

PhD in PDPs: A Mini Masterclass Studying 5 Best-in-Class Amazon Pages

By Megan Harvey // May 28, 2025 //

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You asked for real-life examples, and we listened!

Join Russ Dieringer of Stratably and Chris Perry of firstmovr for a hands-on session exploring five Amazon PDPs that are best-in-class.

Building on the 7 C's of Amazon Digital Shelf Maturity shared in our previous webinar, we'll break down these PDPs live, uncovering the precise content, structure, and strategies that set them apart.

This highly practical session is designed for retail professionals who want to elevate their PDPs from "complete" to "compelling." You'll leave with a sharper sense of what "great" looks like, real-world examples to inform your own page design, and plenty of time for Q&A to address your burning PDP questions.

Whether you're leading digital shelf strategy or looking to up-level execution with your content teams, this is your chance to earn your "PhD" in next-level PDP best practices!

[See the Recap & Replay Here](#)

