

Best-in-Class Examples of Compelling Amazon PDPs | Webinar Recap

By Russ Dieringer // June 17, 2026 // Briefings, Webinars

TL;DR: *Even the best Amazon PDPs are leaving conversion on the table somewhere, whether in how they order the product story, how clearly they name their audience, or whether their images and video are built for mobile. Winning the page is a system rather than a single fix, and as Alexa makes discovery less predictable, the content you do control matters more than ever.*

4 minute read

2026 has been the year of agentic commerce, with brands hyper-focused on ensuring their products show up in queries. Nearly all of that energy has gone to the front half of the challenge: getting found and winning the click.

This is important, but it's not the whole story.

There's a critical next step that must occur once a shopper arrives on your PDP: converting them.

This requires not just a *complete* PDP, but one that's *compelling*. One that provides the right information and brand experience to convince the shopper they're in the right place and that *this* is the right product for them.

We welcomed Chris Perry from firstmovr back to our webinar series to break down what his ENDCAPS research has revealed about the difference between technically *complete* PDPs versus conversion-leading *compelling* PDPs, including [what's changed from a year ago](#).

Chris's research has revealed that even best-in-class PDPs have room for improvement on at least one of the nine dimensions comprising his methodology:

1. Content completeness
2. SEO optimization
3. AIO optimization

4. Shopper centricity
5. Mobile readiness
6. Social + UGC integration
7. Growth incrementality
8. Full funnel integration
9. Retailer relevance

The live workshop included the audience contributing real-time feedback on the opportunities for even best-in-class PDPs to improve.

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