

# Amazon Shoppable Videos

Did you know 82% of people have been convinced to buy a product after watching a video?<sup>1</sup>

Shoppable Videos, also called detail page videos, can be found in the Media Block next to a product's main imagery. They can also appear below the fold, in search, and throughout the Amazon shopping journey.

## Uploading videos to your product pages can help:

### 1 Improve product sales and conversion

Uploading videos can help increase sales up to 9.7%<sup>2</sup> and drive 5x conversion.<sup>3</sup>

### 2 Decrease returns by more than 40%<sup>4</sup>

Upload informative videos like product assemblies, unboxings, and how-to guides.

### 3 Optimize customer experience

Entertain, inspire, and inform customers with authentic video content.

### 4 Differentiate your product and brand perception

Tell your brand story and let customers know what makes your product unique.

## Feature Purpose-Built Content

Focus on creating informative and authentic content that aids with pre-purchase decision making and/or post-purchase product use.



Product demonstration



Product setup



How-to / Try-ons



Storytelling



<sup>1</sup> Video Marketing Statistics 2024, <https://www.wyzowl.com/video-marketing-statistics/>

<sup>2</sup> Amazon internal data, studied over a 90 day period (2018-2022 US data)

<sup>3</sup> Amazon Data US January to July 2023

<sup>4</sup> Amazon internal data, Worldwide, January - December 2022

# Amazon Shoppable Videos

Need help getting started?

Find personalized recommendations for how you can use videos to grow your business at the top of the 'Upload and Manage Videos' page in Seller Central. We provide content guidance based on what will drive the greatest benefit for ASINs in your catalog.

## Review your personalized recommendations by following these simple steps:

- 1) In Seller Central, open the dropdown under 'Catalog' in the main menu
- 2) Select 'Upload and Manage Videos'
- 3) At the top of the page, select your desired business outcome ('Improve sales', 'Reduce returns') or view 'All' recommendations
- 4) Click 'Upload' to start adding videos
- 5) Fill in the required fields and 'Submit'

### Not ready to upload yet?

Select 'Export recommendations' in the top right corner to review in bulk.

**Review your video recommendations**



## How Are Recommendations Generated?

Recommendations are generated for a prioritized set of ASINs using sales and customer traffic data to encourage video uploads on your most impactful product.

## Diversify Your Video Content

Provide customers with videos that address more than one customer need. For example, some customers might need assembly instructions while others might want to understand what makes your brand or product different from competitors.

## Make Use of Existing Content

Leverage any existing content from your social media platforms, brand websites, and existing content library to enhance the Amazon shopping experience.



# Amazon Shoppable Videos

Want to understand the impact of your videos?

We know measuring ROI is important to you, so we've made it easy to track the performance of your videos. View sales conversion, views, and more with video performance metrics in Seller Central.

## Find video performance data by following these simple steps:

- 1) In Seller Central, open the dropdown under 'Catalog' in the main menu
- 2) Select 'Upload and Manage Videos'
- 3) Above your total catalog data, select your desired date range by clicking the dropdown default 'Last 30 days'
- 4) Scroll to the right in your catalog table below to view all available metrics

## Tool tips:

- Export your catalog's performance by selecting 'Export report' on the right side of the screen
- View data more granularly by filtering by video type, brand association, and language of video.

## What performance data is available?

You can view Total views, View duration percentage, Average view duration, Views conversion rate, and Product clicks in your catalog table.

## Where can I find metric definitions?

Hover over the metric name to view it's definition. For example, "Average view duration" is the average amount of time shoppers spent viewing your video.



**[Since uploading videos], we've seen an increase in conversion rates and a decrease in return rates. Video is the future of shopping.**

**Travis Killian**  
Founder of Everlasting Comfort



[Review your video performance](#)



# Amazon Shoppable Videos

Start uploading videos to your product pages

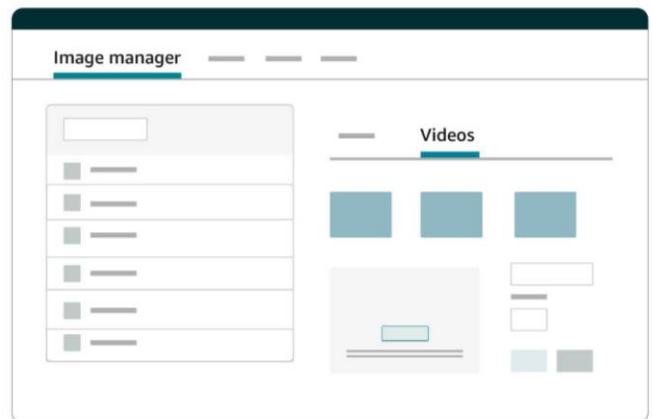
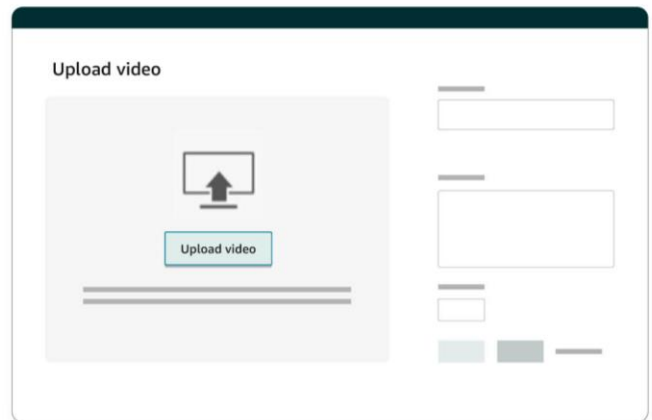
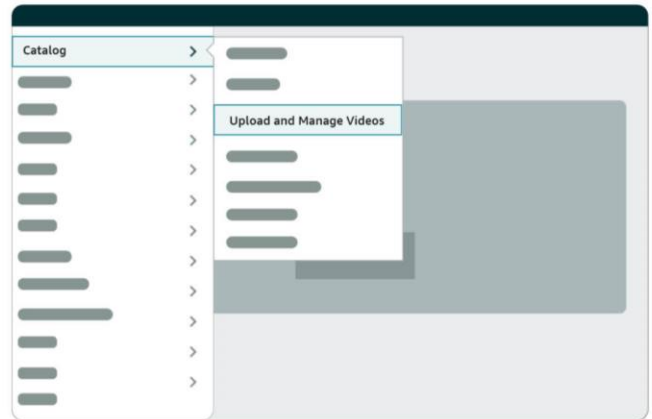
## Final checks

Keep in mind, your videos don't need to be high-budget productions. Your customers care about the quality of your content, but that doesn't mean content creation needs to be complicated. Keep it simple and make sure to check your lighting, background, and audio before uploading!

### Start uploading videos in Seller Central:

1. Under Catalog select [Upload and manage videos](#).
2. Click **Upload Video** on the right side of the screen.
3. Fill in the required fields, upload a video, and **submit**.

Note: You can assign a single video to multiple relevant products and/or upload multiple videos to a single product listing.



## Want more guidance?

View our [Seller University video](#) or navigate to our [help pages to find video related FAQs](#).

**Get Started**