Enhanced Brand Content Templates

USING ENHANCED BRAND CONTENT ON YOUR AMAZON LISTINGS

1. What is Enhanced Brand Content (EBC)?
Enhanced Brand Content allows sellers in Seller Central with Brand Registry to create enhanced product descriptions with additional photos, text and layouts designed to increase conversion rates and customer satisfaction. Click Here to View on Example of Regular Content | Click Here to view Enhanced Brand Content

2. What are the benefits of Enhanced Brand Content?
“Using this tool, you can describe your product features in a different way by including a unique brand story, enhanced images, and text placements. Adding EBC to your product detail pages can result in higher conversion rates, increased traffic, and increased sales when used effectively.” Click Here to Read More

3. What are the Eligibility Requirements?
“This feature is only available to sellers who have been approved as brand owners through the Amazon Brand Registry process. After you’ve been approved, you’ll be able to add EBC only to products that are part of your approved brand catalog.” Click Here to Read More

4. What are the Specifications?
We have laid out the specifications of the 5 templates currently available. The image specs are maximum sizes and can be smaller. You are not required to use all of the available text and image fields and the layout will adjust accordingly. Note that you can preview your content and save a draft prior to publishing. Click Here to Read More

5. What are the Text options?
The headers are automatically bolded. You can use Bold, Italic and Underline, Bullets and Numbering in content.

6. What are the Photo options?
Photos must be the maximum size or smaller. You can rotate or crop images in the Enhanced Brand Content upload editor and Photos can have captions. Text on images must be large enough to be fully legible.

Frequently Asked Questions

1. Do I need to use all of the photo/content blocks in the template I select?
You do not need to use all of the photo or content blocks, Amazon will simply ignore them.

2. Can I see how my listing will look before submitting it to Amazon?
You can edit the enhanced brand content, preview and save drafts before publishing/requesting approval.

3. How long does the approval process currently take?
Once submitted Enhanced Brand Content currently takes about 1 week to receive approval to go live.

4. I’m trying to add Enhanced Brand Content but it won’t let me on this SKU?
Any SKU/ASIN that has received contributions from the Amazon Retail department are ineligible for EBC.

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Introduction to Modular Templates within the EBC tool

You can now create EBC content using one of five prebuilt templates or by selecting the custom template and using individual modules to create the style you desire (shown in image A below).

The first two modules on every template are locked and must be populated with 1) Brand Logo (see Image B below) and 2) Brief product description (see Image C below). The remaining five module slots can be configured in any order you choose. See the table below for image requirements.

How it works

1. To insert a new module in either a prebuilt or custom template, click the (+) on the module above your desired slot and select from the pop-up. A grayed out (+) means that the maximum number of modules has been reached. Deleting a module will allow another to be added.
2. Clicking X on a module will delete the module and all images and text in it.
3. Use the arrows to move the module up or down in the template. Grayed out arrows mean the module cannot be moved in that direction. The number in the circle shows the module’s position (we currently allow 7 modules).
4. You can use modular templates to edit EBC content that was created with the previous templates, though you will not be able to change module order.

Image A: Templates
Image B: Brand Logo module

Image B: Product Description module

Image C: Example configurable module
<table>
<thead>
<tr>
<th>Template</th>
<th>Image Guidelines</th>
<th>Text Placements</th>
<th>Rose</th>
<th>Tulip</th>
<th>Orchid</th>
<th>Sunflower</th>
<th>Lilly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Logo</td>
<td>1 image – 600 x 180 pixels</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Product Description</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Feature 1</td>
<td>4 images (line) – 220 x 220 pixels each</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Feature 2</td>
<td>3 images (line) – 300 x 300 pixels each</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Feature 3</td>
<td>4 images (grid) – 135 x 135 pixels each</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Header 4</td>
<td>1 image (left) – 300 x 300 pixels (right)</td>
<td>1 (right)</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Header 5</td>
<td>1 image (right) – 300 x 300 pixels (left)</td>
<td>1 (left)</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Header 6</td>
<td>1 image – 970 x 300 pixels</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Header Image</td>
<td>1 image – 970 x 600 pixels</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
What you’ll learn
Enhanced Brand Content (EBC) is a useful tool that can increase your product sales while you build a recognizable brand on Amazon. EBC provides your brand the advantage of engaging customers directly on the product detail pages. Adding EBC to your detail pages can increase traffic, conversion, and sales, and can help to reduce returns and bad reviews. This tool is currently exclusively available to brand owners enrolled in the Amazon Brand Registry.
What is Enhanced Brand Content (EBC)?

Having EBC on a detail page has been shown to attract more customers and can lead to a sales increase of 5% or more\(^1\) in the first year after the content is added to the page.

Sharing your brand’s story and educating customers about your product helps build brand awareness with customers. The Enhanced Brand Content tool allows you to do this by adding additional images, text, and merchandising modules to engage customers and provide more information as they consider purchasing one of your products.

“Enhanced Content on our Amazon pages is a very powerful way for us to display our product.”

Seller: DBROTH, August 2016, Camera

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\(^{1}\) Results are compiled from various studies performed by Amazon. Results vary depending on the quality of content, price of product, and the product category.
Why should I add EBC to my product detail pages?

More than 55% of US shoppers begin their product search on Amazon, and they use the information on product detail pages\(^2\) to do their research.

The product detail page is your point of interaction with the customer. Having content that engages them, educates them about your products, and gets them excited about your brand is key to driving a purchase and growing brand awareness. Having EBC on a detail page has been shown to attract more customers and can lead to a sales increase of 5% or more\(^3\) in the first year after the content is added to the page.

Benefits of adding EBC to an ASIN include:

**Increase conversion**
EBC pages can help convert customers who are on the fence about purchasing a product by providing more details that can help convince them to make the purchase.

**Drive traffic**
Adding EBC to your detail page can improve the product’s search ranking and where your product shows up in Amazon search results.

**Increase sales**
Studies have shown that increased traffic and conversion that comes with adding high quality EBC can drive a sales increase of more than 5%.

**Reduce customer returns & negative reviews**
Providing customers with more information about your product, including specific feature details, functionality, and specifications helps them make a more informed purchase decision, which can lead to fewer returns and fewer negative customer reviews from unsatisfied buyers.

**Encourage repeat purchases**
Sharing your brand story and more information about your products can drive customers to explore your other products and increase repeat purchases from your brand, helping to develop a loyal customer base.


\(^3\)Results are compiled from various studies performed by Amazon. Results vary depending on the quality of content, price of product, and the product category.
“The conversion rate on one of the ASINs we optimized with Enhanced Content increased by 40%, with sales up exponentially over the past year. The strategic use of EBC for our ASINs has clearly delivered the impressive results that we were striving for, so we will continue to expand on this strategy in the future to maximize success.”

Seller: Etekcity Corporation, July 2016, Home Improvement
How do I add Enhanced Brand Content to my detail pages?

To access the EBC tool you must enroll in, and be approved by, the Amazon Brand Registry. If you have not enrolled yet, refer to the Apply to the Brand Registry section in this Help page and click ‘Apply to register your brand.’

After enrolling your brand, follow the below steps:

1. Select Enhanced Brand Content from the Advertising dropdown in Seller Central.

2. Enter the SKU of the product you want to add content to. If you add content at the parent level, the template will publish to every child as well.

3. Select one of the five templates: Templates 1, 2, and 4 feature many image placements, where templates 3 and 5 work well with fewer, large images.

4. Follow the prompts at the top of the page: Add images that maximize the allotted space, add text to the designated text boxes to describe the details or features of your product.

5. Preview the page to make sure all the images are loaded properly and it looks like your other branded pages to provide customers a consistent experience with your brand.

6. Submit to Amazon for system review. If the page is approved, it will be auto-published within 7 days. If violations are found in a submission, your dashboard will show that SKU as “rejected”.

7. If your content submission is not approved, select “edit” in your dashboard to modify the page and then resubmit. When revising the submission you will see the reason for the original content rejection at the top of the page. To avoid having to edit and resubmit your content make sure your content:

   • Has clear images without any text.

   • Is free of spelling or grammar errors.

   • Does not contain specific pricing or promotion details.

Tip

A general piece of advice about what to include: think about what questions your customers may have or what information they may want.
Enhanced Brand Content
Keep these strategies and best practices in mind as you get started with Enhanced Brand Content:

**Tip 1**
Add content for all your products
For the largest initial impact, focus first on adding content to ASINs that already have lots of traffic. However, in order to maximize brand awareness and create a consistent experience for your customers, continue to add content to all ASINs.

**Tip 2**
Add EBC to Sponsored Product and deal ASINs
Running a Lightning Deal or Sponsored Products campaign can drive a lot of traffic to your ASIN. Adding EBC to these ASINs before they are merchandised can help you convert these customers and may lead to higher brand recognition and repeat purchases.

**Tip 3**
Make your message clear
Customers spend a short period of time on each ASIN so use EBC to highlight the most important information you want to make sure they read. You don’t have to add every product detail.

*This example has a great use of space. It showcases product features without using too much text.*
Enhanced Brand Content

**Tip 4**
Use professional quality images and highlight product features

Use images that highlight product features or show your product in use. Customers use this content to learn more about the product so avoid generic or lifestyle images that don't showcase the product. The example below has professional quality images and shows how the product works.

**Tip 5**
Know your customers and their purchase barriers

For the most impact on conversion and sales, be sure to address your customers’ most common concerns. Pull insights from customer reviews, returns, and customer communication to identify what topics you should cover.

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**For more information**

Visit the following resources for additional details and help creating Enhanced Brand Content:

- Seller Central EBC page
- Detailed overview of Enhanced Brand Content

Here are a few examples of high quality EBC pages:
- Consumer electronics
- Apparel
- Grocery

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Pour tea into infuser
Tear open the pouch and pour tea into the infusing basket that comes with your cup or teapot.

Pour water over leaves
Place infuser basket inside the vessel. Pour hot water over the tea leaves and steep (see tea packaging for suggested water temperature and steep times).

Sip and enjoy
After steeping, remove infuser basket and enjoy!