

Best-in-Class Amazon PDPs – Webinar Recap

By Russ Dieringer // May 20, 2025 // Briefings, Research, Webinars

TL;DR: *Whether lacking completeness, consistency across retailers, or connectedness to their retail media campaigns, even best-in-class PDPs have room for improvement when it comes to getting their product detail pages fully optimized.*

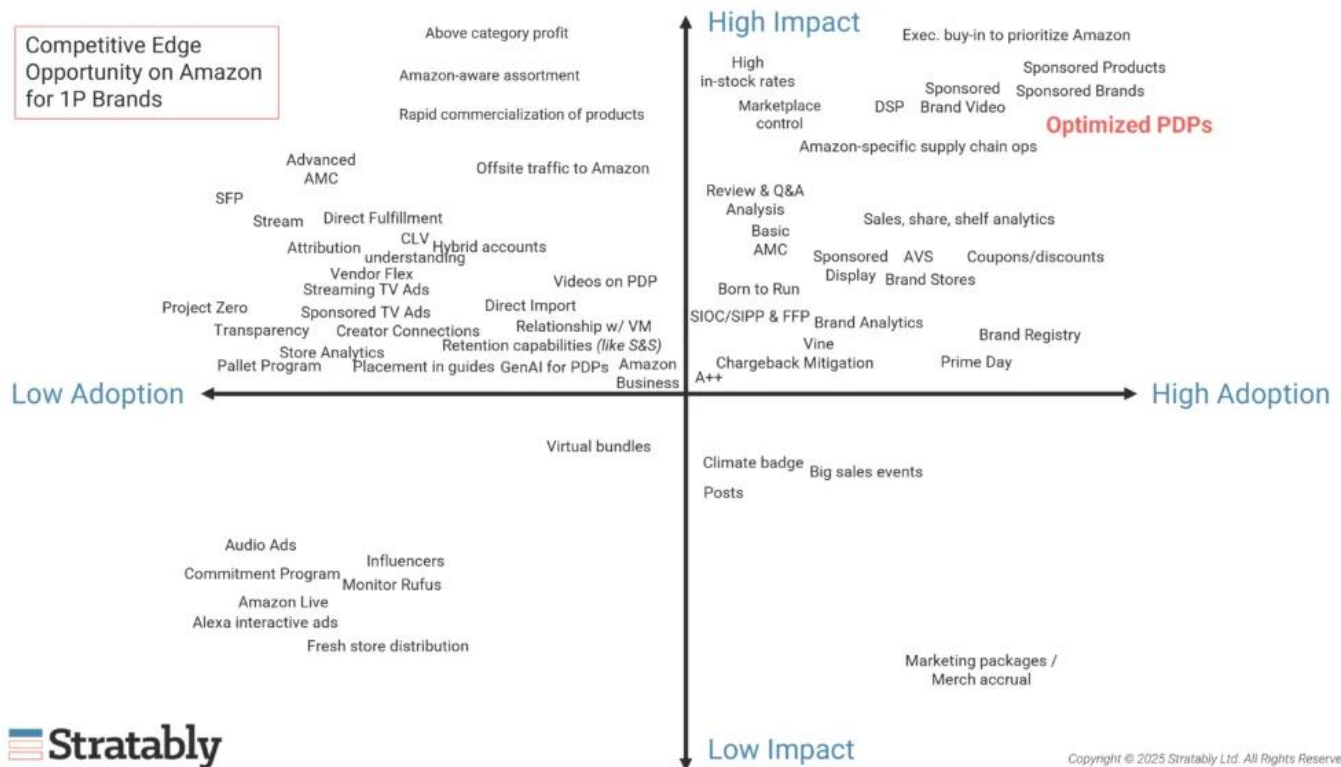
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3 minute read

We hosted Chris Perry from Firstmovr to discuss his team's latest findings on what good looks like for Amazon PDPs.

Fully-Optimized Amazon PDPs

Optimized PDPs are one of the most important levers for a strong Amazon business. We have featured it in the top right of our Amazon Competitive Edge diagram since we created the framework.

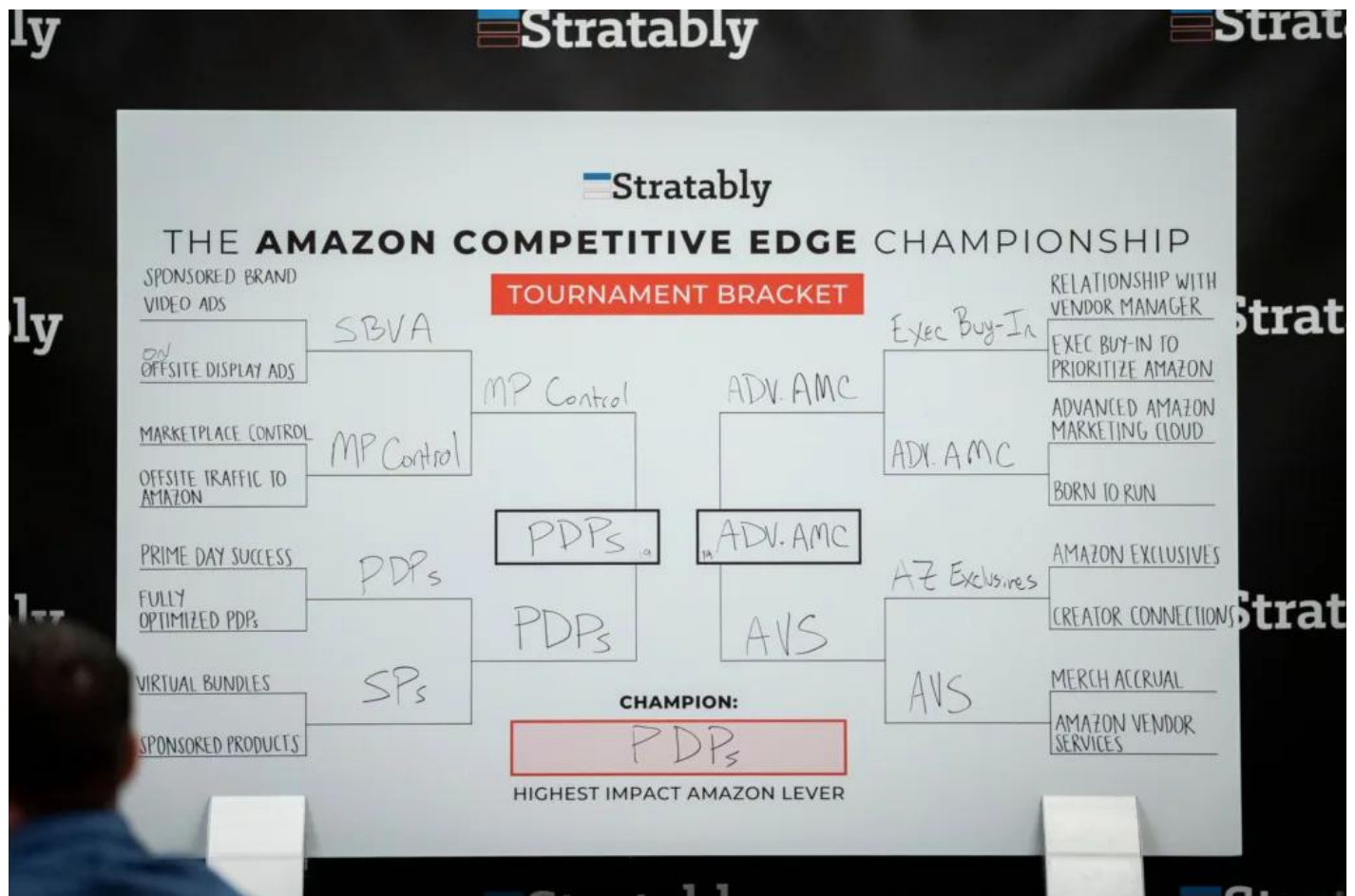


The importance of PDPs was further supported at our in-person Amazon-focused event in March when we asked attendees to vote for their Amazon-lever March Madness winner. This exercise was meant to be fun and less scientific than our normal consumer brand benchmarking, but PDPs ascension to Champion only reinforced the importance of getting PDPs right.









Join us in Spring 2026 at our next in-person event - details coming soon!

Presentation Overview & Background

The core of the presentation revolved around Firstmovr's ENDCAPS research, which explores how leading brands are developing effective content across Amazon and omnichannel rivals' sites.

Key questions we explored included:

- What does it really mean to have a compelling PDP in a Rufus-influenced world?
- How do brands ensure their PDPs are connected to their full-funnel search and media strategies?
- What does "customized" look like through emerging GenAI-driven personalization and segmentation?

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