

Amazon Content Investment Brief Builder

By Claire McBride // August 6, 2025 // Briefings, Research, Workshop

TL;DR: *This editable one-page PowerPoint tool will help you build a business case for your next Amazon content investment. Whether you're exploring PDP videos, Premium A+ modules, review integration, or brand stores, the brief guides you to assess and communicate the rationale, resourcing needs, and potential ROI, backed by Stratably benchmarking of 229 consumer brands.*

1 minute read

Brands effectively can't sell on Amazon without basic content, like strong titles, main images, and bullet points. We also "know" that beyond-the-basics content such as product detail page (PDP) videos and Premium A+ modules can boost conversion, engagement, and relevancy.

But our content benchmarking series (see below) revealed that these levers aren't always no-brainers due to [limited resources](#) dedicated to PDPs and how challenging it can be to measure the ROI of PDP upgrades.

That's where Stratably's **Investment Brief Builder** can help.

This editable PowerPoint tool helps Amazon and digital shelf leaders make more thoughtful, data-informed decisions about their next content investment.

It guides you to:

- Identify data and resourcing needs
- Align stakeholders with clear success criteria
- Weigh the potential impact of content upgrades
- Use Stratably benchmarking to support your case

Whether you're building a case for PDP video, refining your brand store, or deciding whether Premium A+ is worth the effort, this tool creates a structured path forward.

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