

**UNLOCKING  
amazon  
PREMIUM  
A+ CONTENT**

**content26**



# AMAZON PREMIUM A+ CONTENT: A GUIDE FOR BRANDS

**Premium A+ content is Amazon's latest innovation for the product page. Product descriptions created with Premium A+ tools deliver an immersive shopping experience marked by interactivity and visual appeal.**

Premium A+ content appears under the "From the Manufacturer" heading as shoppers scroll through product information. It is **an alternative to Basic A+ content** (standard A+ modules), sharing the goal of creating an enhanced, dynamic product view.

This **new way to showcase products on Amazon** warrants attention from brands, as it has the potential to create an immersive shopping experience.

Unlike Basic A+, which offers plenty of text to describe features and benefits, the Premium A+ modules **favor high-resolution photos and videos**, with strict character limits for titles and paragraphs. This means creating strong Premium A+ pages will require an investment in top-notch imagery that not only tells a compelling story but also demonstrates product features.

# Executive Summary





## Executive Summary

Amazon has had enhanced content on its pages for more than a decade. Modular A+ content first became available through Vendor Central in August of 2014. In January of 2018, Amazon launched Premium A+ content.

### What is Premium A+ content?

Premium A+ content is Amazon's latest innovation for the product page. Characterized by immersive video and interactive experiences, it brings products to life for shoppers.

### How does it differ from Basic A+?

Standard A+ modules are text driven and focus on features and benefits. While Premium A+ still conveys essential product information, it prioritizes creating a mood or feeling over clarifying particulars.

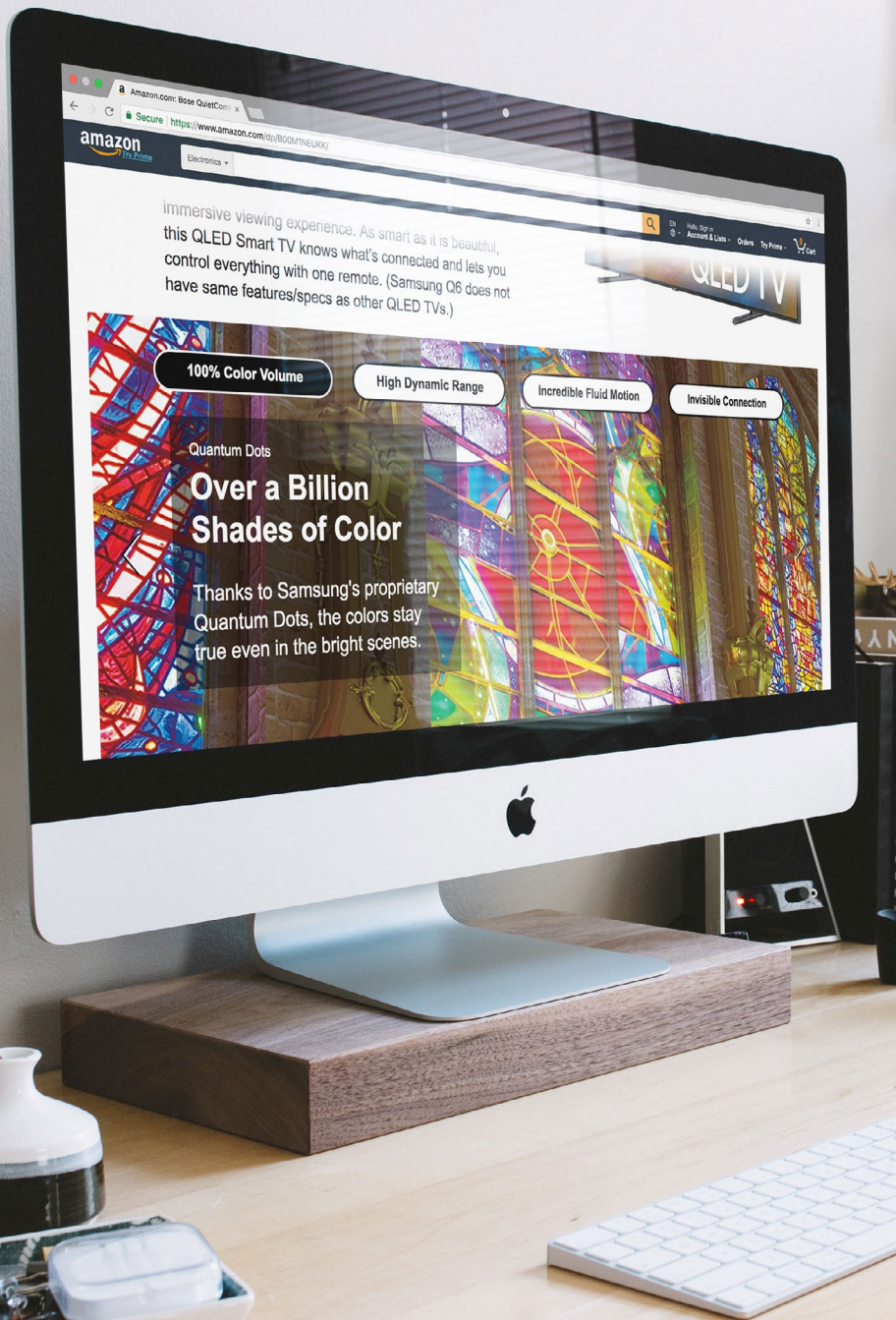
### What role should A+ content play in my ecommerce strategy?

Whether your Basic A+ page describes your product's unique features or your Premium A+ page shows your product in action, this content will help guide your customer to the "buy" button.

# What's New with Premium A+ Content?



## PREMIUM A+



# What's New with Premium A+ Content?

Let's take a closer look at the main features of Premium A+ content:

## 1. More Space

Like standard A+ modules, Amazon Premium A+ modules stack together and are often found below the "Frequently Bought Together" widget. **But with Premium A+, brands can build a stack of seven modules, up from five with the basic plan.**

## 2. Full-Width Imagery

Premium modules accommodate images that stretch across the page, appearing more ad-like. These photos can be placed alongside text or stand on their own. The width can reach up to 1,464 pixels for Premium modules. In the widest standard modules, the maximum photo width is 930 pixels.

## BASIC A+

### Q Picture



[View larger](#)

#### Quantum Dot

Our most dazzling color yet comes to life with the proprietary Quantum Dots, enhanced with a new metal core, creating over a billion unique colors. The result: unrivaled, realistic scenes you need to see to believe.



[View larger](#)

#### Q Color – Driving Perfection of Light and Color

Get perfect color with over a billion shades and 100% color volume with our exclusive new Quantum Dots.



[View larger](#)

#### Q Contrast – Magnificent Depth and Striking Contrast

Q | 4K HDR Elite+ with Infinite Array produces our best contrast and detail in the brightest and darkest areas on the screen at the same time.

## WHAT'S NEW WITH PREMIUM A+ CONTENT?

### 3. Hotspot Modules

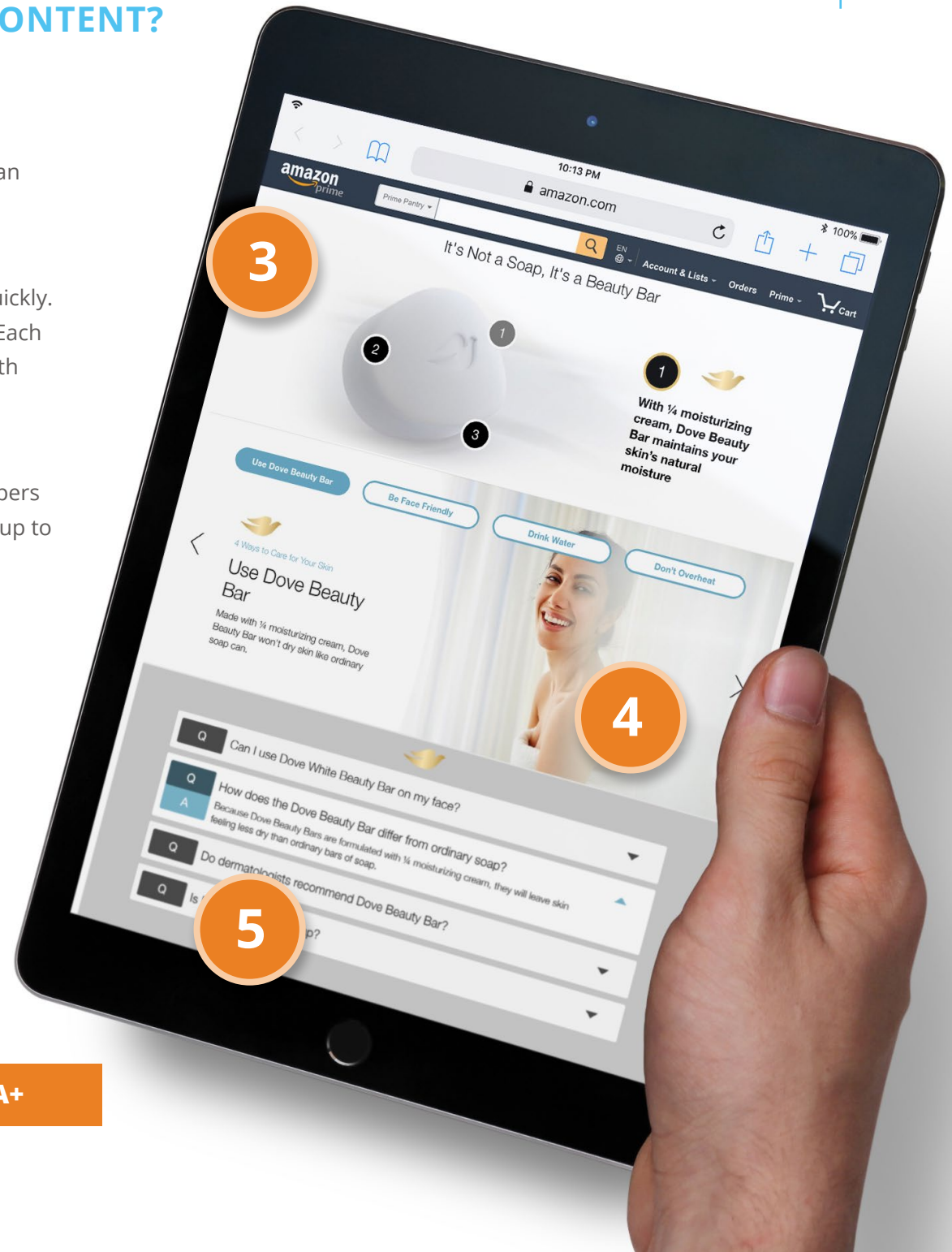
This module responds when shoppers hover over product features. The module has two different layout options, and can display up to six features.

### 4. Carousel Modules

These modules capitalize on a photo's ability to tell a story quickly. Five panels are available with three different layout options. Each panel has a photograph, a headline, and a subhead, along with body text of up to 100 characters.

### 5. Clickable Q & A

This module supports between two and five questions. Shoppers click on the arrow to reveal the answer. Answers can include up to 250 characters, or about two to three sentences.



PREMIUM A+



# WHAT'S NEW WITH PREMIUM A+ CONTENT?

## 6. Integrated Video

This module offers two different styles: a full-screen video module and an option where the video plays alongside text. Brands can still load videos into the product image carousel at the top of the page. Brands should think strategically about whether their videos show the product in action, provoke an emotional response, or detail features.

## 7. Comparison Charts

This module allows shoppers to compare products. The module offers three different styles: one for up to seven products that looks like a basic Amazon comparison chart, one for up to three that offers large photos, and a side-by-side chart, where customers can scroll through up to five products. Comparison charts are great for introducing a family of products.

**PREMIUM A+**

**TEXT TAKES A BACKSEAT**  
Premium A+ modules have significant text restrictions, due to short character limits for titles and paragraphs, so there isn't much space to describe product features and benefits. Complex products with multiple features require extremely smart use of imagery and text to make them work in Premium modules.



# Is Premium A+ Right for Your Product Page?

# Is Premium A+ Right for Your Product Page?

When it comes to online shopping, a product page represents the product on the shelf. Create a full, dynamic view of your product, and you will increase customer satisfaction and sales. Premium A+ works toward these goals in numerous ways, but it also has its downsides.

## + It Makes an Impression

Amazon carries *millions* of products in each category so standing out is a must. Images and videos offer customers an exciting look at your product. Compelling visuals tell stories quickly and feel relevant to today's consumer.

## + It's Interactive

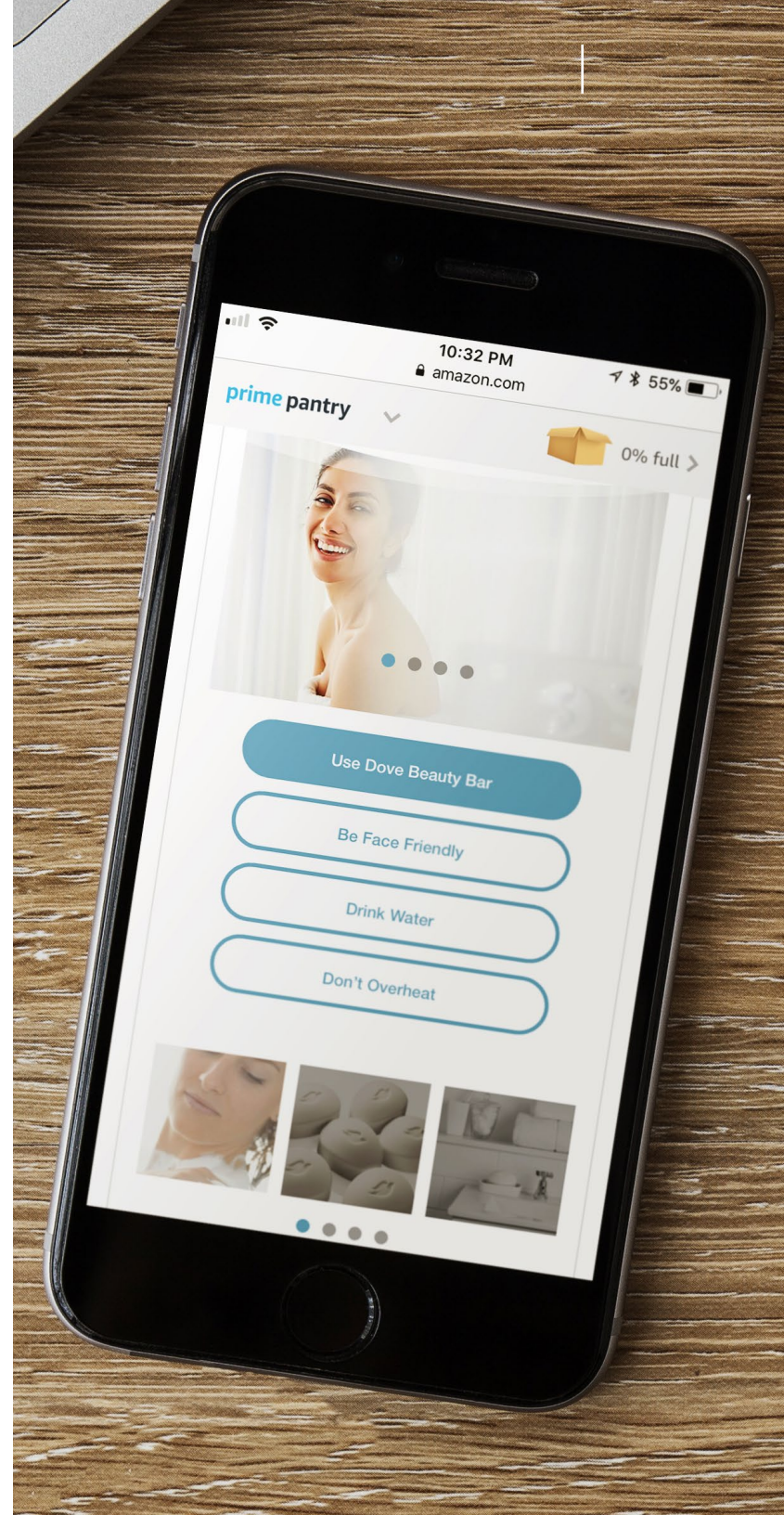
New Premium A+ modules invite shoppers to interact with a product. As they scroll through carousels or hover over hotspots, customers feel a sense of discovery and build a richer connection to a product.

## + It's Mobile-friendly

Premium A+ modules have been designed to look great on mobile devices. Images scale to the correct size and content is reorganized to fit smoothly onto the smaller screen. Even the interactive modules work on mobile devices.

### IMPACT ON CONVERSION

Amazon says that brands can expect up to 10% increase in sales by adding Basic A+ content. Amazon has not yet released conversion information for Premium A+ pages, but most likely, Premium pages will have a similar positive impact.





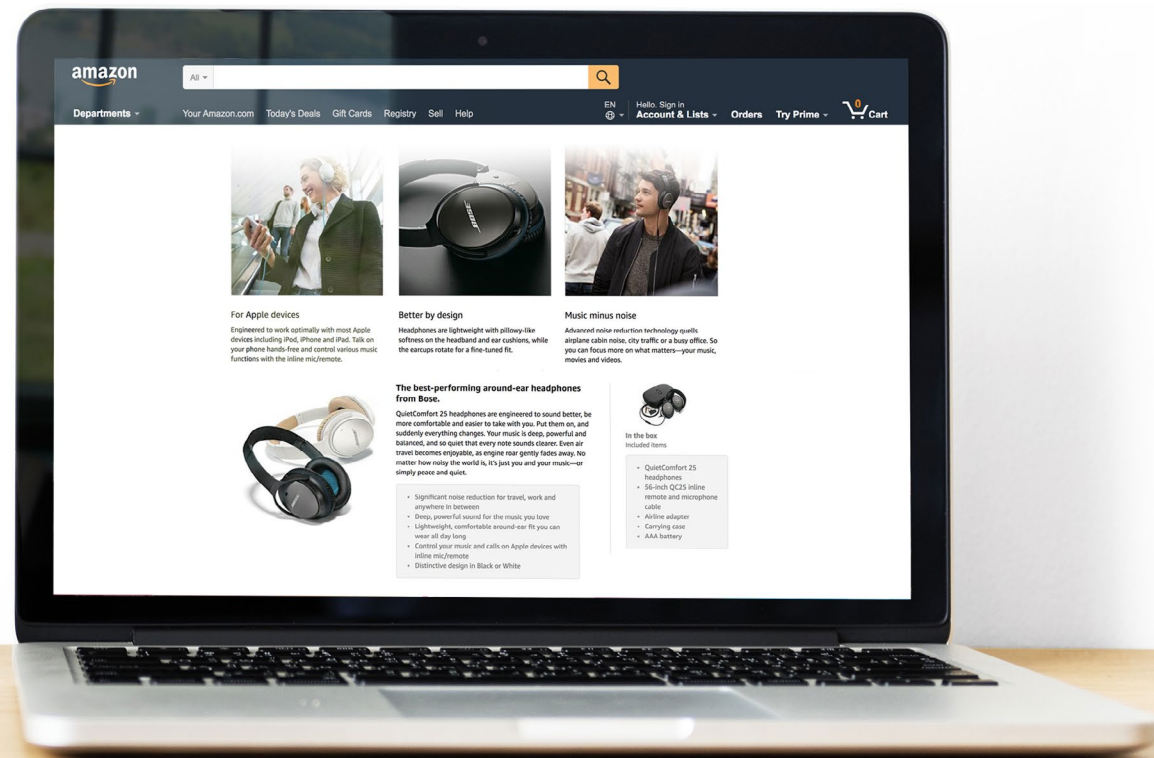
# IS PREMIUM A+ RIGHT FOR YOUR PRODUCT PAGE?

- **It May Overlook Certain Shopping Styles**  
The limited text means two types of shoppers may be better served by Basic A+ pages: those who are carefully researching a product's features and benefits, and those who are quickly scanning for information and not interested in clicking or watching videos.
- **It Requires Specialized Photos and Videos**  
The more information a brand needs to convey about their product, the more images and videos they'll need to create. We recommend brands have at least five high-quality images to make a decent Premium page.
- **Stricter Limits for Multiple Photos with Text**  
Modules with multiple images and text are available for two or four photos, only. Body text in these modules is limited to 150 characters, as opposed to unlimited in Basic A+, making them less useful for detailed product specifications.
- **No Bulleted Lists**  
Amazon is not offering Premium A+ modules with bulleted lists, and with only three line breaks allowed in most paragraph fields, building them is not recommended. This presents a challenge, as readers scanning for information often read these lists first.

## BASIC A+ HAS MORE ROOM FOR TEXT

Only the body text for the middle photo would fit on a Premium A+ page

**BASIC A+**



“Our research into Amazon content shows that different products require very different approaches to text, video, and images. For example, hedonic products benefit from pages that facilitate ‘social experiences’ through the use of lifestyle photos and more conversational tones. However, that approach could be detrimental to more utilitarian products. The key to succeeding on Amazon is to know your products and know your brand and create just-right content for them.”

- Colleen Harmeling, an assistant professor at Florida State University who was part of a research project sponsored by the University of Washington’s Center for Sales and Marketing Strategy . The team surveyed more than 10,000 Amazon shoppers to look at which product page factors played a role in purchase intent.

# Who Is Eligible for Premium A+ Content?



# Who Is Eligible for Premium A+ Content?

For now, Premium A+ content is only open to Amazon Vendors who have negotiated a deal with Amazon for access to this feature. Vendors are first-party sellers who sell their products in bulk to Amazon rather than directly to customers. Premium A+ is not currently available to third-party sellers who use Seller Central.

## Who Should Consider Premium A+ Content?

- ✓ Brands that have already invested (or are planning to invest) in high-quality digital assets
- ✓ Brands with products that benefit from an emotional connection with customers
- ✓ Brands eager to build an interactive experience on their Amazon page
- ✓ Brands that place Amazon at the center of their growth strategy

**PREMIUM A+**

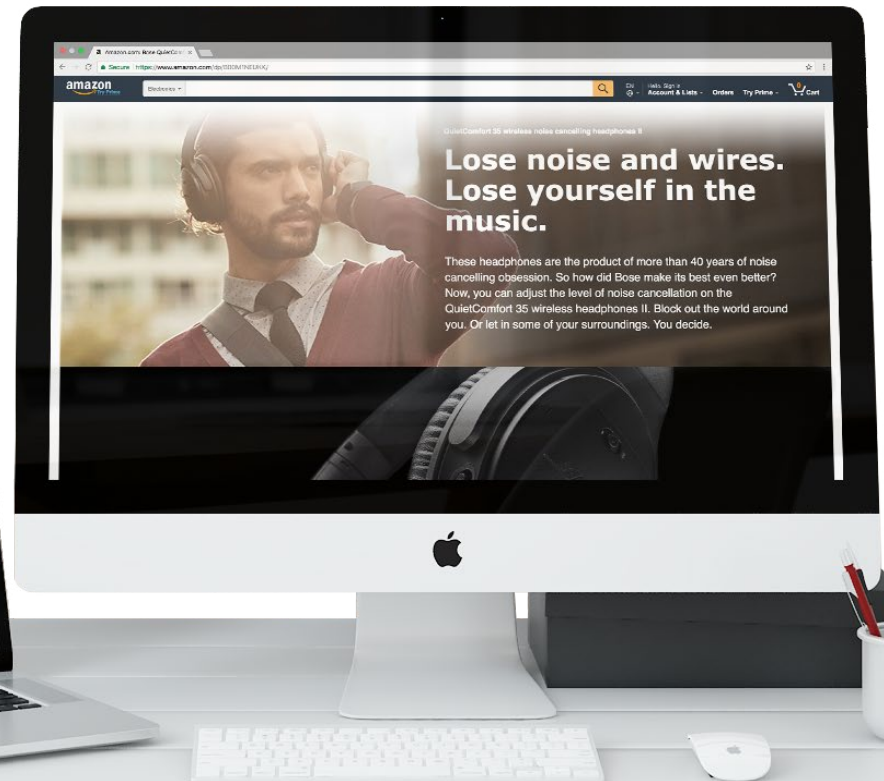
## SO WHAT ABOUT BASIC A+?

While exciting, the Premium treatment might not be the best choice for all products. Some brands will find that Basic A+ works better for them, given their limited imagery, legal requirements, or technical specifications.

Vendors no longer have to pay slotting fees for Basic A+, underscoring the fact that enhanced content should be the norm for all brands.

We recommend to our clients that they consult with us before deciding which type of A+ content to use.

**BASIC A+**



# How Much Does Premium A+ Cost?



## How Much Does Premium A+ Cost?

That depends. Amazon has done away with slotting fees for standard A+ modules, so it's safe to say Premium A+ is more expensive than Basic A+.

Each brand will have to negotiate a deal with Amazon and will pay a slotting fee for Premium A+ content.

Beyond the Amazon slotting fee, brands will have to choose whether to hire Amazon to build Premium A+ pages, do it in-house, or use an agency.

Those that hire an agency can expect to **pay 50 to 60 percent more to create Premium A+ than Basic A+.**

The good news is that when Amazon introduced Premium A+, they **eliminated slotting fees for Basic A+ pages.** These slotting fees for Basic A+ also depended on a brand's agreement with Amazon, but in some cases costed hundreds of dollars per page.

"It's exciting to see Amazon make Basic A+ less expensive for all brands; there should be fewer financial hurdles for brands to deliver a complete detail page experience," said content26 CEO Tony Martinelli. "Premium A+ allows brands to deliver an even more immersive brand and product experience, which is great news for brands with deep pockets."



# Side-by-Side: Premium vs. Basic A+ Content

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## PREMIUM A+

Slotting fee

Found "below the fold"

Up to seven modules

Limited text

No bulleted lists

Embedded video

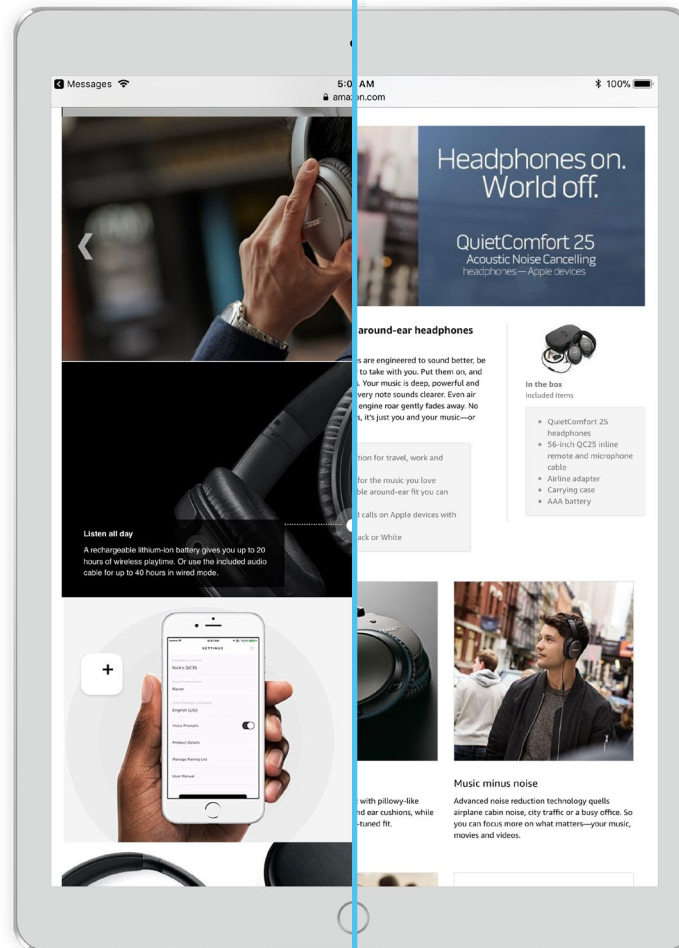
Full-width Imagery

Interactive modules

Multiple comparison chart layouts

Optimized mobile design

Immersive shopping experience



## BASIC A+

Free

Found "below the fold"

Up to five modules

Flexibility with text

Bulleted lists

No video

Smaller images

No interactive modules

Single comparison chart option

Adapts to mobile

Appeals to different shopping styles

Quiz:  
Am I Ready for Premium A+ Content?



# Quiz: Am I Ready for Premium A+ Content?

All brands should have a strategy for adding A+ content to product pages to build shopper confidence and increase sales. But which type of A+ content, Premium or Basic, is right for you? Take this quiz to find out.

## How good are your marketing assets?

- a. **Fantastic** (5+ high-resolution images per product including lifestyle photos and videos)
- b. **Good** (3+ high-resolution images per product and some lifestyle photos)
- c. **Subpar** (<3 high-resolution images per product)

## How would you describe your current A+ content?

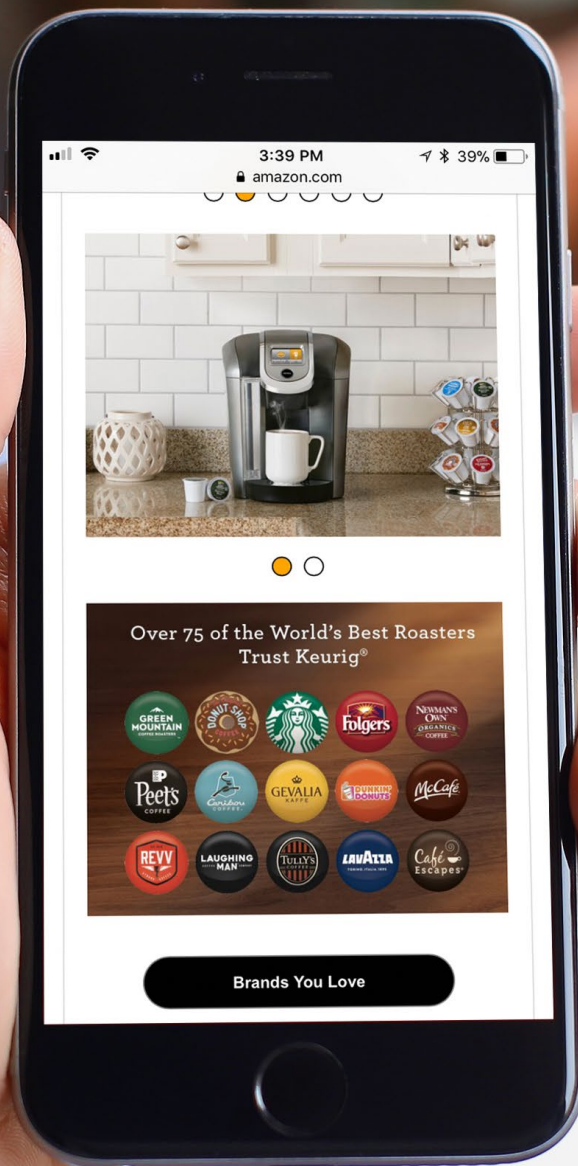
- a. **Comprehensive** (well-written, visually driven, SEO-rich content across entire catalog)
- b. **We're getting there** (we have a lot of high-quality content, but it's not exhaustive)
- c. **Starting out** (we're building asset libraries and prioritizing key products)

## How vital is Amazon to your online marketing strategy?

- a. **Crucial** (we expect most of our growth to come from Amazon)
- b. **Important** (we sell on multiple channels worldwide; Amazon is one)
- c. **Incidental** (we are focused on growth in other areas)

## How big is your content budget?

- a. **Robust** (it's a priority)
- b. **Solid** (works for us)
- c. **Restricted** (we're scrappy and make the most of limited resources)



## QUIZ: AM I READY FOR PREMIUM A+ CONTENT?

How would you describe your company's attitude toward new go-to-market strategies?

- a. **Early adopter** (not afraid of encountering setbacks as new channels gain momentum)
- b. **Cautious but curious** (excited about change, but not willing to plunge into it)
- c. **Skeptical** (we wait until its proven effective)

**BONUS QUESTION: What kind of products do you sell?**

- 1. **Lifestyle products** (products that are easily understood and benefit from a storytelling approach)
- 2. **Everyday products** (products that are practical and need to be presented in a straightforward way)
- 3. **Complicated technical products** (products with lots of features or legal disclaimers)

### SCORING

Five points for each 'a' answer

Three points for each 'b' answer

One point for each 'c' answer

### 20-25 points – You're ready for Premium A+

Your superior assets and exemplary product pages show the investment you've already made on the digital shelf. With growth planned for Amazon, your products may benefit from this new attention-grabbing, storytelling approach. Caveat: If you answered a 2 or 3 for the bonus question, you might want to consider whether you can provide your customers with the right amount of information with Premium A+ content.

### 10-19 points – Work towards Premium A+ (if it's right for your brand)

Continue to invest in asset creation while you build Basic A+ pages for all products that are well-written, SEO optimized, and visually appealing. Once the assets are there, ask yourself: Can you accurately represent your products with significantly less text? Does your product warrant a Super Bowl-esque approach to online advertising? If you answered '2' or '3' for the bonus question, Premium pages may or may not meet your needs.

### 5-9 points – Invest in the basics

Now that Amazon has done away with slotting fees for Basic A+ content for all Vendor Central users, it's time to get to work. Make sure as many of your products as possible have multiple high-resolution images and excellent basic content, then discuss building A+ content. Remember: excellent Basic A+ pages are still the hallmark of a good Amazon sales strategy.

“Premium A+ Content is an exciting new way to help products stand out on Amazon’s digital shelf. With an emphasis on rich photographs, dynamic video, and interactive experiences, Premium A+ represents a new approach to marketing on Amazon. Brands should be thinking about whether this approach will work for them.”

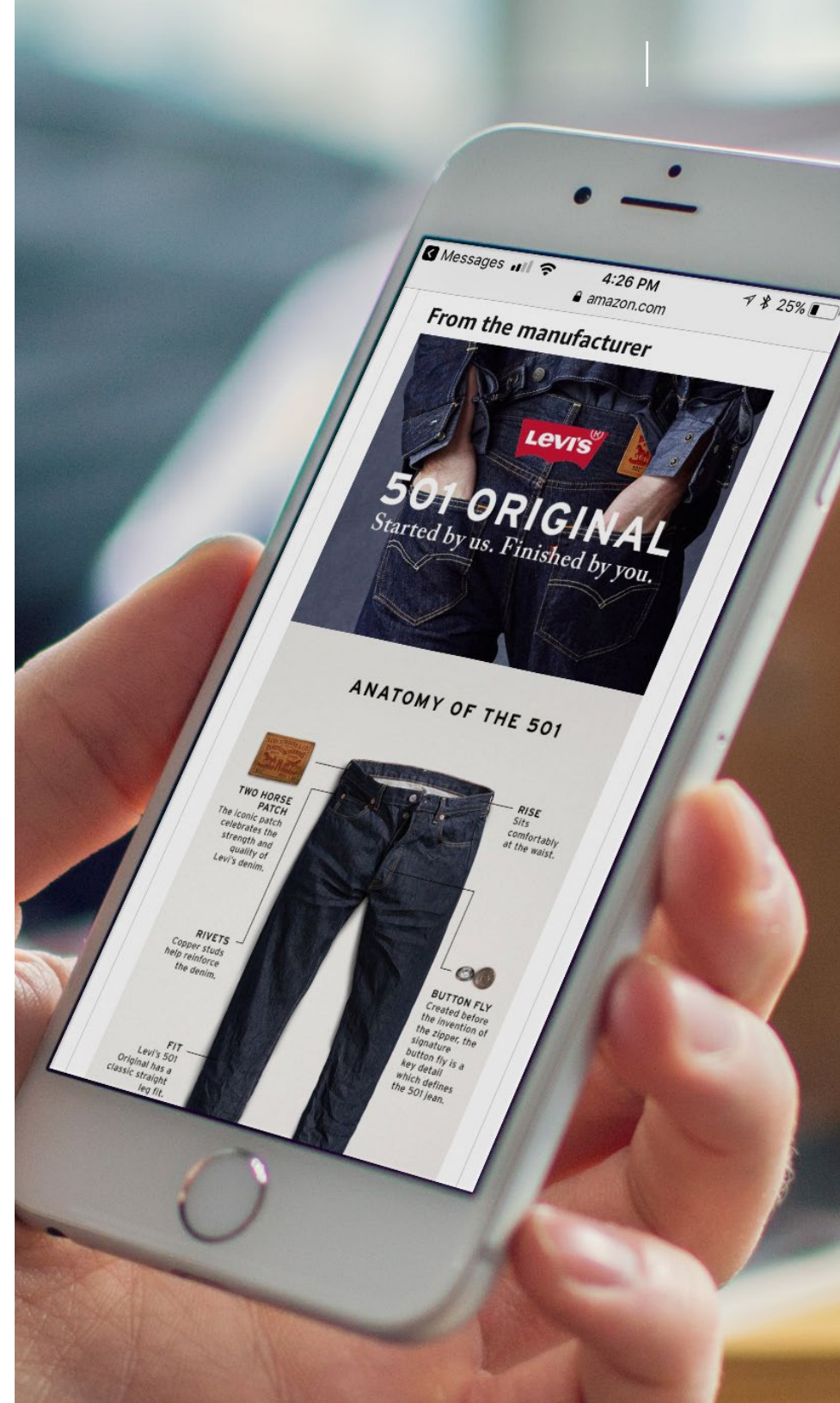
– Tony Martinelli,  
*CEO, content26*



# Advice for Brands

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- 1. Audit your Amazon content** – First, you'll want a clear sense of the state of your content on Amazon. Are your pages full of outdated information? Does the messaging reflect current brand initiatives?
- 2. Polish your basics** – Make sure your essential content (basic product description and bullet points) is flawless. This is the content that drives search, both online and voice. Your A+ content won't matter if shoppers can't find your products.
- 3. Audit your assets** – Once your basics are in order, it's time to make sure you have enough striking, high-resolution images and video to populate the premium modules. Think about creating an immersive world to showcase your product.
- 4. Understand your products and your customer** – Premium content is visually driven and, at its best, elicits a reaction, turning a transactional relationship into an emotional one. But pictures cannot replace words in their ability to convey clear information and answer questions. Make sure this is right for your product.
- 5. Commit to smart design** – It will be important to choose Premium modules strategically and to pay attention to how they're designed.
- 6. Understand the costs** – Remember, you'll have to negotiate with Amazon and your agency to access and optimize Premium modules.
- 7. Calculate which products are worth it** – Remember the 80/20 rule: 20% of your products result in 80% of your sales. Invest in that 20% first.
- 8. Create!**





# content26

With more than a decade of Amazon experience, content26 creates the content and manages the Amazon Marketing Services (AMS) campaigns for many of the world's most recognizable brands.

**To get a quote for your next project,  
contact us at [content26.com](https://content26.com)**