

HOW TO ADVERTISE ON AMAZON: **Intro to A+ Content**


Sellers and Vendors on Amazon have the option to sign up for A+ content, Amazon's product page enhancement suite that allows brands to create more compelling product pages.

What is it?

Amazon A+ content (also called Enhanced Marketing Content) is Amazon's term for certain additional layout options and product details available for product pages on their site. A+ content lets brands build product pages with additional ad copy, extra images or video, and things like comparative shopping charts to help woo potential buyers. According to Amazon, A+ content can give you the leg up on your competitors by driving an increase in sales from 3% – 10%. It's also a good way to distinguish your product from your competition and help fight **"competitor intimacy."**

You can tell if a product page features A+ content by looking for a "From the Manufacturer" section full of rich content and images like the below snapshot, as well as by the presence of videos or comparison charts. These alternate product content formats are designed to improve customer perception of your product and create a lift in sales.

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Use Echo to switch on the lamp before getting out of bed, turn on the coffee maker on your way to the kitchen, or dim the lights from the couch to watch a movie—all without lifting a finger.

Echo works with lights, locks, switches, thermostats, and more from WeMo, Philips Hue, SmartThings, Insteon, Nest, ecobee, and Wink. [Learn more](#)

"Alexa, turn on the lights."

"Alexa, set bedroom to 67 degrees."

"Alexa, dim my bedroom lights."

wemo SAMSUNG SmartThings hue PERSONAL WIRELESS LIGHTING INSTEON

tp-link works with nest ecobee

How much does it cost?

A+ content does have an additional cost, unless you already have a contract with Amazon that includes a certain number of A+ pages. Depending on your contract level with Amazon, fresh A+ pages can cost between \$100 to \$1,500 per page.

There are 2 different options for the creation of A+ Pages, self-creation and Amazon builds. Self-built pages require much more effort on the vendor's part, but have significant savings over the Amazon builds, which typically cost 3x as much as self-built pages.

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amazon a+detail pages

A+ Detail Pages are priced based on your current level of service. Please review the fee schedule below. If you do not have a designated level, basic pricing will apply.

[Back to A+ Detail Pages homepage](#)

Pricing

Self-Service Flat Rate per ASIN variation family

| | Basic / No Levels of Service | Silver | Gold | Platinum |
|-------------------|------------------------------|--------|-------|----------|
| Price per A+ page | \$600 | \$400 | \$200 | \$100 |

Amazon Builds for you (Price per ASIN variation family). Amazon Builds is not available for all categories or marketplaces

| | Basic / No Levels of Service | Silver | Gold | Platinum |
|-------------------|------------------------------|---------|---------|----------|
| Price per A+ page | \$1,500 | \$1,500 | \$1,000 | \$500 |

What ASINs should I promote with A+ content?

A+ pages are expensive and can be time consuming if you build them yourself, so you need to consider which products would most benefit from enhanced content. We recommend considering products with strong margins or that have significant differentiation from similar products as candidates for A+ pages.

Also, consider the product volume required to offset the cost of your A+ page. A product that only needs to sell an additional 20 items to recoup A+ creation costs is a much better candidate than a product that would need to see 500 additional sales.

A+ pages are not the best option to push low margin, low volume products. Enhanced content is best used to boost top selling items, not assist your slower products.

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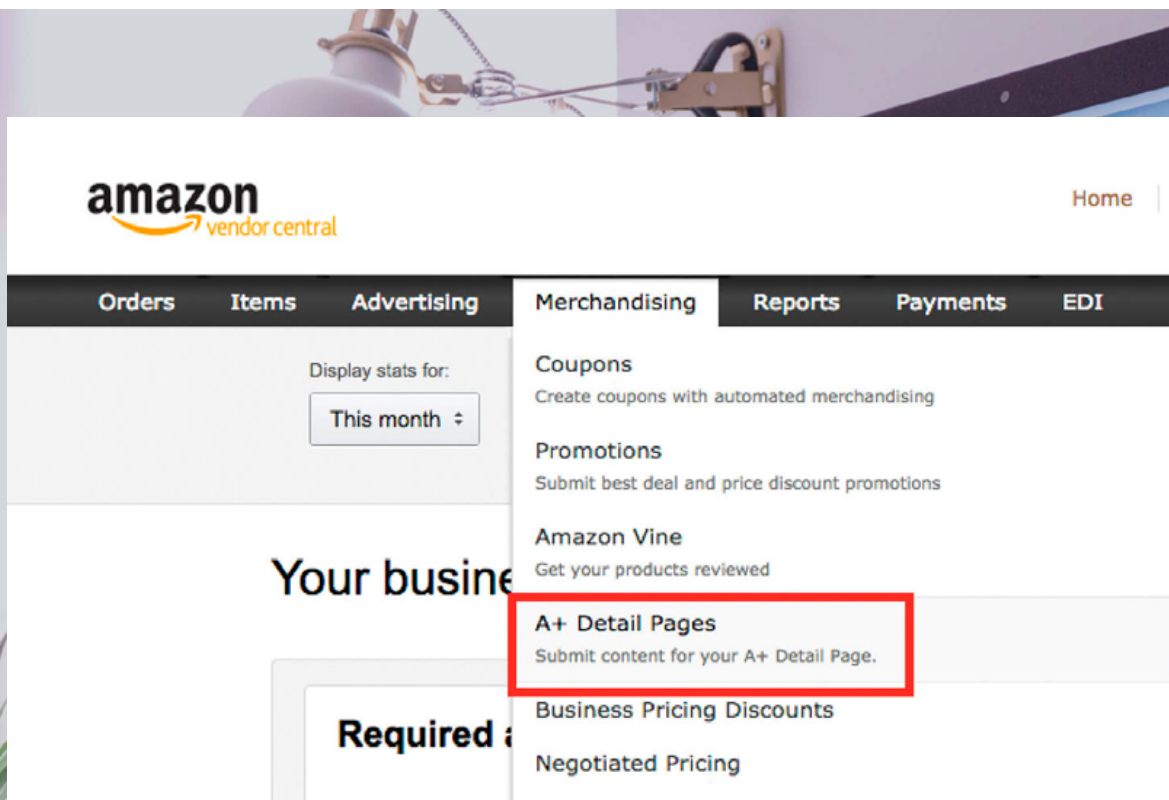
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Suit your style

Customize your Echo for any room with the [Echo Decorative Shell](#), available in a range of fabrics and finishes.

How to create A+ content

- 1 To begin creating an A+ page, login to your Amazon account, and select A+ detail pages from the Merchandizing drop down menu for Vendors, or Advertising tab for Sellers.



- 2 You will then be prompted to choose from Self Service or Amazon built models. Choosing the Amazon built options means a few forms and waiting up to a week for page creation.

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By choosing the self-service option, you will be directed to the below page, and need to submit an ASIN to continue.

CREATE PROJECT BUILD LAYOUT UPLOAD AND ARRANGE CONTENT REVIEW AND ADD TO CART

Create a project and add one or more ASINs with similar A+ layouts and content. [Need help?](#)

Step 1: Enter ASIN

Project Name My Project

Step 2: Add one or more ASINs with similar A+ layouts and content to the project

Project ASINs

No ASINs selected: enter an ASIN/Product Identifier in the search box to the left to find specific ASIN variations to add to this project

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Search and add your product by ASIN, then click the plus button next to the product to add it to the project. Name your project, then click continue.

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Step 1: Enter ASIN

Project Name Test

Project ASINs

AmazonBasics Wireless Mouse with Nano Receiver (MGR0975)
1 ASIN(s)

Project Details

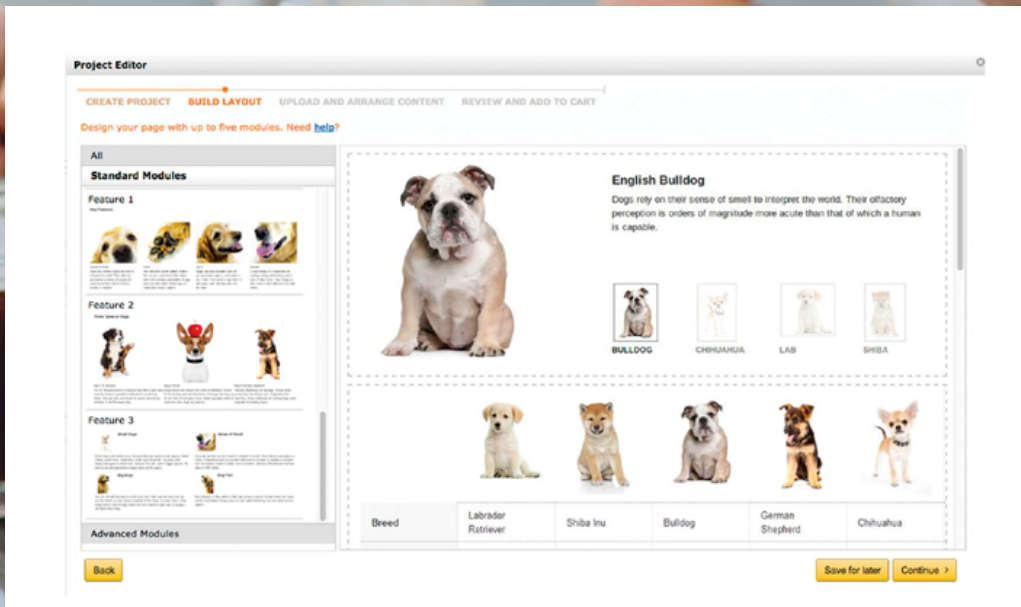


Date created: 3/13/17
Date published:
Number of ASINs: 1
Submitted by:
Modified by:

Save for later Continue >

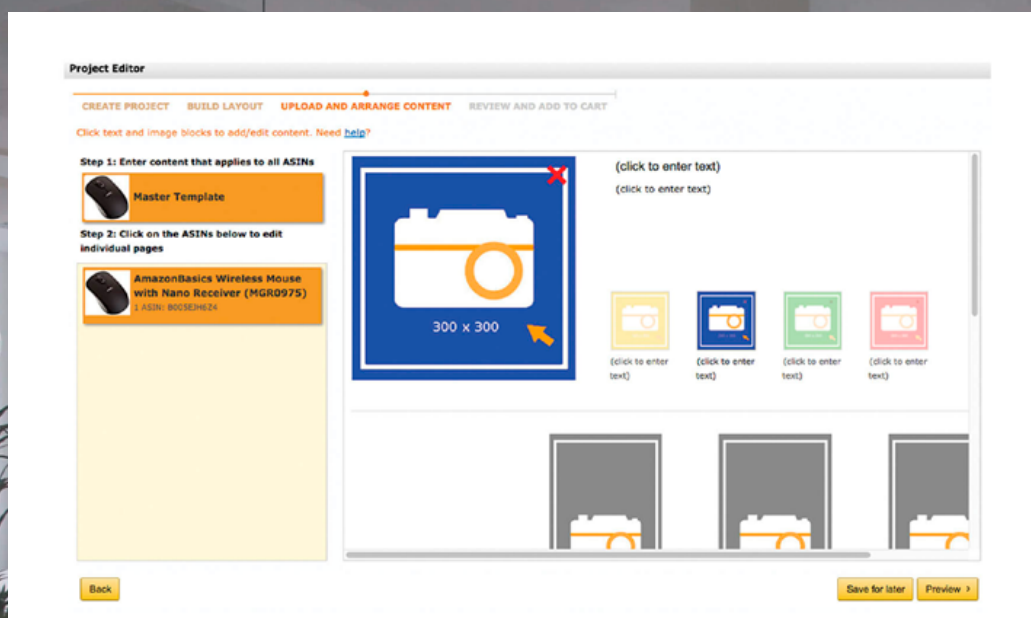
5


Now we need to select your modules for the page. Browse the samples, and choose the formats you want to see on your page. You can select up to 5 modules, and be sure to check the Advanced Modules tab as well to look for more complex options, like comparison charts.



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The next page requires you to upload all your content and images. After you have done this, review your page and make any last minute changes. Select "Add to cart" to view the price and purchase your new A+ content. You will be notified when your content is ready, typically in 2-3 days.





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