Podcast: What Brands Are Prioritizing on Amazon PDPs

By Russ Dieringer // October 2, 2025 // Benchmarks, Interviews

TL;DR: *In this 25-minute Commerce Collective podcast, Stratably's Russ Dieringer breaks down survey results from 229 brands and agencies on their investments in advanced PDP content, such as videos and Premium A+ content, along with how brands are (or aren't) evolving their PDPs in response to Amazon's Rufus.*

1 minute read



Every brand knows product detail pages are critical, but few have clarity on which elements actually move the needle. To cut through the noise, Stratably benchmarked hundreds of brands on their

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PDP investments, including elements like enhanced A+ content to videos, reviews, and more, and how those investments are paying off.

Russ Dieringer, Founder of Stratably, joined the *Commerce Collective* podcast to share what the data reveals about PDP strategy in 2025 and beyond.

The conversation covers:

- Which PDP elements brands are prioritizing this year.
- What manufacturers say the impact has been from various PDP elements.
- How manufacturers are adapting their PDPs in response to Amazon's Rufus chatbot.

For leaders tasked with deciding where to place the next digital dollar, this episode offers a clear view of how peers are approaching PDPs and where the evidence suggests returns are highest.

Listen Now

To dive deeper, you can also explore our full research series on Amazon PDPs:

- Is Premium A+ Worth It?
- Brand Adoption of Amazon PDP Videos
- Using Amazon Reviews to Strengthen PDPs
- Adoption and Impact of Amazon Brand Stores
- Amazon Content Investment Brief Builder
- Are Brands Actually Updating PDPs for Rufus?
- What's Holding Brands Back from Optimizing for Rufus?
- Are Rufus-Driven PDP Updates Driving Results?
- Workshop: Rufus-Driven PDP Updates

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