

Shoppable Videos

Amazon Live Shoppable Videos

External facing deck

Video is a core part of the customer journey

More than ever, shoppers use videos to:



Discover new products



Make informed purchasing decisions



Engage with creators and communities they trust

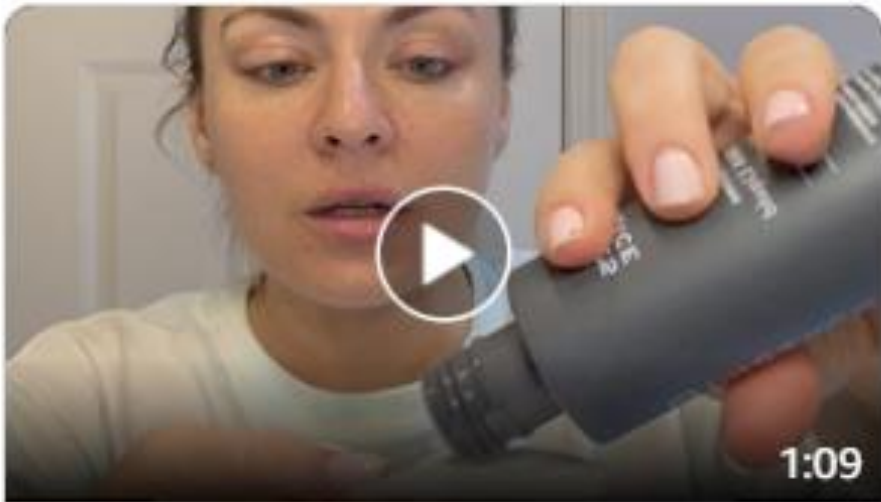
What are Shoppable Videos?

Shoppable Videos, or detail page videos, live in the Media Block on a product's detail page. They can also appear below the fold and in search.



[Click to see more videos](#)

Videos for this product



1:09



Everything You Need to Know + See it in Use & What it Does
delfina alden



2:46



DISCOLORED SKIN + LARGE PORES - This stuff blew my...
Zoey & Casey



0:56



The best exfoliant ever
Styles By Elke daily amazon shop



2:10



Benefits & What can Do for Skin + My Experience Over 5 Years
delfina alden



The value of videos on Amazon PDPs

Selling partner incentives

Uploading videos to your Amazon product pages can:

1

Improve product/brand perception

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

2

Decrease returns and damages

Upload informative videos to aid with purchase decisions and setup.

3

Improve product sales and conversion

By adding PDP videos, sales can increase up to **9.7%***. Moreover, customers that watch videos are **3.6x*** more likely to convert than non-viewing customers.

4

Impact customer experience

Entertain, inspire, and inform customers throughout their shopping journey with authentic video content.

Engage customers through video

Good quality content ≠ high budget production

Diversify your content

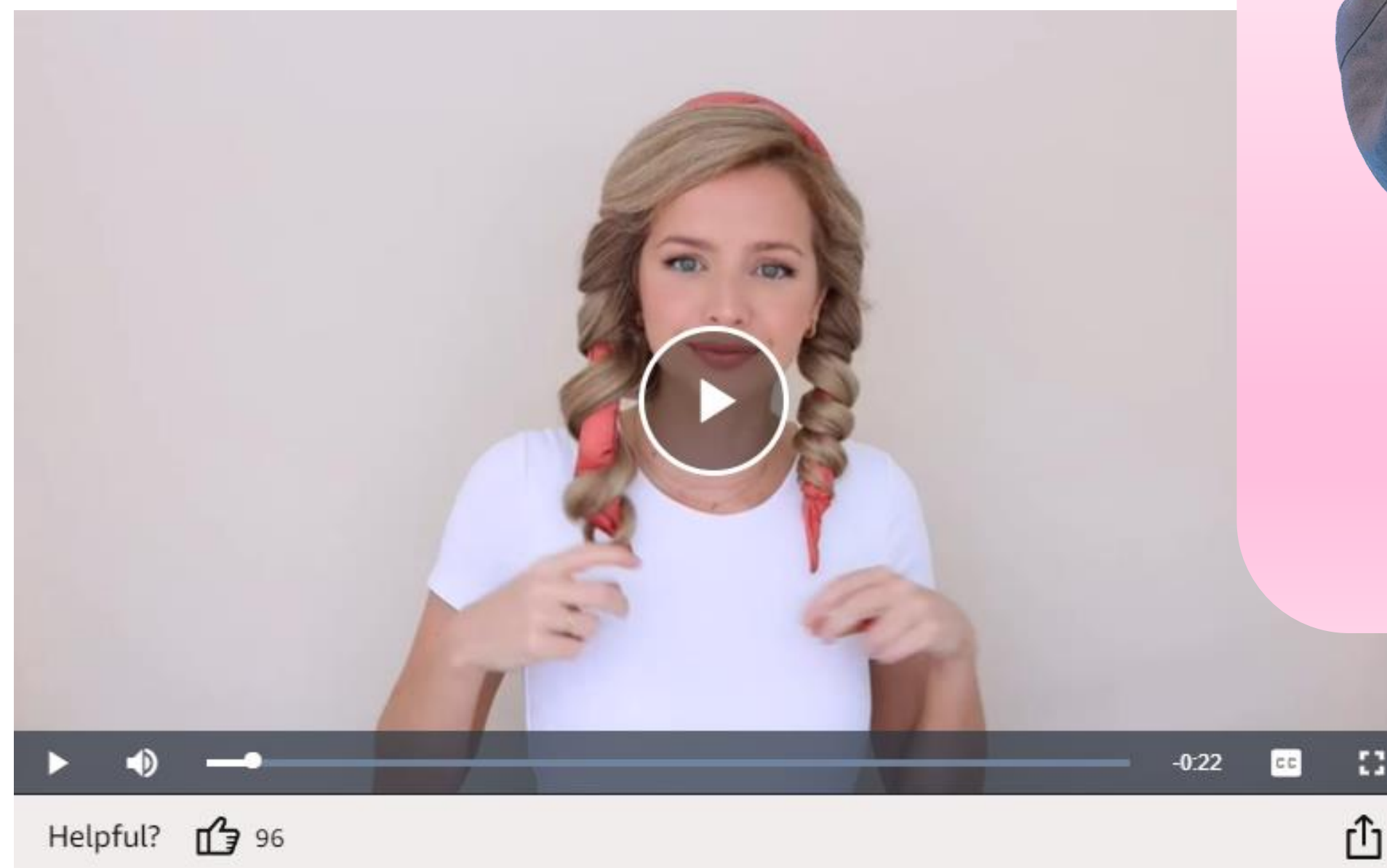
Customers want a wide range of videos that aid them with pre-purchase decision making, post-purchase product use and everything in between.

Recommended content:

- Storytelling
- Troubleshooting
- Social media lifestyle
- How-to / Try-ons
- Unboxing
- Product setup
- Product review
- Product demonstration

Focus on creating **demonstrative and authentic** content.

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



Recommended video content

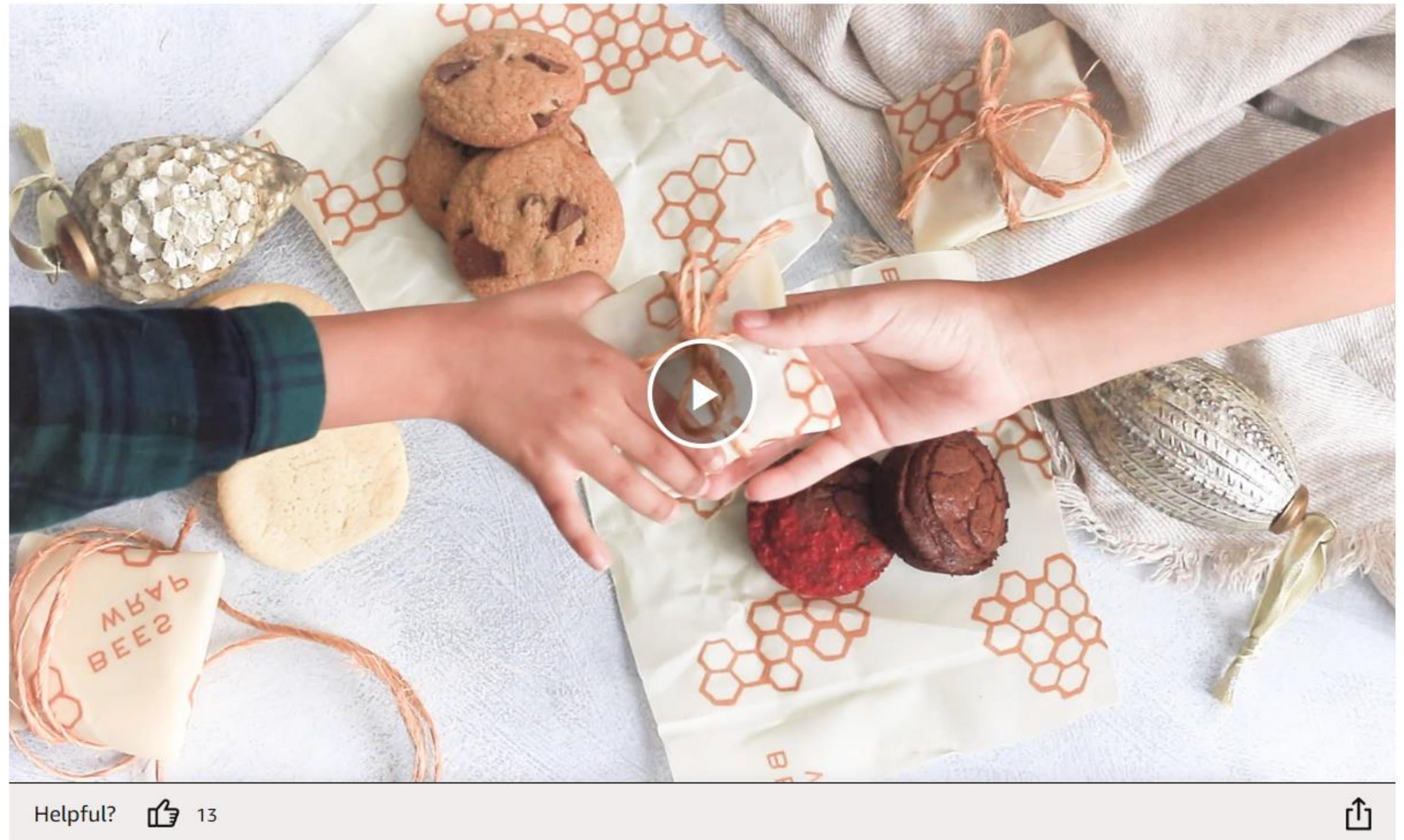
Best-in-class example: Bee's Wrap, beeswax sustainable reusable food wrap storage

Videos do not need to be high-budget productions. Instead, focus on creating **informative, demonstrative, and authentic content**.

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.



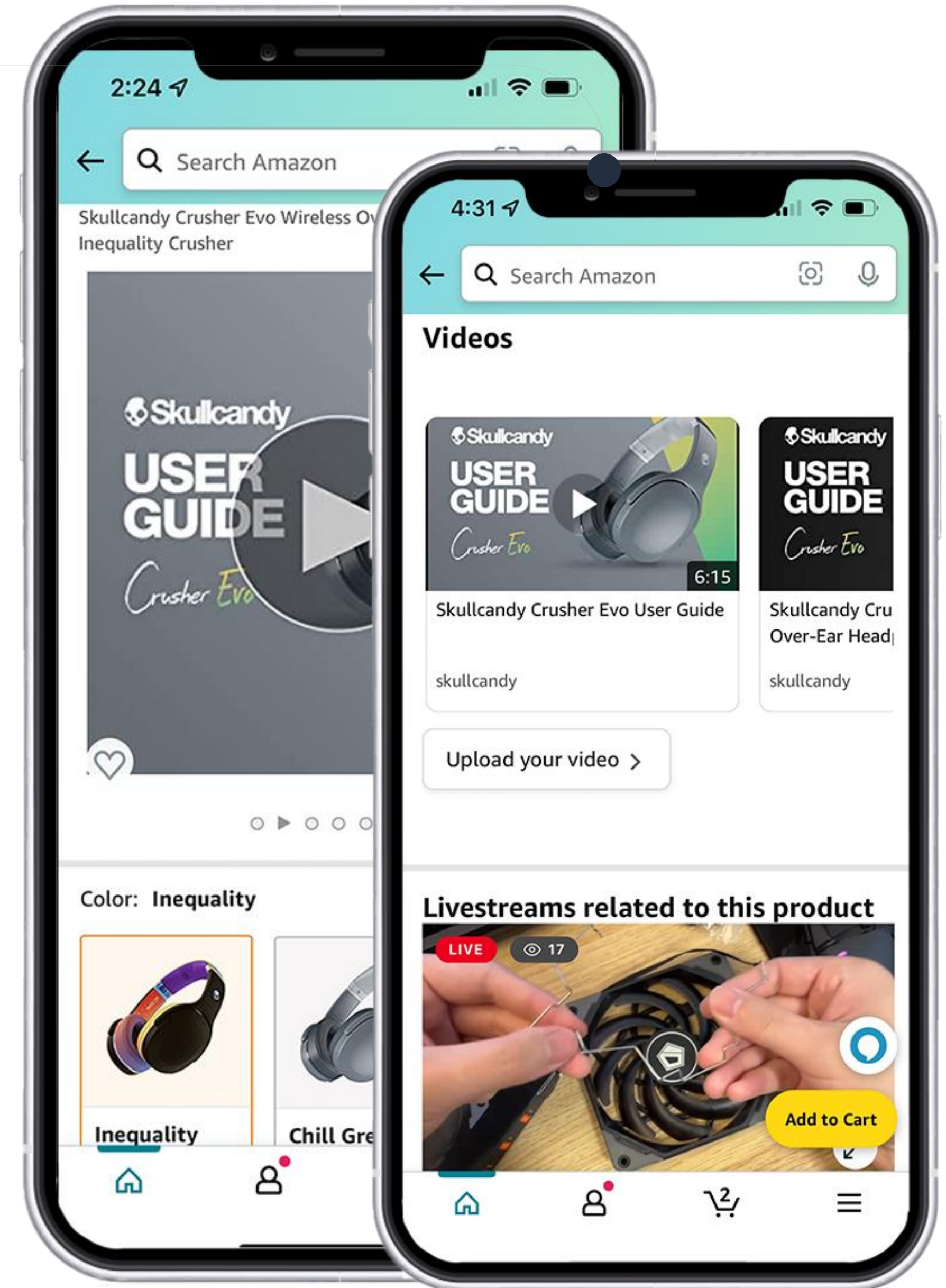
Video



Optimize your video content

Check out our
Education Hub

Watch our Seller
University video



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

Click to start uploading in [Vendor Central](#)

Click to start uploading in [Seller Central](#)

amazon

vendor central

Home

Support

Orders

Items

Advertising

Merchandising

Reports

Payments

Integration (EDI/API)

Learn

Settings

Up

Catalog

Listing Quality Dashboard

Add Products

View Product Submissions

Bulk product submissions

Edit Products

Upload Images

Upload and Manage Videos

Edit Item Costs

Direct Imports

Amazon Packaging Certification

Certify your products

Vendor certificates

Manage catalog feeds

Manage Product Documents

Upload and manage product documents, such as installation manuals and user guides.

Help

Upload video to upload (or drag and drop)

Upload video

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](#).

Title *

0/60

What should your customers know about this video?

Less than 60 characters is recommended

ASINs *

Enter product ASIN related to this video (1500 maximum)

Separate ASIN by spaces, commas, semi-colons, or returns

Thumbnail *

Cancel

Submit

* Required fields

By submitting this video to Amazon, you acknowledge and agree that it complies with the policy Amazon's [Community Guidelines](#), our [Restricted products policy](#), and you accept [Amazon's Conditions of Use](#), and [Privacy Notice](#).

Uploading videos is simple

As of Jan 2023, selling partners are able to upload videos in 'Image Manager' in addition to the 'Upload and Manage Videos' page.

Navigate to Items (VC)/Catalog (SC) → Video tab in Image Manager to begin uploading.

Click to start uploading in **Vendor Central**

Click to start uploading in **Seller Central**

amazon seller central

vse-test-seller3 | United States

Search

EN

Help

Upload and Manage Videos

FBA Inventory

Shipments

Upload Images

A+ Content Manager

Image manager

Bulk image upload

Submission status

Image education hub

Image manager

When multiple sellers sell the same product through a single detail page, our algorithms choose which images to present. For instance, images submitted by registered brand owners will be prioritized for display on the detail page above other seller-submitted images.

Search by ASIN or SKU

Showing 16 products

	Test Bed	ASIN: B0BMWKC... SKU: LW-58TU-C...	Live images
	VSE Test Product for MB Influencer Videos	ASIN: B08Y9C23GW SKU: PB-XNP4-65KL	Live images
	VSE Test Product for 3P Videos	ASIN: B0859NFWPS SKU: WC-MAYZ-0...	Live images
	VSE Test Product for The Number only Content id	ASIN: B08NFMZ9R SKU: SM-CJYV-4H...	Live images
	VSE CC Test - only Upload Videos with captions	ASIN: B08MTFGVH7 SKU: EZ-TY7Q-O6...	Live images
	VSE QA Brand, Vendor and Non Brand Videos	ASIN: B08D4X4W... SKU: OC-0206-UJ...	Live images
	VSE Protective Skin (Red)	ASIN: B0884L9GPY SKU: 6S-BJOQ-75F4	Live images
	VSE Protective Skin (Green)	ASIN: B0884H1YFV SKU: KW-NTZV-R...	Live images
	VSE Protective Skin (Blue)	ASIN: B0884QQDDV SKU: 3V-JRMU-M...	Live images
	VSE Protective Skin	ASIN: B0884CKNJ9 SKU: KI-R61E-EO...	Live images
	VSE Data Cable	ASIN: B0884CVR1R SKU: SM-3Z8O-6...	Live images
	Test Product-Not for retail	ASIN: B00T3FR0J2 SKU: W4-NKHQ-9...	Live images
	VSE TEST product - not for retail Black	ASIN: B0851MGF18 SKU: R8-E8NV-D5...	Live images

VSE Test Product for MB Influencer Videos

View product detail page

Registered brand owner

Images

Videos

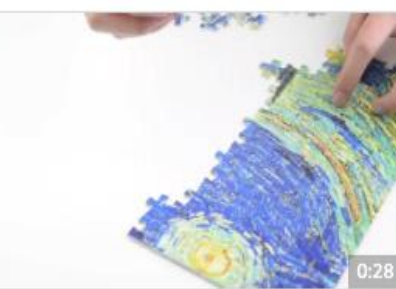
Videos submitted by you



4k thumbnail test



test video title edit



test upload video test test

Upload video

Select video to upload
(or drag and drop)

Upload video

Title *

What should your customers know about this video?

Less than 60 characters is recommended

Thumbnail *



Cancel

Submit

By submitting this video to Amazon, you acknowledge and agree that it complies with the policy Amazon's Community Guidelines, our Restricted products policy, and you accept Amazon's Conditions of Use, and Privacy Notice.

FEEDBACK

Program Policies

English

Download the Amazon Seller mobile app

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Thank you



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