

SALSIFY | E-book

The Content Advantage

How Improvements to the Product Page
Help Brands Succeed on Amazon

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Executive Summary

With the onset of the pandemic, brands across Europe, faced with the closure of traditional retail stores, turned to online channels to sell their products. As we move into 2022, we see that many **consumers have fundamentally changed how they shop**. As more brands and retailers expand their online offering, the competition for shoppers' eyes and wallets is becoming increasingly intense. To survive and thrive, you need to ensure that customers can find you and that your products stand out compared to the competition. This is especially true on Amazon.

Ignoring the Amazon channel is no longer an option. Across the three largest European markets, Germany, France, and the U.K., Amazon accounts for more than 1 in 4 euros spent online. Not only that, but it's also the first place consumers go for inspiration and to research potential purchases regardless of the ultimate sales channel. Focusing on **driving quality content deeper and deeper into your product catalog can help improve your search ranking, drive conversions, and stand out** from those with lower quality content. Even marginal content improvements can have a significant impact in the battle for shoppers' attention.

In this report, we analyze **more than 14,000 product detail pages across Amazon.de, Amazon.co.uk and Amazon.fr** to uncover the key product content themes. We also include an **in-depth deep-dive into Amazon.fr**, looking at the impact of content on sales and search rankings. France is the region with the most scope for product content enhancements, but the insights apply to all European brands and retailers.

Key Findings

Better content leads to more conversions: A-rated content on Amazon had 3.4 times more conversions than F-rated content. As your product content improves, your pages better support shoppers' purchase decisions and gain relevance with Amazon's algorithm — together winning more conversions.

Better content increases your search engine results page (SERP) rank: A-rated content appears 5.2% higher in organic search results than B-rated content. Better content creates a virtuous cycle, increasing your product visibility and improving your conversion rates. In turn, this feeds back into Amazon's algorithm, further improving your product rankings.

Good to Know: A-rated content meets Salsify's definition of industry best practices for Amazon product pages. A+ content is a key element of this.

A+ content allows brands to create enhanced brand and product information using elements such as high-definition images, text, videos, and comparison charts.



Recommendations

- ✓ **Create better content to increase your conversion and page rank.** Remember that Amazon product pages are a key interface between your customers and your brand.
- ✓ **Invest in improving your content throughout your entire product catalog.** This will place your A-rated content against products with poor content quality, giving you an advantage in shopper consideration.
- ✓ **Develop a process implemented by a dedicated team and backed by the right technology to maintain a continuous cycle of content-driven improvement.**

Accelerating Adoption Spending Increasingly Moving Online

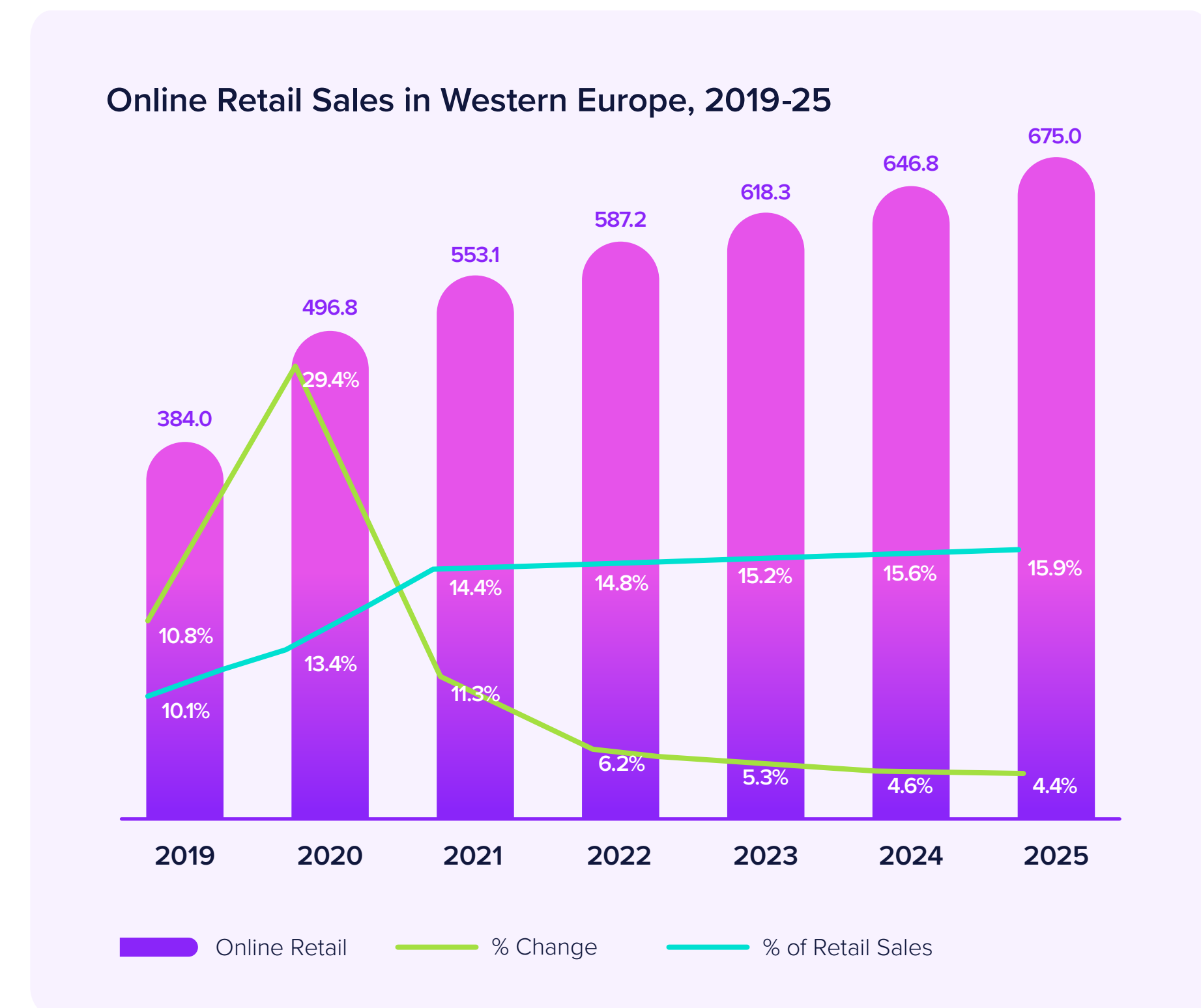
COVID-19 accelerated multiple consumer trends. Across Europe, more than €112 billion of retail spending moved online, driven by an influx of new online shoppers, the growth of categories with previously low penetration rates, and rising spend per consumer. European markets added 73 million new online shoppers, with penetration rates rising rapidly across previously hard-to-reach demographics. A survey in October 2021 by McKinsey found that omnichannel and online shopping is now mainstream across all categories, including grocery and household supplies.

As the online market grows, so does Amazon. In Germany, Amazon's largest European market, the company recorded annual an revenue of €24.5 billion in 2020, while in the U.K., revenue jumped 51%.

In France, Amazon has a 19% market share. A study by FEVAD, the French ecommerce association, found that 51.5% of adults made a purchase on the site in 2020.

Despite accounting for more than a quarter of online spending, this understates Amazon's importance in the online customer journey. In Spain and Germany, more than 80% of consumers search Amazon prior to making product purchases. In France, around 60% of consumers and 85% of Prime members start their search on Amazon. This applies to both purchases made via both online and offline channels. This means that ensuring your products can be found and that

the product detail page provides an engaging customer experience needs to be at the forefront of your ecommerce strategy.

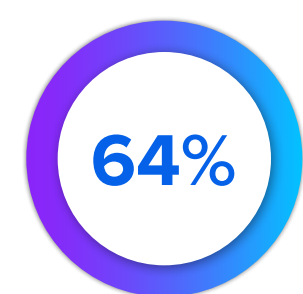


Source: eMarketer, May 2021

Understanding The Product Detail Page

At Salsify, we talk about the digital shelf. The digital shelf encompasses all the diverse digital touchpoints between a brand and a consumer. The product detail page is a key part of the digital shelf. It's your opportunity to showcase your brand, attract new customers, and drive sales. On the physical shelf, product placement matters. Products placed at the end of an aisle or at a shopper's eye-line have significantly higher sales than those on the bottom shelf. Brands are willing to pay significant fees for a good position.

The same applies on the digital shelf. Globally, a third of all Amazon shoppers click on the first product link, and **64% of all clicks are on the top three products**. A product's ranking is governed by Amazon's internal search algorithm. This incorporates factors such as sales, price, and the quality and completeness of the product detail page to determine a product's rank.



64% of all Amazon shoppers click on top three products.

As shown in this report, **enhanced content is the key**. Products with more engaging content rank higher in product search results and generate more conversions.

A study published in the Journal of Marketing found that optimizing the verbal and visual content of Amazon product pages increased sales by up to 10%. The study found that the perception of a brand's trustworthiness was heavily influenced by the entertainment value and the social and sensory elements included on the page. These include images and short-form videos showing the product in use. This had the greatest impact for "emotional" products such as children's toys or beauty products. "Rational" products, such as electronics, benefited from informative elements with comparison tables and succinct bullet point descriptions — providing the biggest boost in sales.



Better Content



Better Search & Sales Rank

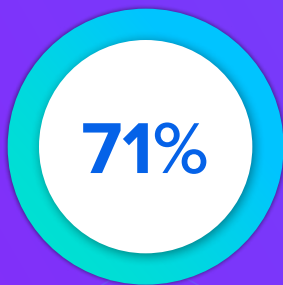


Better Conversion

Elements of a Good Product Detail Page

We analyzed more than **14,000** products across all major product categories on the top three European Amazon markets to discover the page elements that drive a product’s search and sales rank.

The most important factor? **A+ content.**



71% of products in the top 10 for sales in their product category have A+ content, compared to just 47% of those outside the top 20. Only 25% of unranked products have A+ content.

All-new Kindle Paperwhite (8 GB) – Now with a 6.8" display and adjustable warm light – Ad-Supported

Brand: Amazon
★★★★★ (4,455 ratings) | 370 answered questions
Climate Pledge Friendly
#1 Best Seller in eBook Readers

Buy 2 Save \$20 with Promo Code "2PACK" Terms and conditions

Best Seller

List Price: \$139.99 Details
With Deal: **\$109.99 & FREE Returns**
You Save: \$30.00 (21%)
Save 20% with Trade-In

Kindle Paperwhite 11th Gen See the differences

Kindle Paperwhite 8 GB of storage
★★★★★ (4,455)
From: \$109.99

Kindle Paperwhite Edition
32 GB of storage
★★★★★ (1,754)
From: \$144.99

Color: Black
Option: Without Kindle Unlimited
With 3 Months Free Kindle Unlimited

Without Kindle Unlimited

Offer Type: Ad-Supported

Ad-Supported Without Ads
as Special Offers or Promotions on your

Flush-front design now with smaller borders—holds thousands of books

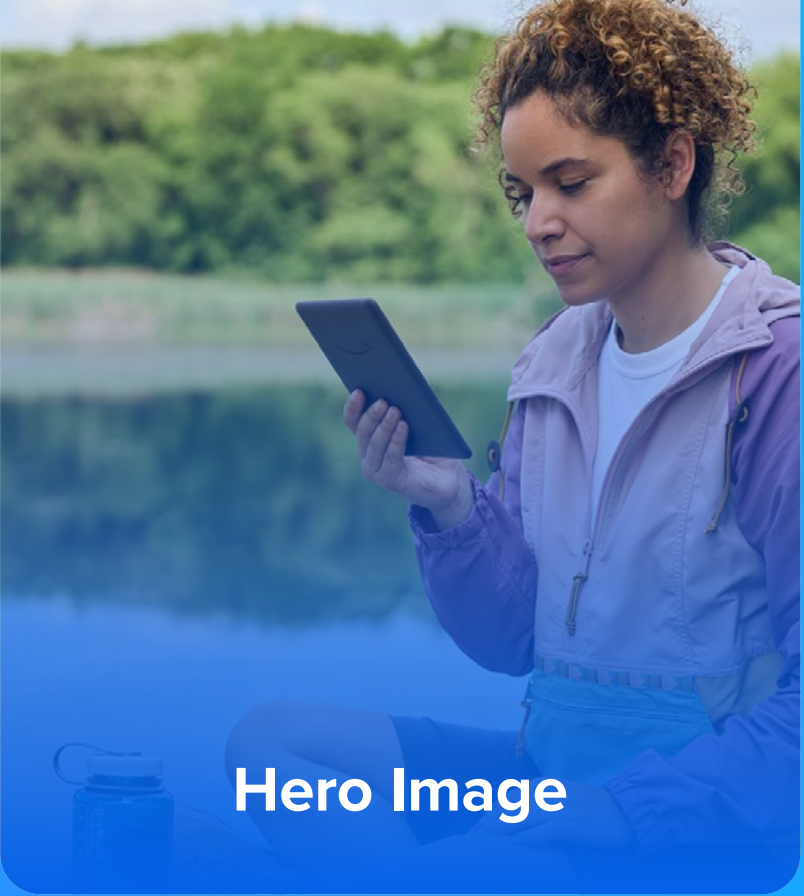
Roll over image to zoom in

Title, Price, Ratings, Images

Make a splash

With the waterproof Kindle Paperwhite, you're free to read and relax in more places—from the beach to the bath. Kindle Paperwhite is IPX8 rated to protect against accidental immersion in up to two meters of fresh water for up to 60 minutes, and up to 0.25 meters of seawater for up to 3 minutes. Learn more about waterproof features.

A+ Content



Hero Image

	Kindle	Kindle Paperwhite	Kindle Paperwhite Edition
Price	From: \$59.99	From: \$109.99	From: \$144.99
Ratings	★★★★★ (44,564)	★★★★★ (4,455)	★★★★★ (1,754)
Display Size	6" glare-free	6.8" glare-free	6.8" glare-free
Storage	8 GB	8 GB	32 GB
Resolution	167 ppi	300 ppi	300 ppi
Front light	4 LEDs	17 LEDs	17 LEDs
Weeks of battery life	✓	✓	✓
Audible (via Bluetooth)	✓	✓	✓
Parental Controls	✓	✓	✓
1-year Amazon Kids+ subscription	Sold separately starting at \$2.99/month	Sold separately starting at \$2.99/month	Sold separately starting at \$2.99/month
Cover	Sold separately	Sold separately	Sold separately
Flush-front design		✓	✓
Waterproof (IPX8)		✓	✓
Adjustable warm light		✓	✓
Auto-adjusting light			✓
Ergonomic design			✓
Automatic page orientation			✓

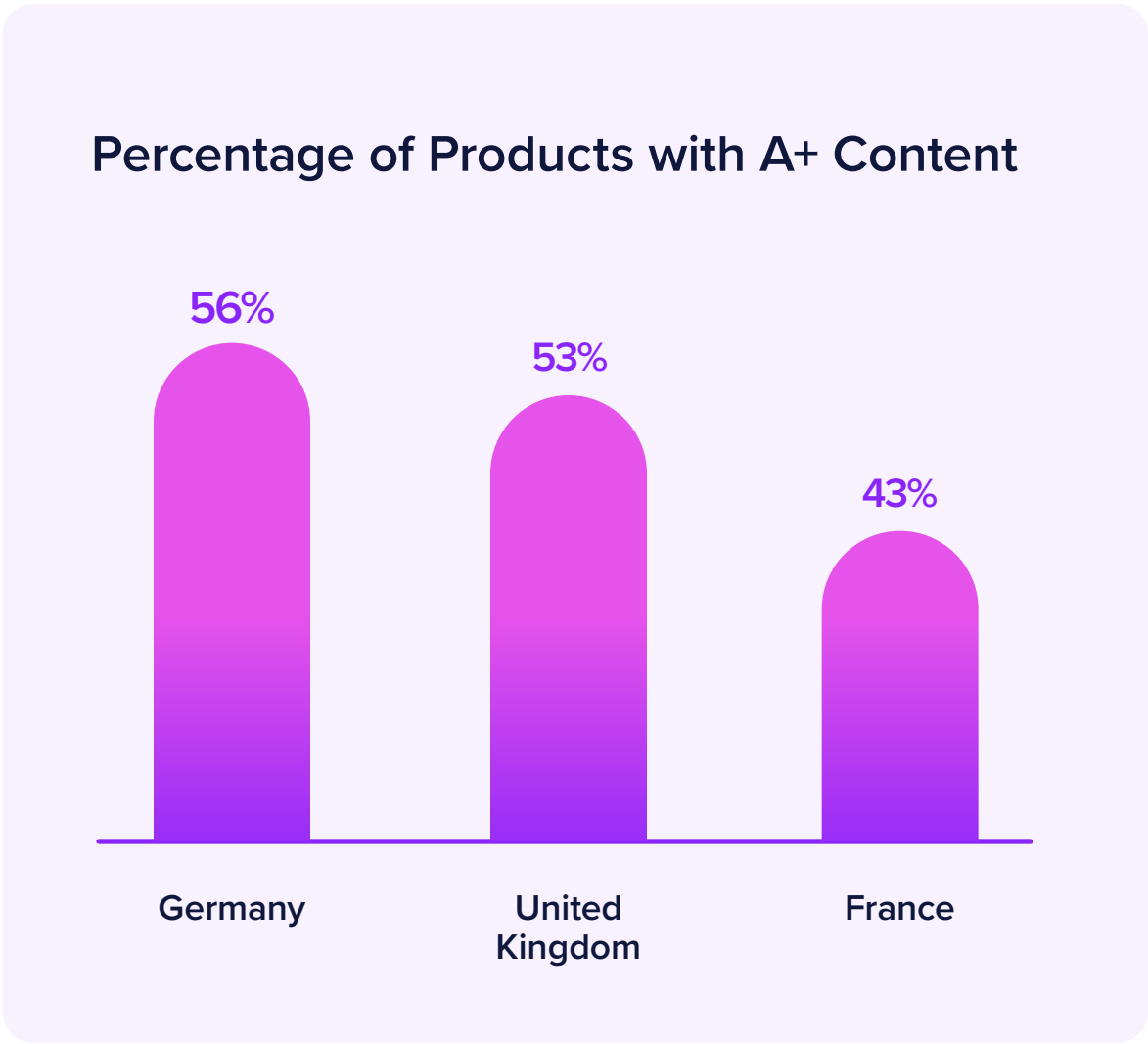
Comparison Tables

- All-new Kindle Paperwhite – Now with a 6.8" display, thinner borders, adjustable warm light, up to 17 LEDs, battery life, and 20% faster page turns.
 - Purpose-built for reading – With a flush-front design, 300 ppi glare-free display that reads like real paper in sunlight.
 - More books in more places – Store thousands of books and take them all with you. A single charge via USB-C lasts for weeks.
 - Easy on the eyes – Now with adjustable warm screen shade from white to amber.
 - Waterproof reading – Built to withstand accidental immersion in water, so you're good from the beach to the bath.
 - Find new stories to read with Kindle Unlimited, get access to over 2 million titles, thousands of audiobooks, and more.
- Bullets**

Comparing Product Content on European Amazon Marketplaces

Germany has the highest share of products using A+ content, more than 13 percentage points higher than France. Products with A+ content have between 1.5x and 3.6x more reviews than products with only basic content. Products on Amazon UK have the most images, reviews, and highest product ratings. On all sites, products with A+ content have longer titles, bulleted descriptions, and more images — but shorter product descriptions.

	Germany		United Kingdom		France	
	A+	Basic	A+	Basic	A+	Basic
Title (Word Count)	18.1	15.0	19.7	15.8	21.1	17.3
Bullets (Word Count)	140.7	93.3	150.6	99.5	170.2	106.5
Product Description (Word Count)	27.5	80.5	35.3	78.5	64.3	96.5
Images (Word Count)	6.5	6.0	6.9	6.4	6.8	6.4
Product Rating	4.4	4.4	4.5	4.4	4.3	4.3
Customer Reviews (Word Count)	2435	671	2703	1786	2218	737



n = Germany (2,256), UK (2,281 products), France (10,043)

Amazon France Deep-Dive

How Product Content Impacts Sales and Search Engine Results Page (SERP) Ranking

Better Content Increases Your SERP Rank

Better content can help your products' search engine results page (SERP) rank, making them easier for shoppers to find.

The content score, rating, or content grade is a score Salsify developed using a proprietary model to score product content on a scale of 0 to 100 and subsequently graded on an A to F scale.

A-rated content meets current industry best practices by optimizing the length of titles, bullets, and descriptions for the relevant product category, providing multiple high-quality images, and including A+ content elements such as “hero” images and comparison tables. B-rated, C-rated, D-rated, and F-rated content have progressively fewer or none of the content elements required to provide an industry-leading customer and brand experience on Amazon.

Amazon's search results are governed by a proprietary algorithm that's designed to return products that the customer wishes to purchase. It incorporates multiple factors including product relevance, price, reviews, ratings, past sales, and the product detail page.

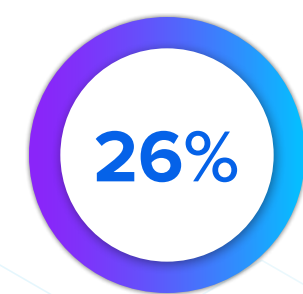
- ✓ Pages on Amazon.fr with A-rated content appear **5.2% higher in organic search rankings** than B-rated and **9.7% higher** than F-rated.
- ✓ A-rated content is **1.6 times** more likely to appear in the top 5 search results than B-rated content.
- ✓ A-rated content is **1.7 times** more likely to be featured in the top 10 search results than F-rated content and 1.3 times more than B-rated content.
- ✓ **The most important content element in driving higher search rankings is A+ content.** A+ content increases a product's organic search rank by **5.6%**.

Successful Products Get Their Content Right

The Amazon Bestsellers Rank (BSR) tracks a product's sales velocity. In general, the higher a product's BSR, the higher its sales.

We looked at the characteristics of products that rank in the top 10 of their respective category (we look at sub-categories such as “baby monitors,” rather than the broader “Toys, Children, and Baby” category). The results show **clear differences in the product detail pages between top-selling products and their competitors.**

On average, a product with a **Bestsellers Rank of 10 has average monthly sales 26% higher than a product with a BSR of 20** and 140% higher than a product with a BSR of 100. Moving from 10th place to first place increases sales by 154%.



higher average monthly sales are recorded for products with Bestsellers Rank of 10 compared to a product with BSR of 20.



71% of top-ranked products include A+ content compared to an average of 47% and just 25% of unranked products.



Top-ranked products have **14% longer titles** than average (135 characters vs. 118 characters).



Top-ranked products tend to have **25% longer bullet descriptions** (167 characters vs. 133 characters).



Most pages now have the maximum number of images; however, top-ranked products have slightly more images (6.9 vs. 6.5).

How Does Content Impact Sales?

Deliver the experience shoppers demand with A+ content.

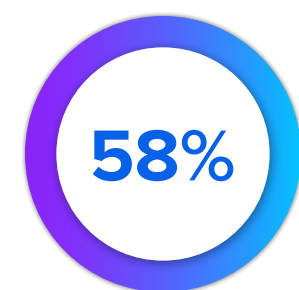
A+ content is your opportunity to memorably show, not just tell, shoppers about your brand and product.

Product pages containing A+ content have average sales 2.5 times higher than basic product pages. The average sales rank of pages with A+ content is 4 times better (126 vs. 505).

Images help shoppers see your product's features and visualize its use.

Amazon allows up to 7 images per product page (excluding A+ content) and most products now take full advantage with an average of 6.6 per page. However, what's important is that the quality, style, and subject of the images is varied, on-brand, and provides customers with relevant information. The right set of images will depend on the product you're selling.

Going from 4 to 7 images increases sales by about 120%.



Optimizing the length of descriptions can increase sales by 58%.

Bullets should deliver key information in a way that's succinct and to the point.

Bullets should provide shoppers with relevant information about the product and focus on the product's key features and characteristics.

The optimal length seems to be around 170 words or 4–5 bullets. Although, there are significant differences between product categories. Day-to-day products tend to have shorter descriptions (around 50–100 words) while more expensive, comparative items are longer (350–400 words). Optimizing the length of descriptions can increase sales by 58%.

Ratings and reviews are as important as ever.

You need to get your products reviewed and rated to be successful. However, if they're "too perfect," consumers will doubt you.

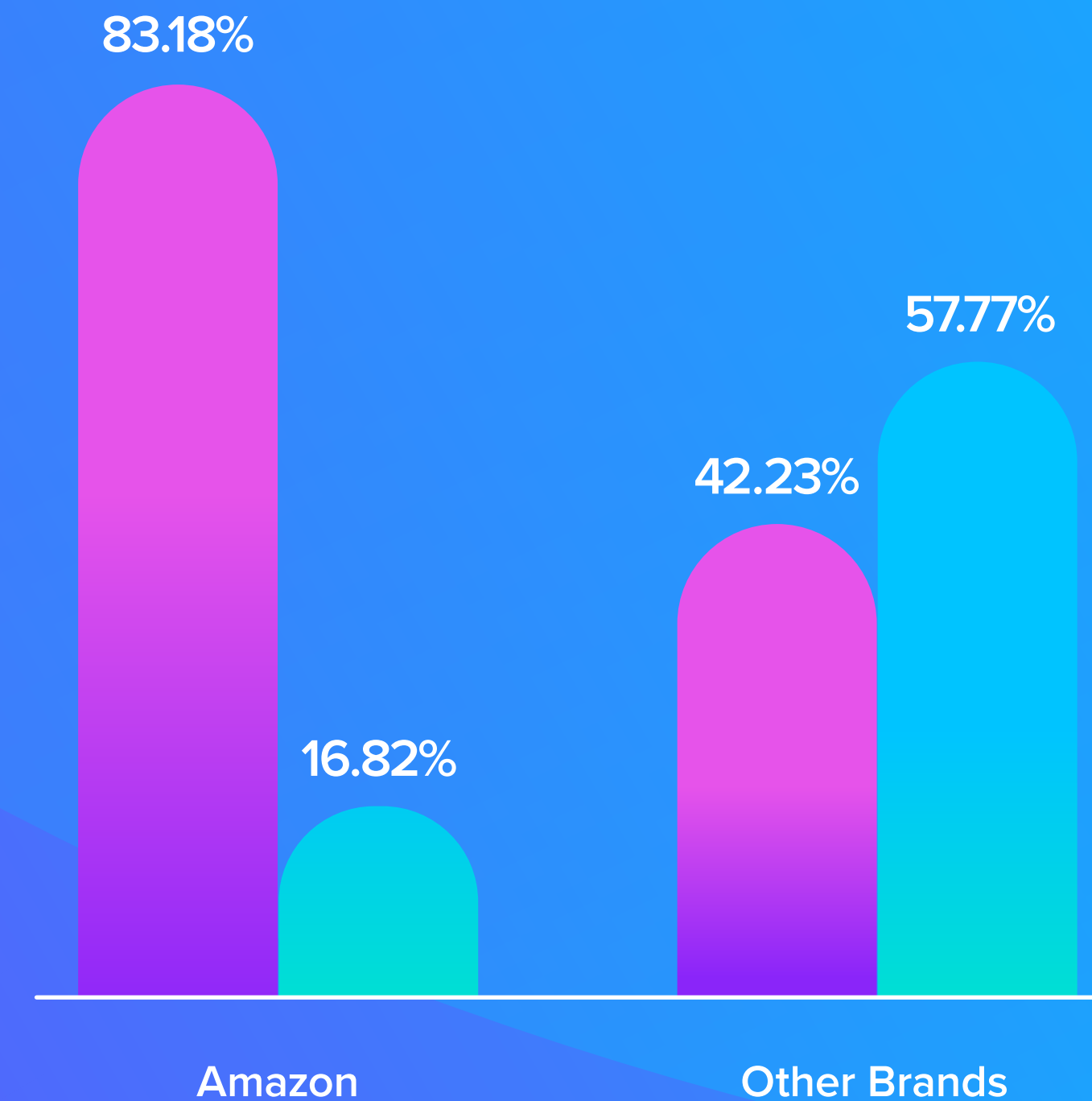
Sales grow by 27% moving from 2 to 4 stars while moving from 4.1 stars to 4.8 stars increases sales by 82%.

However, products with a perfect 5-star rating see sales fall by 79%. Increasing the number of (generally positive) reviews is more important than maintaining a perfect score.

Amazon Uses A+ Content on Nearly All Amazon-branded Products

Amazon has access to vast amounts of information on how shoppers navigate and use their platform and the content that captures their attention — the most important factors in driving sales.

when Amazon includes A+ content on 83% of their brand's product pages, it's time to take note.




Choose The Right Content For Your Product Category

When consumers land on a product page, they’re looking for information. However, the type of information they’re looking for depends on the type of product. Successful brands design enhanced content to meet the needs of their target customer. Not all products have the same requirements. The product page for a laptop will look different and have different types of content and information than a page for diapers or beauty products.

Products can be divided into three broad categories:

- Emotional products:** Such as children’s toys or beauty products. Consumers need to trust the brand before making a purchase.
- Rational or comparative products:** Include electronic appliances, tools and equipment, or homewares. For these goods, consumers want information that allows them to make an informed decision.
- Utilitarian or day-to-day products:** Purchases of these products are often habitual such as buying groceries or stationary products. Most consumers will buy the same thing every time unless a new brand can capture their attention.

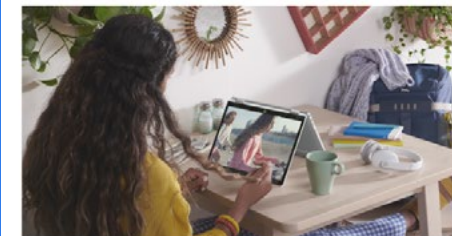


Portable. Polyvalent.
HP Chromebook x360 12"

HP Chromebook x360 12"


Portable. Polyvalent. Des applications pour simplifier votre quotidien.

Vous avez besoin de plus d'espace que vous l'avez jamais. Découvrez la polyvalence du HP Chromebook x360 12" (12,1") doté d'une charnière à 360° qui s'adapte à votre style de vie intense. Doté des performances et des fonctionnalités que vous souhaitez, cet ordinateur portable réunit le meilleur de Chrome et d'Android - vous pouvez ainsi aller plus loin avec une batterie longue durée.



Grandes caractéristiques, portabilité sans limite

Offrez les fonctionnalités et la portabilité dont vous avez besoin pour atteindre vos objectifs, professionnel et en carte graphique, conception sans compromis pour une expérience informatique plus silencieuse.



Pour le travail ou les loisirs, partout où vous allez

Redéfinissez votre façon de travailler et de jouer avec l'intégration cohérente de votre navigateur Chrome, l'ensemble des applications Google Play Store et un son personnalisé en collaboration avec les experts de



	Collagen anti-wrinkle hydrating day care	Retino-peptide anti-wrinkle hydrating day care	Calcium anti-wrinkle hydrating day care	Calcium anti-wrinkle night care	Pro-retinol anti-wrinkle day moisturizer	Pro-retinol anti-wrinkle night moisturizer
age range	35 years old and over	45 years old and over	55 years old and over	55 years old and over	35 years old and over	35 years old and over
Results	Plumped and smoother skin	Reduced wrinkles, firmer and more nourished skin	Reduced wrinkles, redensified skin and redefined contours	Reduced wrinkles, redensified skin and redefined contours	Firm, hydrated and toned skin	Reduced wrinkles, firmer and plumper skin
Application	Apply daily to a well-cleansed face and neck. For better penetration, apply in circular motions	Apply daily to a well-cleansed face and neck. For better penetration, apply in circular motions	Apply daily to a well-cleansed face and neck. For better penetration, apply in circular motions	Apply every evening to a well-cleansed face and neck. For better penetration, apply in circular motions	Apply in the morning, on the face and neck previously cleansed	Apply in the evening before bedtime, on the face and neck previously well-cleansed



	Smoothing face mask	Fluid foundation	Lipstick	Mascara	Moisturizing aftershave	Anti-wrinkle treatment for men
Mark	L'Oréal Paris	L'Oréal Paris	L'Oréal Paris	L'Oréal Paris	L'Oréal Men Expert	L'Oréal Men Expert
Description	Smoothing face mask enriched with clay and red algae for soft, smooth skin and reduced irregularities	24-hour coverage and hold foundation with ultra-fine texture for smooth skin without material effect	Lipstick enriched with vitamin E, with extreme comfort and a velvety texture for up to 8 hours of hydration	Volume mascara for full lashes thanks to its "millionaire" brush	Hydrating aftershave for men looking for a quick and easy skincare routine	Anti-wrinkle flash gel to hydrate the skin and protect it against aggressions contributing to aging

APPROUVÉE FAMILLES 2021



DÉCOUVREZ LES NOUVELLES COUCHES ET CULOTTES



Douceur Naturelle
MATIÈRE D'ORIGINE NATURELLE EN CONTACT AVEC LA PEAU



DOUX POUR LA PEAU

Pour une protection tout en douceur, nous sélectionnons des matières en contact avec la peau d'origine naturelle, ultra douces et respirantes.



A base de canne à sucre cultivée durablement



DOUX POUR LA PLANÈTE

Nous cherchons à améliorer votre bien-être et celui de votre bébé, tout en prenant soin de notre planète.



Tefal Ingenio ESSENTIAL NOIR TOUT-LEUX SANS INDUCTION

De la plaque de cuisson, au four, à table, au réfrigérateur, Ingenio est la réponse astucieuse pour une cuisine polyvalente. Grâce à sa parfaite emboîtabilité, gagnez de la place dans vos placards. Sa poignée amovible, sûre et brevetée peut supporter jusqu'à 10 kg et est garantie dix ans. Ingenio Essential est compatible avec tous les feux sauf l'induction et dispose d'un indicateur de température Thermo-Spot, pour des résultats toujours réussis et savoureux. Extra anti-adhésif, jour après jour, le revêtement Powerglide, renforcé en particules minérales, est facile d'usage et durable.

- Compatible avec les plaques de cuisson gaz, électrique et vitrocéramique.
- Plaque au four-vaisselle sauf la poignée.
- Plaque au four jusqu'à 250° sans la poignée.
- Revêtement intérieur et extérieur anti-adhésif.
- Fabrique en France.

N°1

Tefal est le N°1 mondial des articles culinaires*. Tout a commencé avec une seule idée : la pelle anti-adhésive. Un produit révolutionnaire qui permettait de rendre la cuisine plus simple et plus agréable pour tous. Depuis lors, nous avons toujours essayé d'inventer et nous avons une devise : rendre votre vie quotidienne plus facile.

(* Données 2014 issues d'un panel indépendant, ventes par marque en valeur, périmètre de la catégorie articles culinaires)

DE LA PLAQUE DE CUISSON

Les poêles et casseroles Ingenio rendent la cuisine plus facile grâce à leur revêtement anti-adhésif.

AU FOUR

Grâce à sa poignée amovible, la gamelle Ingenio se glisse facilement dans le four et résiste aux fortes températures jusqu'à 250°C. Sans poignée ni couvercle, ainsi chaque vaisselle devient un plat à four.

A TABLE

Une fois la poignée amovible retirée, les produits Ingenio se transforment en plats de service sans avoir besoin de transférer la nourriture.

DANS LE REFRIGERATEUR

Conserver les restes de nourriture au réfrigérateur et réchauffer directement sans avoir besoin de transférer dans un autre plat.

POWERGLIDE™ NON-STICK

Dure plus longtemps

THERMO-SPOT™ TECHNOLOGY

RANGEMENT OPTIMAL

Grâce à sa parfaite emboîtabilité, gagnez de la place dans vos placards.

POWERGLIDE : DURE PLUS LONGTEMPS

Le revêtement anti-adhésif pour après jour. Revêtement Tefal de nouvelle génération renforcé en particules minérales assurant une grande durabilité et une facilité d'usage jour après jour.

MAÎTRISE DE LA TEMPÉRATURE

Thermo-Spot vire au rouge vif quand la poêle a atteint la température idéale pour saisir les aliments. Il garantit une texture parfaite, un dorage appétissant et des saveurs préservées pour des plats délicieux chaque jour.

Gloss : Des produits 100% naturel pour une fabrication 100% Française !

Gloss

Le secret d'antan, naturellement efficace ! Les recettes de grand-mère sont souvent les plus efficaces. Découvrez Gloss pour un ménage 100% naturel !

Fabriquée en France dans la région Lyonnaise, Gloss propose une gamme complète de produits de nettoyage multi-usages, naturels, authentiques et innovants ! Gloss revisite les classiques des produits d'antan en proposant de nouvelles formules en Gel dans un format pratique prêt à l'emploi.

Simple mais efficace, sain et écologique, Gloss est la solution pour un intérieur impeccable !

Sa texture gélifiée, très concentrée en acide, permet de cibler la surface à traiter ; le gel s'accroche aux surfaces pour maximiser son efficacité.

100% naturel*, sans parfum, sans allergène, sans conservateur, sans colorant, sans parabène, sans perturbateur endocrinien et avec des emballages 100% recyclables, les formules Gloss allient technologie et simplicité d'entretien.

Gloss reprends aussi les incontournables basiques de grand-mère, en poudre, qui ont fait leurs preuves (bicarbonate de soude, acide citrique, cristaux de soude etc.) ainsi que la traditionnelle pierre de nettoyage !

Gloss bicarbonate de soude gel 750 ml - prêt à l'emploi

Les remèdes de grand-mère les plus simples sont souvent les plus efficaces. Le bicarbonate de soude est le produit miracle du quotidien pour l'entretien de la maison. Nettoyant, dégraisant, détachant, détartrant, désodorisant ses utilisations sont aussi variées qu'efficaces !

Gloss revisite un classique des produits d'antan en proposant un bicarbonate de soude prêt à l'emploi, en gel pour vous faciliter la vie.

Dans la cuisine (plaques de cuisson, fours, réfrigérateurs etc.), le bicarbonate de soude Gloss dissout les graisses et désinfecte la saleté. Il est apte au contact alimentaire*. Ennemi des champignons et des bactéries, le bicarbonate de soude Gloss est également idéal dans la salle de bain (idéaux de douches, robinetteries, carrelages, etc.).

100% naturel, sans allergène, sans colorant, sans parfum et sans conservateur, le bicarbonate de soude Gloss est la solution miracle pour une intérieur propre et sain. *Ne convient pas aux surfaces en aluminium, à la laine et la soie.

But it’s still important for “rational” products to use opportunities to showcase features and functions.

Rational products tend to have longer descriptions than emotional (+12%) and utilitarian (+31%) products.

Using A+ content increases average sales of rational products by 140% compared to pages with basic content.

69% of top 10 ranked “rational” products use A+ content compared to 37.5% of those outside the top 100.

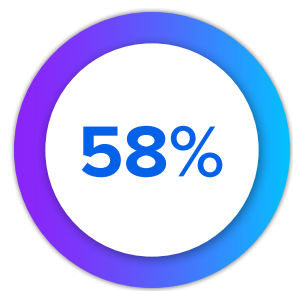
Day-to-day or utilitarian products use enhanced content less frequently than other product types, but the most successful brands deploy it skillfully to provide an enhanced customer experience.

48% of top 10 ranked utilitarian ranked products use A+ content.

Utilitarian products using A+ content generate almost double the sales (1.9 times higher) than products with basic content only.

A+ content has most impact for “emotional” products.

A+ content is the best way to provide engaging content that helps form trust with the customer through images, short-form videos, and brand-relevant copy.



82% of “emotional” product pages ranked in the top 10 for sales have A+ content compared to only 44% of those products outside the top 100.

48% of top 10 ranked “emotional” products use hero images (banner images) and 31% use comparison tables.

Douce Veilleuse

Changement automatique des couleurs

Lumière d'ambiance

Pour créer une ambiance apaisante à l'heure du coucher

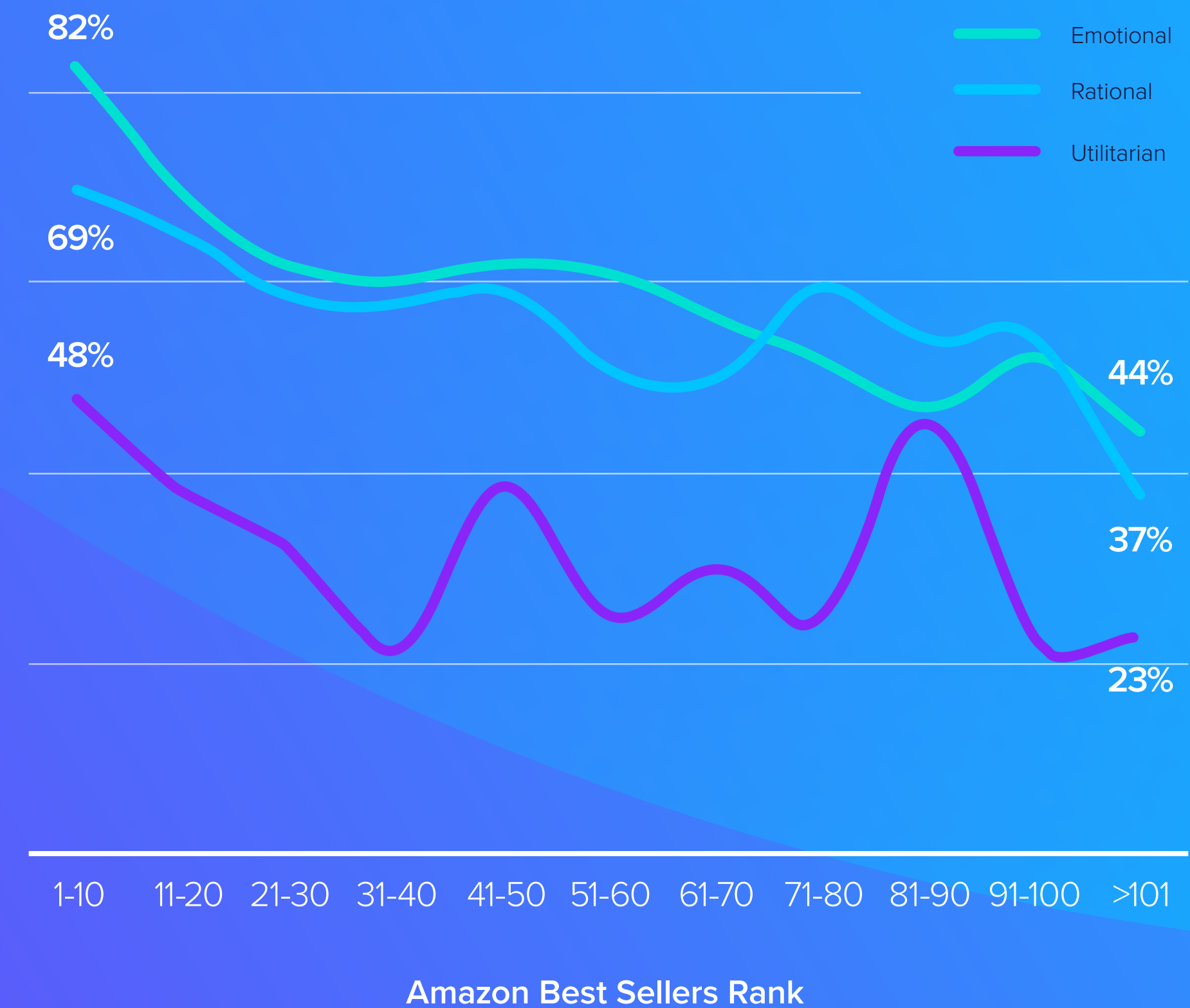
Projection au plafond

L'Ourson projette des étoiles au plafond !

Enhanced Content Drives Sales Among Product Types

The bestselling products on Amazon use A+ content significantly more often than other products in the same category.

Percentage of Products using A+ Content



Enhanced Content Gets Results For Higher-Value Products

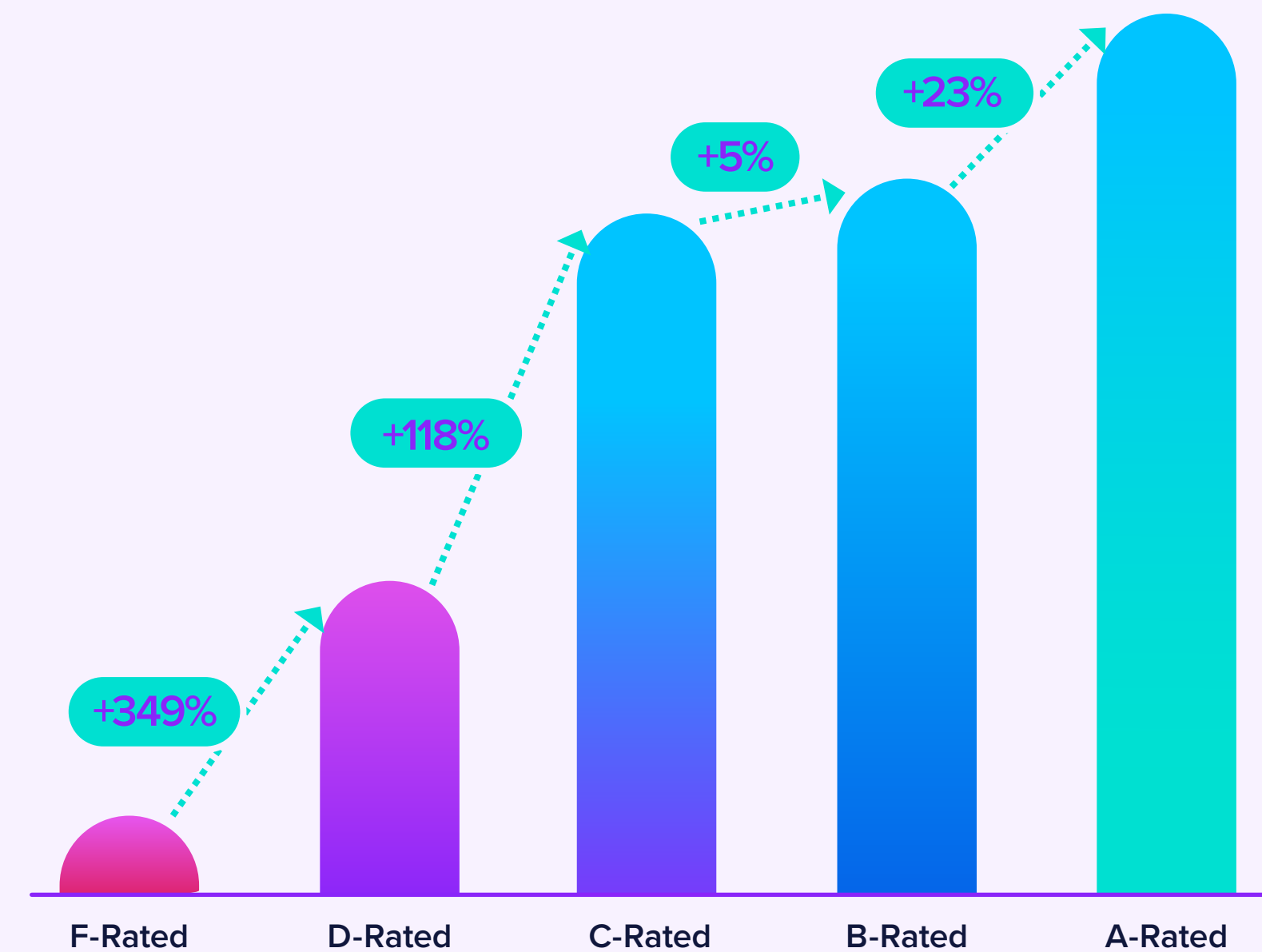
As the value of a product increases, the more consumers invest time in research before purchasing. Amazon is increasingly where they begin that process.

From our analysis, there seems to be an inflection point at around €50. At this point, the benefits from increasing from F-rated content to A-rated content increase significantly. 28% of the products over €50 with a top 10 Amazon Bestsellers rank have A-rated, compared to zero with F-rated content and just 8% with D-rated content. **Sales of “rational” or comparative products with A-rated content are, on average, 11 times higher than those with F-rated content.**

Intuitively, this makes sense. If customers are researching multiple products at the same time and one provides rich, engaging content and useful information, and the other provides only basic data points, it should be expected that the product providing an enhanced customer experience will have a higher conversion rate.

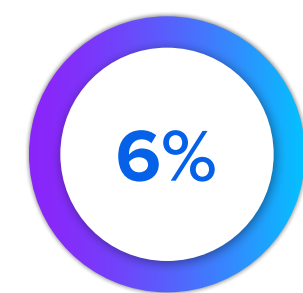
There is significant opportunity for brands to improve conversion rates by optimizing their product pages and creating enhanced content. Surprisingly, **only 8% of higher value products have A-rated content** and 30% have D and F-rated pages. Even marginal improvements can drive substantial increases in sales, **moving from D-rated content to C-rated content results in an estimated increase in average monthly sales of 118%.**

Increase in Sales of High-Value, Comparative Products When Moving Up a Content Grade



Take Control of Your Digital Shelf

The pandemic challenged the business models of many brands. However, the opportunity is tangible for brands able to seize the moment. Act now: This is not a static, one-time fix. For success, you need a dynamic digital shelf strategy and culture of continual innovation, constantly iterating and improving to meet your consumers' needs and stay ahead of your competitors.



Only 6% of products on Amazon.fr have A-rated content.

Only 6% of products on Amazon.fr have A-rated content. That means that well over 90% of products on Amazon still have room for growth and just under half (44%) are D or F-rated. We've seen that even incremental changes in the quality of product content — and especially incorporating enhanced content — can lead to improvements in SERP ranking and drive significant increases in conversions.

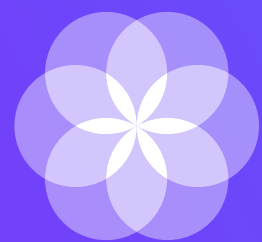
Even on the world's largest ecommerce site, there's still an opportunity to differentiate yourself from your competitors, seize the initiative, and convince both consumers and Amazon's algorithm to focus their attention on your brand and products.

Methodology

As far as we're aware, this is the first study to look at the impact of content on Amazon in Europe and on Amazon.fr in detail. Most existing studies focus on Amazon.com. While other studies can contain useful insights for European brands, they're focused on the U.S. market and U.S. consumers. In the U.S., Amazon accounts for almost 40% of online retail spending, whereas European consumers have access to a wider variety of ecommerce sites and have different habits and behaviors.

We initially collected data from Amazon in France, Germany, and the U.K. Identifying that France had the largest opportunity for product content enhancement, we analyzed more than 10,000 product pages across all major categories to create a unique database of content metrics covering all aspects of the product detail page, including titles, images, bullets, descriptions, ratings, reviews, and A+ content. The data was captured in between November 2021–January 2022.

Using this dataset, we assigned a content score on a scale of 0–100 to every page (and subsequently A-rated to F-rated). A-rated content meets Salsify's definition of industry best practices. The impact on sales was calculated using the Amazon's Bestseller Rank and estimates of monthly category-specific sales from JungleScout.



SALSIFY

Salsify empowers brands to win on the digital shelf by delivering consistent and engaging product experiences — wherever customers shop. Whether you're selling wholesale, through distributors, on marketplaces, through social commerce, or directly on your own brand sites, Salsify's Commerce Experience Management (CommerceXM) platform powers the experiences shoppers demand at every stage of the buying journey, everywhere on the digital shelf.

Our integrated platform helps thousands of brands deployed across 80+ countries with almost a billion products published on Salsify improve business agility, achieve faster time to market, and increase sales and market share.

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