

Amazon PDP Strategy Self-Assessment

By Claire McBride // August 31, 2026 // Benchmarks, Interactive

Score your Amazon PDPs in three minutes against our benchmark of hundreds of brands, then get personalized, research-backed recommendations for closing your biggest gaps.

Product detail pages (PDPs) are having a moment again, driven by the extreme attention being placed on agentic commerce. There is a newfound appetite in investments into internal people resources, new technologies, and outside partners to boost visibility on agentic surfaces like Amazon's Alexa for Shopping and horizontal agents.

Amazon has raised the stakes for best-in-class in another way too, as COSMO, the system that powers Alexa recommendations, now drives organic search ranking as well.

With all this in mind, over the last two months we've **benchmarked hundreds of brand manufacturers**, hosted **two webinars**, and published **six research-backed essays** on how brands are responding, or not, to this new bar for PDP best practices on Amazon.

This self-assessment turns that research into a personalized, actionable score.

In three minutes or less, benchmark your own PDP practices against the market and see exactly where you have gaps and where you're already ahead.

Simply answer the six questions below to:

1. See where you stand against peers
2. Identify your highest-priority next moves
3. Share your organization's results with colleagues
4. Access the research behind every recommendation

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