# How Brands Are Using Amazon Reviews to Strengthen PDP Content

By Claire McBride // July 29, 2025 // Benchmarks, Briefings, Research

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***TL;DR:*** *Customer reviews are among the most trusted forms of content for shoppers, with 51% of brands regularly or occasionally incorporating reviews into content development. Whether it's reinforcing value claims, quoting happy customers, or addressing common concerns, reviews offer a low-cost, high-impact path to stronger PDPs.*

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*2 minute read*

Optimized PDPs remain one of the most critical levers for success on Amazon, sitting nearly as far top-right as possible in Stratably's Competitive Edge Framework (high adoption, high impact), and ranked by brands as the #1 most impactful Amazon lever in our 2025 Amazon Competitive Edge March Madness tournament.

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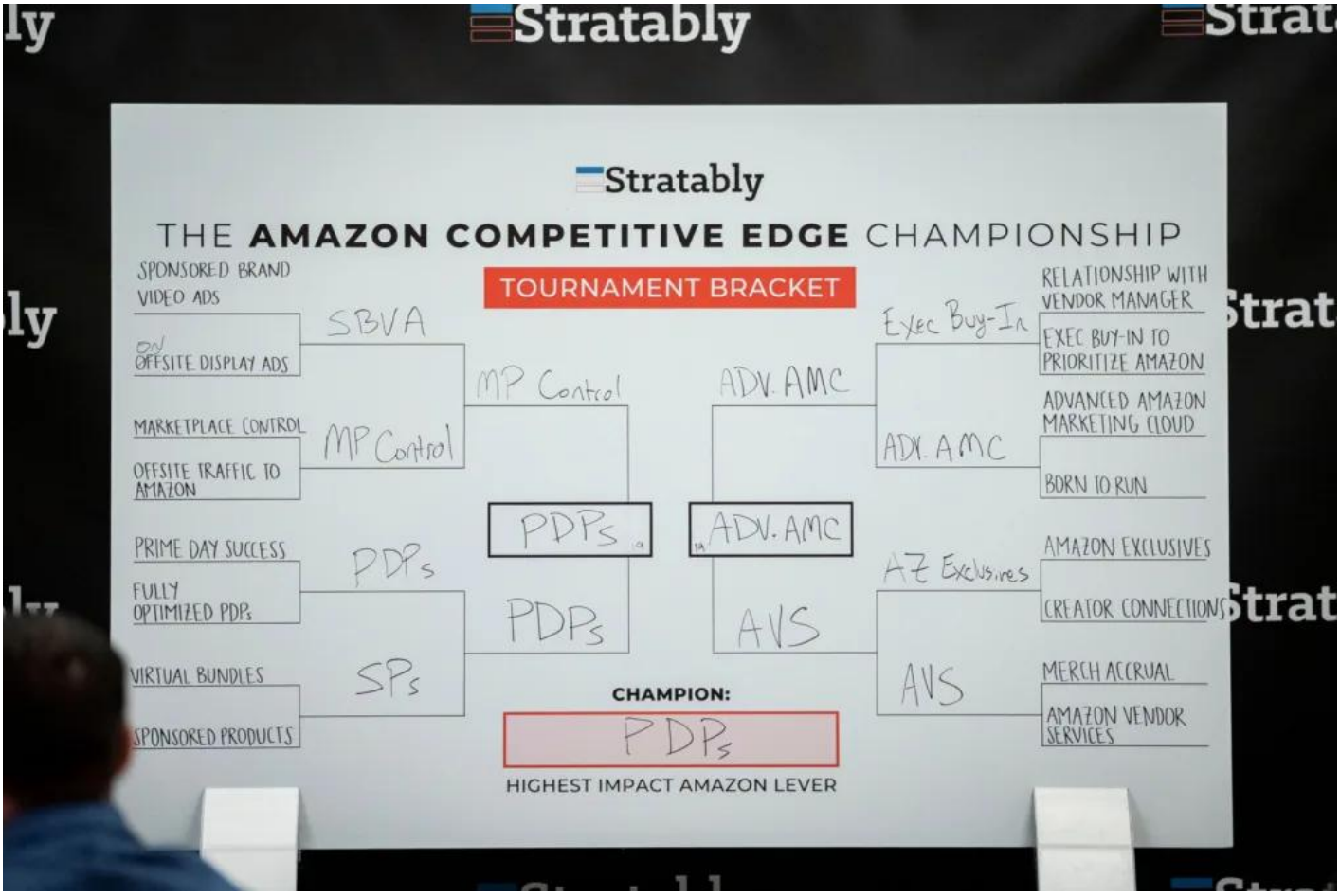

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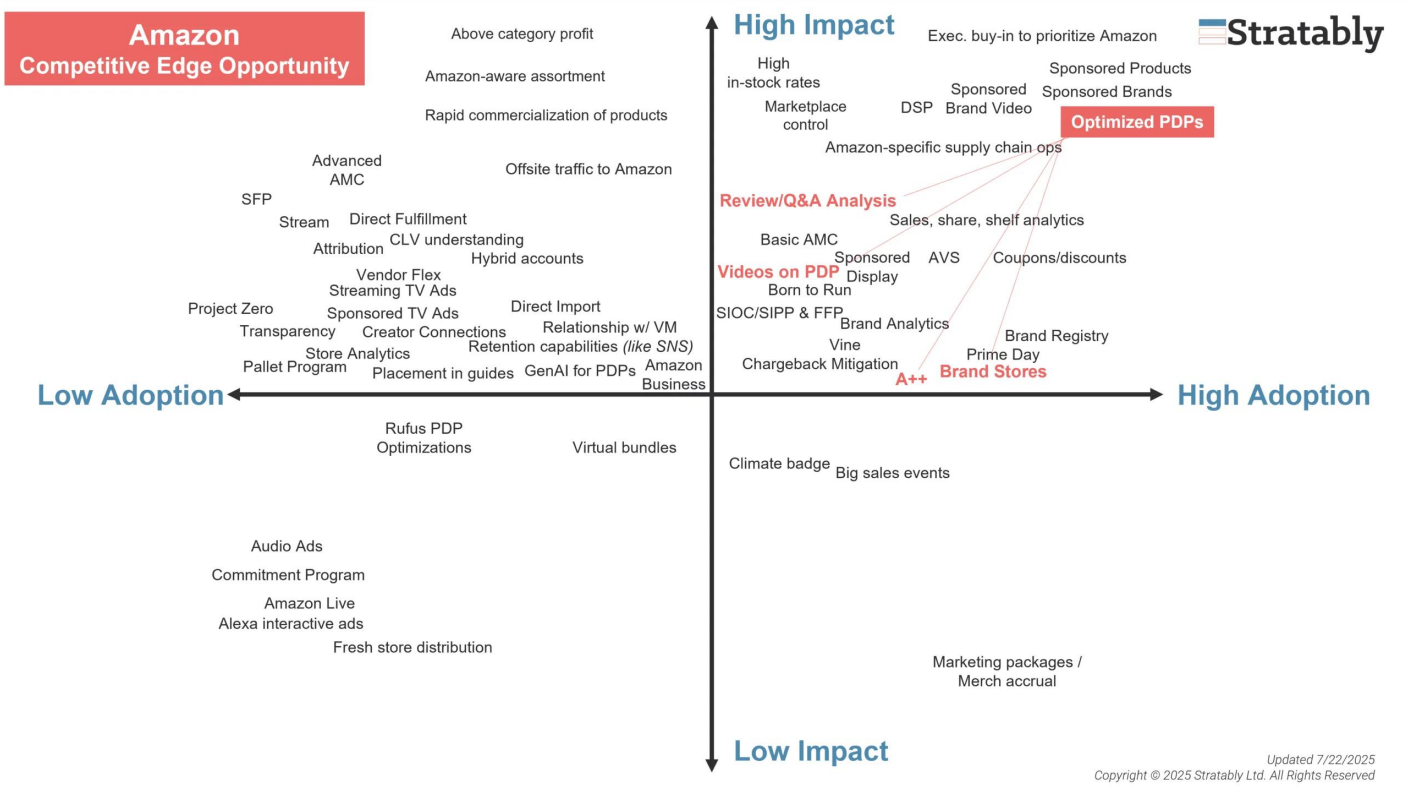



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But “optimized” PDPs are always a moving target and brands are constantly looking for ways to get more out of their PDPs, so we set out to benchmark how brands are using content-related levers beyond the basics like titles, bullets, and images.

**In this series, we’ll cover customer reviews, Premium A+ content, PDP videos, and brand stores (a close complement to PDPs).**

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**First up:** understanding how brands are leveraging customer reviews to optimize their PDPs.

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