmit your content make sure your content:
  - Has clear images without any text.
  - Is free of spelling or grammar errors.
  - Does not contain specific pricing or promotion details.



### Tip

A general piece of advice about what to include: think about what questions your customers may have or what information they may want.

# Enhanced Brand Content

Keep these strategies and best practices in mind as you get started with Enhanced Brand Content:

## Tip 1 Add content for all your products

For the largest initial impact, focus first on adding content to ASINs that already have lots of traffic. However, in order to maximize brand awareness and create a consistent experience for your customers, continue to add content to all ASINs.

## Tip 2 Add EBC to Sponsored Product and deal ASINs

Running a Lightning Deal or Sponsored Products campaign can drive a lot of traffic to your ASIN. Adding EBC to these ASINs before they are merchandised can help you convert these customers and may lead to higher brand recognition and repeat purchases.

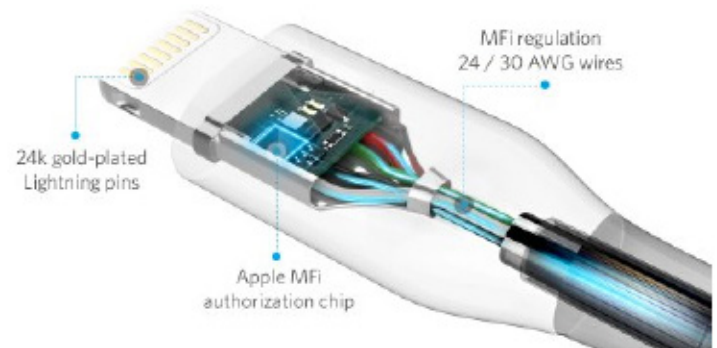
## Tip 3 Make your message clear

Customers spend a short period of time on each ASIN so use EBC to highlight the most important information you want to make sure they read. You don't have to add every product detail.

*This example has a great use of space. It showcases product features without using too much text.*

## Lightning Fast Power

Using the very latest Apple-issued C48 connector, PowerLine Lightning ensures the fastest possible charge for any Lightning-powered iOS device. That's up to 20% faster than non-certified cables, saving you hours of time.



### PowerLine Lightning

The world's faster and durable Lightning cable.

### From ANKER, America's Leading USB Charging Brand

Faster and safer charging with our advanced technology  
10 million+ happy users and counting

# Enhanced Brand Content

## Tip 4 Use professional quality images and highlight product features

Use images that highlight product features or show your product in use. Customers use this content to learn more about the product so avoid generic or lifestyle images that don't showcase the product. The example below has professional quality images and shows how the product works.

## Tip 5 Know your customers and their purchase barriers

For the most impact on conversion and sales, be sure to address your customers' most common concerns. Pull insights from customer reviews, returns, and customer communication to identify what topics you should cover.

## For more information

Visit the following resources for additional details and help creating Enhanced Brand Content:

[Seller Central EBC page](#)  
Detailed overview of Enhanced Brand Content

Here are a few examples of high quality EBC pages:

[Consumer electronics](#)  
[Apparel](#)  
[Grocery](#)



### 1 Pour tea into infuser

Tear open the pouch and pour tea into the infusing basket that comes with your cup or teapot.



### 2 Pour water over leaves

Place infuser basket inside the vessel. Pour hot water over the tea leaves and steep (see tea packaging for suggested water temperature and steep times).



### 3 Sip and enjoy

After steeping, remove infuser basket and enjoy!