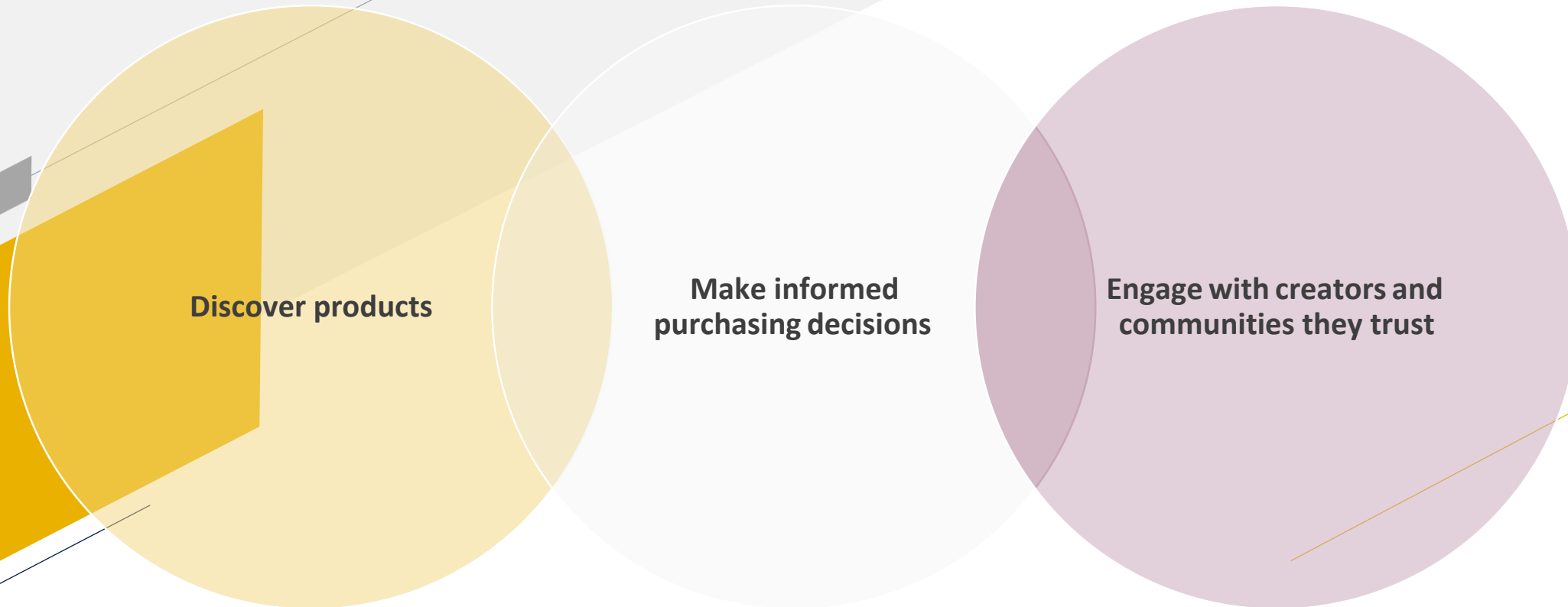


Amazon Shopping Videos

External Facing Pitch Deck

Video is a core part of the customer journey

More than ever, shoppers use video to*:



Discover products

Make informed purchasing decisions

Engage with creators and communities they trust

* ["Digital media trends survey, 13th edition,"](#) Deloitte, March 2019

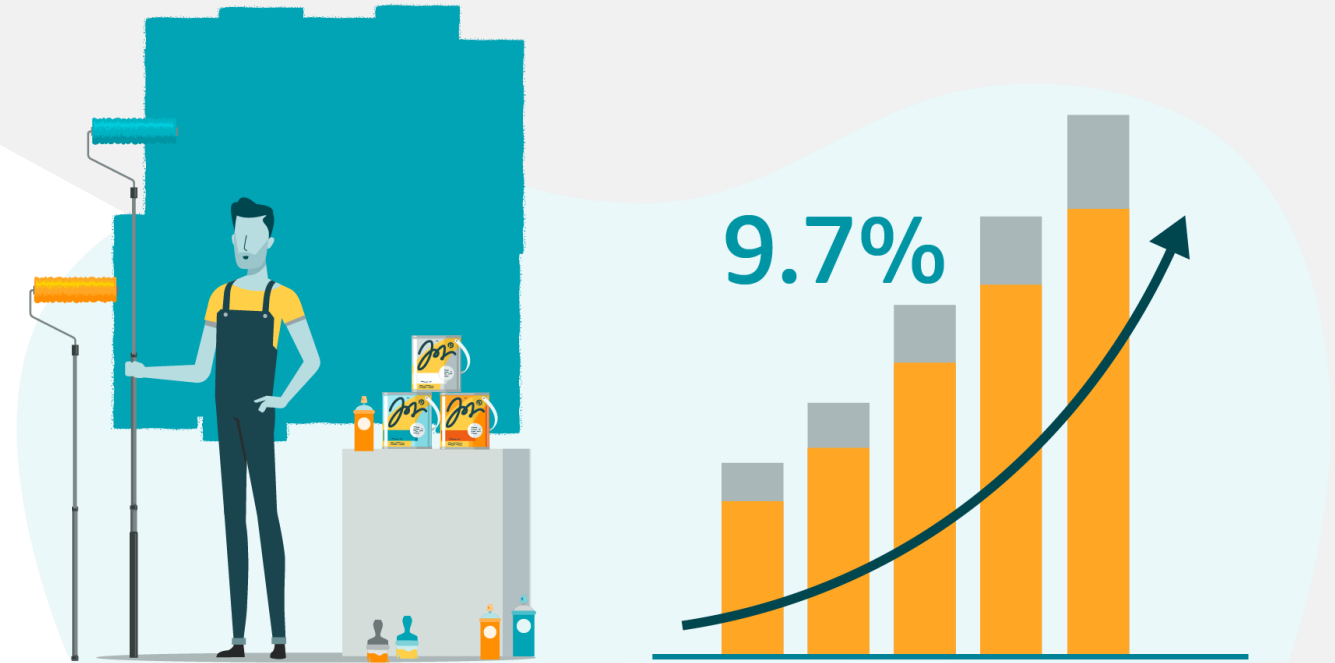
* Source Amazon study highlighting the lift in third-party seller revenue when a video is added to a listing where no video existed before, studied over a 90 day period (2018-2020 US data)

* [Coresight Research](#)

The value of video

Selling Partner Incentives

- Improve product/brand awareness
- Decrease returns & damages
- Improve product conversion & sales
- Improve attach rates
- Impact customer experience



*Source Amazon study highlighting the lift in third-party seller revenue when a video is added to a listing where no video existed before, studied over a 90 day period (2018-2020 US data)

3.6x conversion

Shoppers who watch videos are up to 3.6x more likely to convert than non-viewing shoppers.*

Diversify product videos

Videos for every step in the customer journey

Product demonstrations

Troubleshooting and installation guides

Short form social media style content

Videos from your influencer/ambassador network

Brand storytelling

Value based content (e.g. sustainability practices)

Engage consumers through video

Strong video presence \neq incremental investment (\$)

Tell your brand story beyond the descriptions on your detail page

- Create demonstrative and authentic branded content
- Build a trusted reputation and consumer loyalty
- Highlight your products' unique qualities and value

Leverage existing assets that can enhance the Amazon shopping experience

- Utilize influencer or brand produced videos
- Utilize social media short-form videos
- Good video quality doesn't have to mean high-budget productions

Recommended video content

Set your brand apart from the rest

Storytelling

Troubleshooting

How-to

Product setup

Product review

Product demonstration




Recommended video content

Bee's Wrap: beeswax sustainable reusable food wrap storage

 | Video



Helpful?  13



Optimize your video content

Prioritize high ROI ASINs

Resources	Sellers	Vendors
Learn more about videos on Amazon	Click to learn more	Click to learn more
Seller University	Click to learn more	Click to learn more
Video library widget	Navigate to the Video Library page in SC	Navigate to the Video Library page in VC
Manage your growth	Navigate to Growth Opportunities in SC	n/a

Amazon production guidelines

Build a community your customers can trust

Best Practices

Videos should be demonstrative, descriptive, product focused, and Amazon focused.



[Vendor Central](#) | [Seller Central](#)

Video Moderation Policy

We take the integrity of our community very seriously, and any attempt to manipulate Amazon's content policy is strictly prohibited.



[Vendor Central](#) | [Seller Central](#)

Uploading videos is simple

Navigate to VC/SC → Catalog/Items → Upload and manage videos

The screenshot shows the Amazon Vendor Central interface. At the top, there is a navigation bar with the Amazon logo, 'Home', 'Support', a search bar for support content, and a 'Swit Hello,' button. Below this is a dark navigation bar with tabs for 'Orders', 'Items', 'Advertising', 'Merchandising', 'Reports', 'Payments', 'Integration (EDI/API)', 'Learn', and 'Settings'. The 'Items' tab is selected, and a dropdown menu is open, listing various options. A blue arrow points to 'Upload and Manage Videos' in this menu. The main content area shows a 'Upload video to upload' section with a large arrow icon and the text 'or drag and drop'. Below this is an 'Upload video' button. To the right, there are form fields for 'Title *' (with a character count of 0/60), 'ASINs *' (with a note 'Enter product ASIN related to this video (1500 maximum)'), and 'Thumbnail *' (with a camera icon). At the bottom, there are 'Cancel' and 'Submit' buttons, and a note about required fields. A footer note states: 'Video requirements: .mp4 or .mov under 5 GB (480p or higher recommended). Do not include any URLs, including social media links and profiles, or direct users away from Amazon. Ensure that your video is in the dominant language of the store and that the products tagged are included in the video. For any questions, see our Community Guidelines.'

Join the future of video shopping on Amazon

