

amazon A+ Content Manager User Guide

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The Opportunity

As a Brand Owner, how you position your brand is one of your strongest selling points. Showcasing your brand and product information in unique ways can help set you apart in Amazon stores, potentially leading to increased sales.

Adding rich text and images to your detail pages using A+ Content features can help customers make purchase decisions by proactively answering their questions, and may result in higher conversion rates and increased discoverability. When paired with traffic drivers such as Ads, Deals, or Coupons, A+ Content added to detail pages helps customer deep dive on product features to help with the buying decision. Sharing your brand story can also help customers learn about how your brand and products intersect with their lives, helping create brand loyalty and potentially leading to repeat purchases.

A+ Content

Available to registered brand owners and select managed selling programs, A+ Content enables you to tell your story, encourage repeat purchases and increase sales by up to 8% by using rich content to showcase your brand and educate customers about your product features. With A+ Content, you can customize a section of the product detail page to optimize your brand's presence. The A+ Content Manager makes it easy to set up and manage your content with preformatted module layouts, data-driven content recommendations, a media library to quickly upload and access images, and content duplication to add languages and product variations.

Benefits

With A+ Content share your story, visually stand out against the competition and help customers make the best shopping decision. Benefits include:

Tell your product/brand story

Add rich images, text, and comparison modules to share your brand story and build brand awareness.

Reduce customer returns and negative feedback

Help customers make a more informed purchase decision and reduce returns and negative feedback by proactively answering questions.

Encourage Repeat Purchase Behavior

Enable customers to explore your other products and increase repeat purchases from your brand by sharing your brand story and more information about your products.

A+ Content Features

Enhanced Product Description

A+ Content allows you to add images and text to 5 to 7 different content modules, highlighting elements of product-level features from the Manufacturer section of the detail page.

Brand Story Feature

With this newly launched feature, you can stand out from the competition and connect with your customer by telling your unique brand story. You can now highlight key elements of your brand without needing to repurpose any of your existing A+ modules. The Brand Story feature creates a section separate from your product features in a dedicated slot of the detail page called 'From the brand' and allows you to link to your Amazon brand store.

How to get started

1. In Seller Central, navigate to the 'Advertising' tab and click on 'A+ Content Manager'.
2. Start creating A+ Content: You can either search for an ASIN or product name or start creating A+ Content to initiate the A+ Content workflow.
3. Select the type of A+ Content: Choose between a basic enhanced product description or brand story to educate customers about your product or brand.
4. Add Modules: Select one or more modules to create the style of your choice.
5. Apply your ASINs: Associate one or more of your ASINs with the newly created content.
6. Submit your changes: Once you submit your changes, your A+ Content will go through an approval process and be published. You can always go back and edit your content in the A+ Content Manager tool.


Resource

A+ Content Manager Quick Guide About A+ Content

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Documents / Resources

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