
Amazon PDPs: Going from Complete to Compelling

By Megan Harvey // May 15, 2026 //

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Amazon PDP optimization has hit a strange plateau.

Most brands have done the foundational work. Titles are optimized. Bullets are structured. Lifestyle imagery is in place. A+ modules are live. By any reasonable definition, the pages are complete.

And yet conversion gaps between category leaders and the rest persist.

The reason is simple. Completeness is no longer a competitive advantage. Compelling is. The brands pulling ahead have moved past the checklist and built a deliberate point of view on what their PDP needs to do for the shopper, not just contain.

To reach Compelling, teams need a shared, practical approach for getting there. Without a framework, PDP optimization defaults to subjective debates, one-off requests, and reactive updates.

In this interactive virtual session, Russ Dieringer of Stratably and Chris Perry of firstmovr will break Amazon PDP excellence into focused optimization "projects" across:

- Shopper centricity
- Growth incrementality
- A+ and Premium A+ content

- Mobile readiness
- AI-driven discovery via Rufus

Then, we'll audit real best-in-class Amazon detail pages together with audience participation. Both their best practices and their missed opportunities will serve as live teaching material.

Leaders will leave with three things:

- A clear Amazon PDP audit framework
- Sharpened judgment on what separates "complete" pages from "compelling" standout performers
- Repeatable process for turning detail page optimization into a high-impact discipline

The session is built for leaders who suspect their PDPs are underperforming but can't yet articulate why.

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