

## “A+ Content”

### What Is A+ Content?

---

A+ content offers brand owners a way to engage with their customers to showcase the detail page with supplemental marketing content on their branded ASINs.

### Who Can Benefit From This Feature?

---

You must have a professional selling account and be registered as the brand owner through Brand Registry

### What Are The Benefits Of The Feature?

---

- Adding A+ content to your detail pages may result in higher conversion rates to increase sales, reduce negative reviews by highlighting product features, and increase searchability when paired with ads, deals, or coupons. Contributing this content may also decrease returns/refunds.
- Sellers can publish content to all ASINs that are registered under Brand Registry, sellers can have up to 20 submissions pending at a time

### Types Of A+ Content

---

#### Basic A+ Content

- Basic A+ Content allows sellers to provide additional details that complement the information already contributed to the listing, such as bullet points and images.
- This content will appear in the product description section on the detail page
- Image size 970x300
- Allows up to 5 modules on the detail page
  - Gives sellers access to a diverse set of modules and layouts for their content creation
  - Custom paragraph headers and images
  - Unique image and text layouts
  - Text editor, including bulleted and number lists
  - Comparison charts
    - Comparison charts allow for a minimum of 2 products/2 attributes to compare items in a product line or across your brand

#### Premium A+ Content

- Increase engagement with best-in-class detail page experiences available for supplemental marketing information, using more real estate on the detail page and richer media content compared to Basic A+ content.
- This content will appear in the product description section on the detail page
- Image size 1646x600
- Allows up to 7 modules on the detail page
- Sellers must have already submitted a brand story to all ASINs in their catalog
- Sellers must have at least 15 A+ submissions that have been approved within the last 12 months
  - Interactive hover hotspot modules
  - Enhanced comparison charts
  - Larger images on the detail page
  - Multiple video modules
  - Carousel modules
  - Question & Answer module

#### A+ Brand Story Content

- This type of content educates customers about the history of their brand, the brand's values, and product lines. Brand Story supports 1 module with up to 19 pre-formatted cards within a carousel experience and can be used in addition to A+ Content (Basic or Premium).
- A Brand Story appears in the from the brand section on the detail page
  - Carousel display with full screen background on desktop and mobile devices
  - Image and text cards

### What Is The Cost Of The Feature?

---

Currently there is not a fee for this feature. If this is something Amazon implements in the future sellers will be contacted.