



SALSIFY | Guide

# 2020 Guide: How to Win Holiday Sales on Amazon

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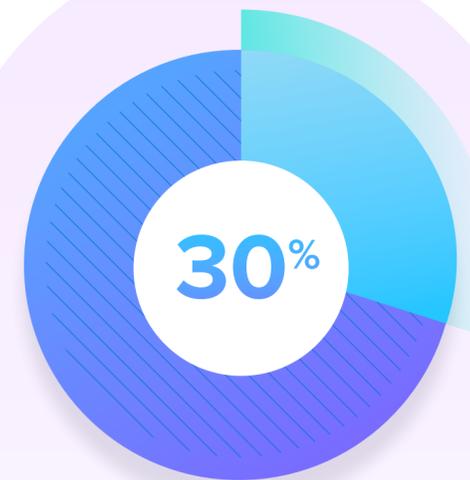
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# Holiday Season Outlook

As shoppers continue to shop from home this holiday season in an effort to socially distance themselves, expect increases in ecommerce sales. Salesforce predicts **30% of global retail sales** will be made through digital channels this holiday season, with a delayed Prime Day sucking up 10% of Cyber Week digital revenue. This means that purchases will be made sooner, and you need to get your product content ready that much faster to meet the coming consumer demand.



Source: Photo by [Christian Wiediger](#) on Unsplash



Salesforce predicts **30% of global retail sales** will be made through digital channels this holiday season

## Your Brand's **Opportunity on Amazon**

Amazon now has close to **40% market share** of US retail ecommerce sales. Jeff Bezos has been very clear from the start that Amazon would aggressively focus on putting the customer first. Shoppers have responded. There are **112 million Prime members** in the US. Amazon has become for products what Google is for search—a default action. You may know colloquially that when someone wants to buy something, they more often than not start by looking on Amazon. But, Prime members are an even more dramatic story, with **80% starting their search on Amazon** vs only 12% on Google. In addition, Amazon ships to over 100 countries and regions outside the US.



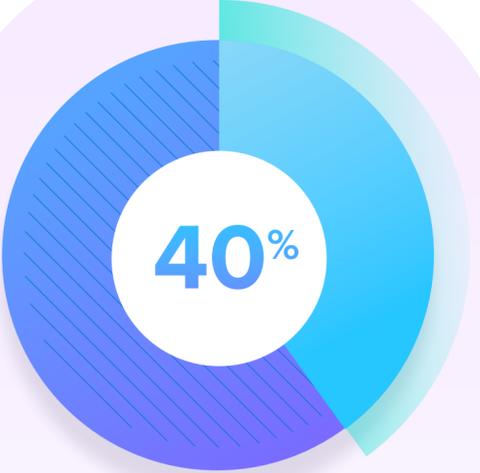
**112**  
Million

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**100**

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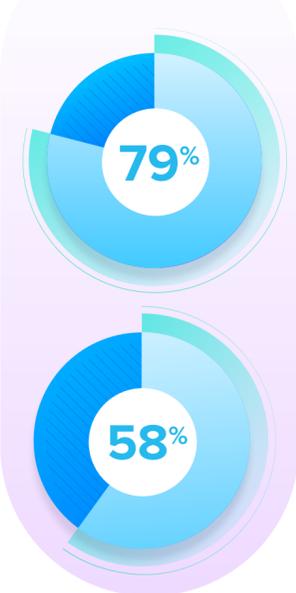


**40%**

**40% market share** of US retail ecommerce sales.

# What Makes a **Winning Product Experience on Amazon?**

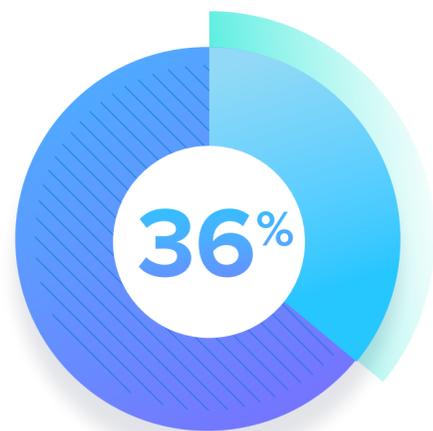
Amazon shoppers expect high-quality product experiences on the digital shelf. They rely on the product information found on the page to distinguish your brand and products to the others on Amazon.com. In addition, Amazon uses your product titles, descriptions and category information to determine how to rank your product detail page in their search and navigation.



Incomplete product information will result in loss of sales. In fact, **79% of shoppers** did not purchase a product because of a problem with product content.

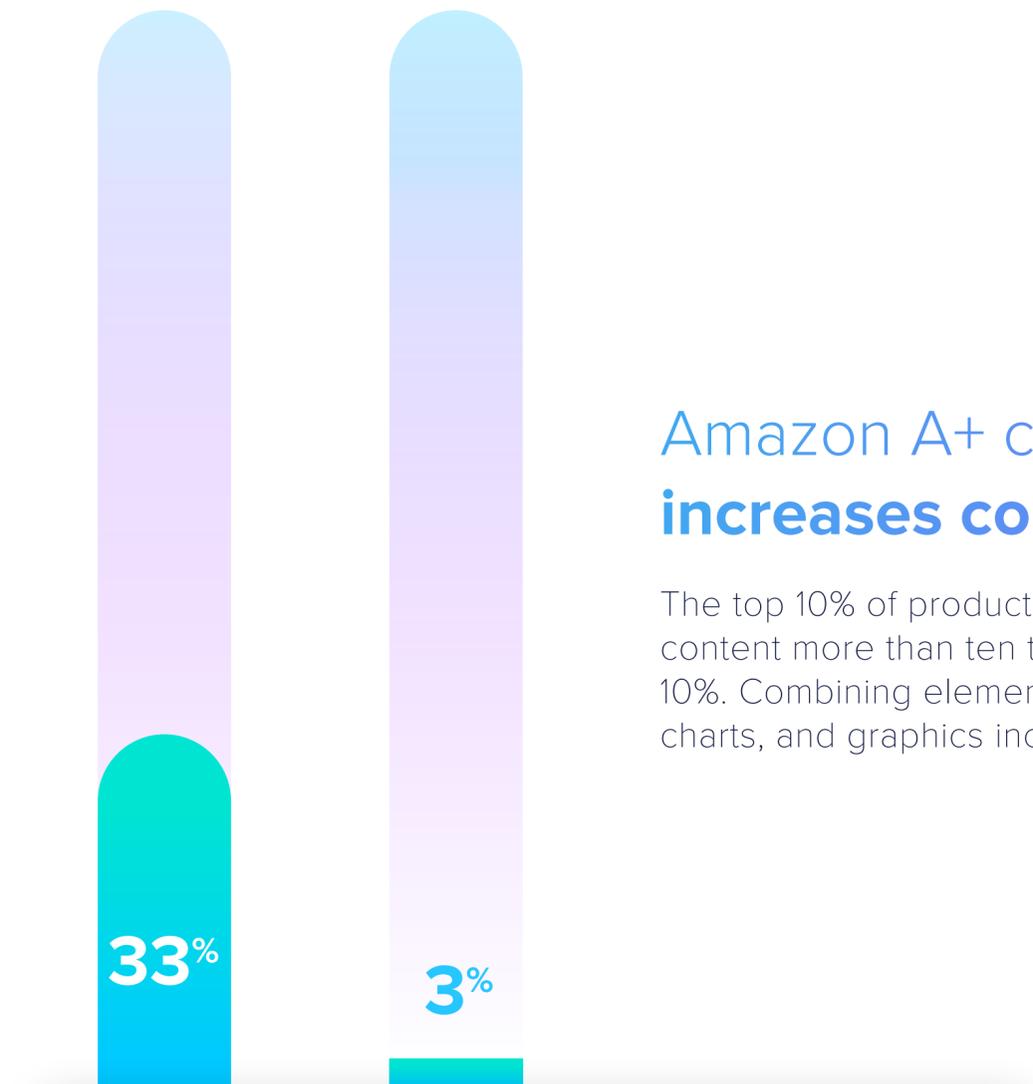


**For 58% of shoppers**, there simply was not enough information or detail.



Leading online retailers have discovered that enhanced content can increase conversions **up to 36% - with a proven impact on:**

- Higher revenue per shopping cart
- Increased time spent on product detail page
- Better brand recall from shoppers



Top 10%

Bottom 10%

## Amazon A+ content **increases conversion rate**

The top 10% of products on Amazon tend to use A+ content more than ten times as often than the bottom 10%. Combining elements such as videos, comparison charts, and graphics increases conversion rate by 10%.

**33% of the top 10% of products** on Amazon use rich media vs **3% of the bottom 10% of products** on Amazon use rich media

# Elements of a Amazon Product Page

Winning product pages on Amazon use the following elements:

- Scannable product title
- Engaging variety of product images and videos
- Easily consumable and descriptive feature bullets
- Well-written, efficient, and informative description (often embedded in A+ content)
- Proof of user validation with a certain number of high quality ratings and reviews
- Extensive A+ content showing off not only the product's features, but the aspirations of those that would own it

### Technical Details

<b>Display</b>	Amazon's 6" Paperwhite display technology with E Ink Carta and built-in light, 300ppi, optimized font technology, 16-level gray scale.	<b>Content Formats Supported</b>	Kindle Format 8 (AZW3), Kindle (AZW), TXT, PDF, unprotected MOBI, PRIC natively; HTML, DOC, DOCX, JPEG, GIF, PNG, PMP through conversion; Audible audio format (AAX).
<b>Size</b>	6.6" x 4.6" x 0.5" (167 x 116 x 8.18 mm).	<b>Documentation</b>	<a href="#">Quick Start Guide</a> , <a href="#">Kindle Paperwhite User Guide</a> . Additional information in multiple languages available online.
<b>Weight</b>	Wi-Fi: 6.4 oz (182 g) Wi-Fi + Free Cellular Connectivity: 6.8 oz (191 g) Actual size and weight may vary by configuration and manufacturing process.	<b>Warranty and Service</b>	<a href="#">1-year limited warranty and service included</a> . Optional <a href="#">1-year</a> , <a href="#">2-year</a> or <a href="#">3-year Extended Warranty</a> available for U.S. customers sold separately. Use of Kindle is subject to the <a href="#">terms found here</a> .
<b>System Requirements</b>	None; fully wireless and doesn't require a computer to download content.	<b>Included in the Box</b>	Kindle Paperwhite, USB 2.0 charging cable and <a href="#">Quick Start Guide</a> .
<b>On-Device Storage</b>	8 GB or 32 GB; holds thousands of books.	<b>Waterproofing</b>	Waterproof (IPX8), tested to withstand immersion in 2 meters of fresh water for 60 minutes. <a href="#">Learn more about the waterproof Kindle Paperwhite.</a>
<b>Cloud Storage</b>	Free cloud storage for all Amazon content.	<b>Available Colors</b>	Black, Twilight Blue, Plum, Sage
<b>Battery Life</b>	A single charge lasts up to six (6) weeks, based on a half hour of reading per day with wireless off and the light setting at 15. Battery life will vary based on light settings, wireless usage, Audible audiobook streaming over Bluetooth will reduce battery life.	<b>Generation</b>	Kindle Paperwhite 10th Generation - 2018 release.
<b>Charge Time</b>	Fully charges in approximately 4 hours from a computer via USB cable or fully charges in less than 3 hours with a 5W USB power adapter.		

### Customer questions & answers

Have a question? Search for answers

**Question:** What are the special offers

**Answer:** Hello: Special Offers are advertisements from Amazon that show up on the Lock Screen of the device before you unlock it. They will not interfere with you when you read your e-books, play your games/apps on it, when you watch movies through Prime Video app or when it is downloaded onto your Kindle Fire tablet through... [see more](#)  
By LelaSolo on November 10, 2018  
~ See more answers (81)

**Question:** can i loan books from my local library to my paperwhite?

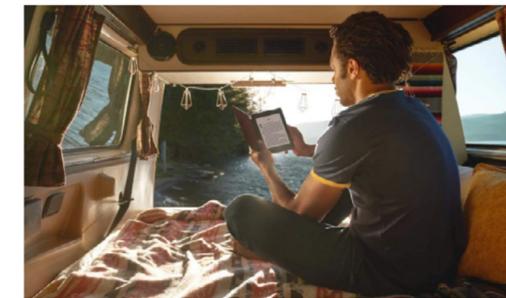
**Answer:** I work at a library and regularly teach classes on borrowing ebooks using a kindle. The library at which I work uses Overdrive, the parent company of the Libby App. Kindle is not compatible with the Libby App, but you may go directly through Overdrive to borrow books. Overdrive's website, for ease of use, should be ... [see more](#)  
By K on January 22, 2019  
~ See more answers (32)

**Question:** Is it really glare free???



### Pack lighter, travel farther

Our thinnest, lightest Kindle Paperwhite yet, with a sleek, modern design so you can read comfortably for hours. Features our signature 300 ppi, glare-free Paperwhite display, laser-quality text, and twice the storage of the previous generation. Plus a single battery charge lasts weeks, not hours.



### Make a splash

With the waterproof Kindle Paperwhite, you're free to read and relax in more places, including the beach, pool, or bath. Paperwhite is IPX8 rated to protect against accidental immersion in up to two meters of fresh water for up to 60 minutes. [Learn more](#)



### Take the story with you

Now with Audible, Kindle Paperwhite lets you switch seamlessly between reading and listening via Bluetooth-enabled speakers or headphones.

Experience the best of Audible with membership—if you're new to Audible, sign up for an Audible free trial and get two free audiobooks. With 8 GB of storage, your Kindle Paperwhite lets you store more audiobooks than ever before. [Learn more](#)

Kindle devices don't support Immersion Reading, which lets you listen and read along as the text highlights. To see devices that do support Immersion Reading, [click here](#)



# How to Deliver a **Winning Product Experience to Amazon**

## **1. Provide Accurate, Up-to-Date Product Content**

You may struggle to bring all the disparate sources of product information in your company into alignment in a single source of truth. For example, product titles, descriptions, feature bullets, and images may be scattered throughout spreadsheets, legacy systems, or even employees' emails and heads.

You need a central source of truth for your product information. There are various types of software that attempt to solve this problem, ranging from product information management (PIM), product content management (PCM), master data management (MDM), or product experience management (PXM). When selecting the software which is right for you, look for a feature set that includes: access controls for your whole team and external agencies, the ability to store every type of content from text to A+ content, and the ability to pull data from all your disparate systems (e.g. MDM). Your choice should also include the ability to model relationships between products (e.g. parent and child, SKU and variant for size, color, etc.).

With the right software in place, your team should have full control over its product information and digital assets, all while maintaining strong security and governance standards. It should ensure your brand's data is both secure, and the latest version of information is available to those who need it in real time. You should be able to instantly see what products are missing specific information, get those products updated, and then know that they're ready to send to Amazon.

## **2. Meet Category-Specific Requirements**

Amazon is changing its product page requirements all the time which makes it harder for you to keep your product pages live and up-to-date. New customer trends, seasonality (e.g. holiday season, Easter, Black Friday, etc.), promotions, inventory overstocks, or simply trying to compete with Amazon drive an increasing pace of change. You need a way to know your information is correct, easily update it, and then push it back to Amazon.

There are two opportunity areas to explore: Fixing problems that interfere with getting products live, and taking advantage of opportunities to update product content in response to consumer demand. You should employ a software platform that helps you quickly and easily visualize what information you are missing by product and category for each retailer and channel (in this case Amazon). The platform should allow you to efficiently edit your product information to correct those mistakes. Once fixed, you should be able to send the Amazon version of your product information, and track that it was received, accepted and went live. It's also possible that there are seasonal changes that can be made, or changes in response to consumer feedback. You need a way to seize these opportunities, rapidly connecting the right department to update the right product information, whether that's specific images or verbiage that needs to change.

### 3. Tell Your Brand's Story Across Your Entire Catalog

While Amazon does not require A+ content to get an item set up and live, we've seen from the conversion stats in the previous section that it can be quite valuable, and the most successful brands use it to differentiate themselves and drive increased brand awareness and sales. However, it has traditionally been time-consuming and expensive to create A+ content at scale for every product page across every retailer, including Amazon.

You need a way to efficiently deliver A+ content at scale, and monitor its effects to know what's working and what's not to adjust creative or investment. A central source of truth combined with syndication capabilities can enable you to leverage your existing assets. Bulk templates that tap into this central source of truth can help you produce A+ content at scale from this existing treasure trove of information previously sitting untapped. When you use A+ content on your product pages, you can show shoppers not just what a product does, but vividly portray the context for why a shopper would buy the product. For example, this can be lifestyle images and videos that tell an aspirational message. Having a way to measure the impact of the A+ content you deploy completes the loop from creation to deployment to measuring the impact in a virtuous creative cycle.

### 4. Refresh Your Content Regularly

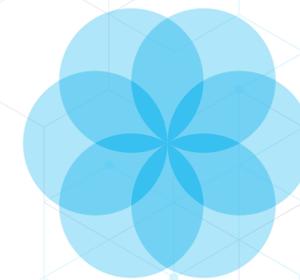
With so many tasks and communications to be done throughout the day, you need automation to assist you in building a scalable, winning program for your brand on the digital shelf. You may have multiple teams and departments which have to coordinate to get product launches live, update products that fail to meet retailer requirements, and capitalize on opportunities to edit existing content to appeal to consumers based on their feedback and market trends. You also need to respond to signals like minimum advertised price (MAP) violations, stockouts, and search rank changes. Each of these triggers should be routed to a specific team, so members can follow a specific series to execute necessary solutions.

You need the ability to build a repeatable set of tasks that unite the efforts of teams both inside and outside the organization (e.g. agencies) to collaborate on the same product information. Automated systems should be put in place that can help workers respond rapidly to new signals from the market (i.e. triggering emails for MAP violations or stockouts), and send complicated, multi-step tasks along the chain based on who can best contribute to its completion at each stage, thereby removing or alleviating mundane communications to both be more productive and stay-in-the-loop. Implementing automation systems can help ensure that your product content is constantly up to the latest standards, and that everyone knows exactly what they need to do, when they need to do it.

## 5. Continuously Optimize Your Product Detail Pages

You may struggle to truly know that your efforts are having the effect you aim to achieve on the digital shelf. You don't know or you're slow to react when products go out of stock, or when a competitor takes over the buy box, or when you have resellers violating your minimum advertised price (MAP). You may struggle to understand and react in real time to know what consumers are shopping for, or to respond to their reviews and questions. Failing to move quickly in any of these problem areas can have a dramatic negative impact on your business, from losing out on position in rankings which directly affects visibility and sales, to leaving customers feeling unheard and dissatisfied with their experience.

These are all signals that can be monitored such as: keywords used to search for products, MAP violations, buy box reporting and historical price monitoring, the quality of product pages based on what's actually live on the page, customer reviews, and SEO reporting. You should put software and teams in place to monitor these signals to better track consumer trends and usage patterns, such as keywords that your shoppers are searching for, or ensure you are winning the battle for the buy box on third party marketplaces. In addition, this intelligence should be connected with automation in a single platform tied to your core product content to make sure that analysis can be turned into action and real results. Insights, analytics, or digital shelf analytics can unlock the secrets of the product pages and consumer interactions that shape the future of the winners and losers on the digital shelf.



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amazon

### About Salsify

Thousands of brands worldwide use Salsify to activate, engage, optimize, and manage their product content experiences.