

# Amazon A+ Enhanced Content Guide

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To access **video training materials** related to this topic, [visit the Learning Hub](#) in CXH and search the video library.

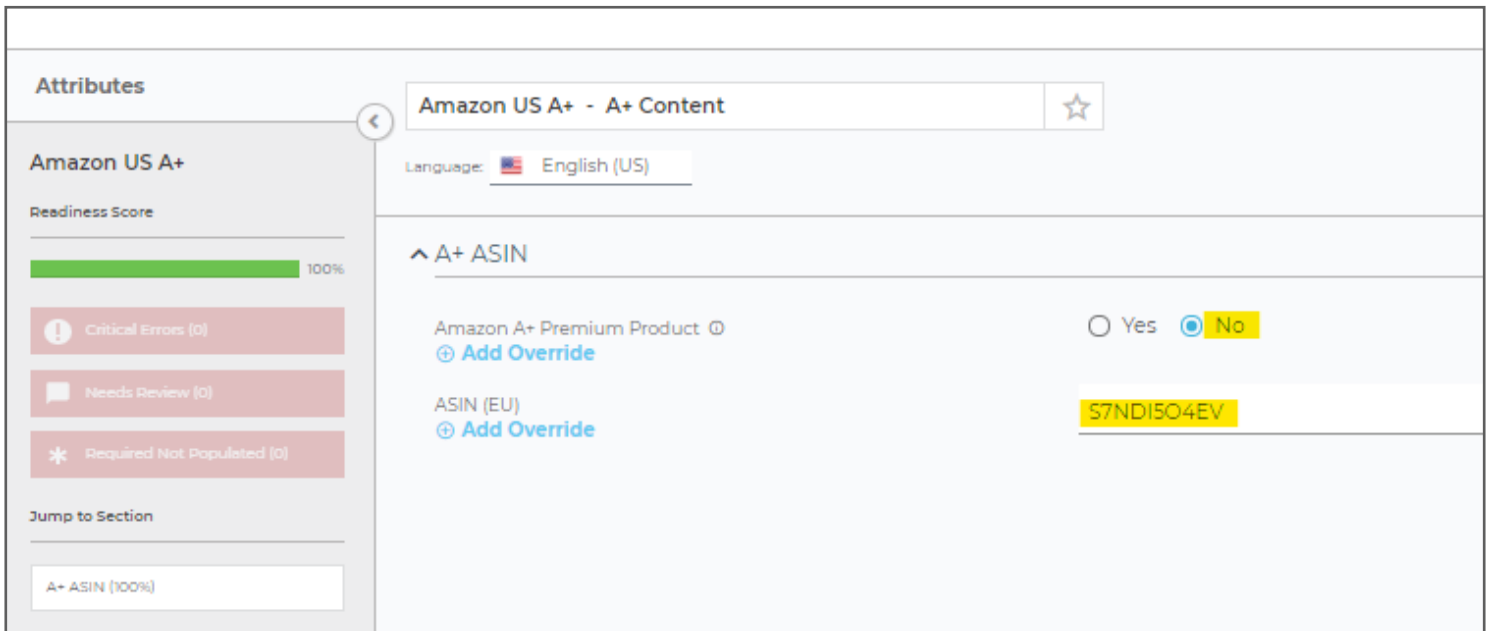
### For further assistance:

855-SYNDIGO  
<https://www.syndigo.com/support/>

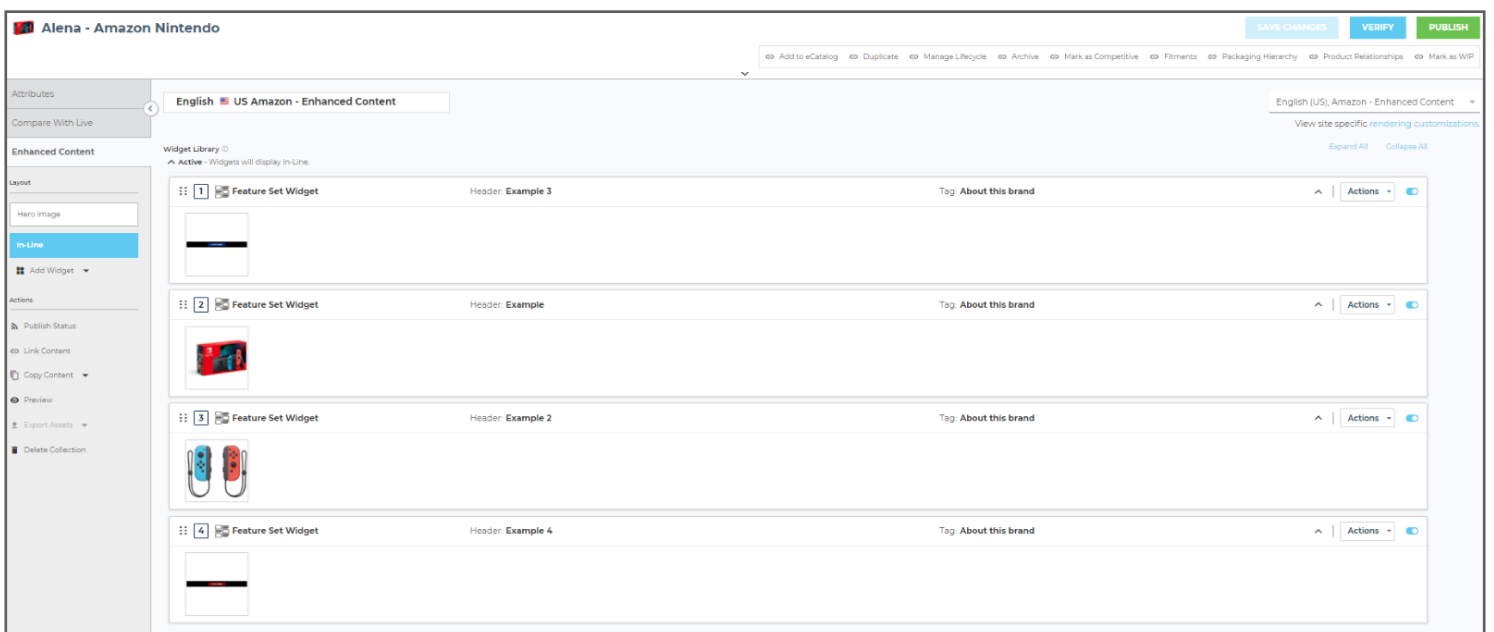
# Getting Started with Amazon A+

To get started publishing to Amazon A+, ensure the following steps have been completed:

1. **Authorize Amazon as a Third party.**
2. Add the Amazon A+ **integrated recipient** that aligns with the country the content is being published to. Make sure:
  - **Amazon A+ Premium Product** is marked as **No**
  - **ASIN** is entered



3. Make sure that each widget is configured to meet the requirements of one module. Up to 5 modules can be published to Amazon. (Note: At this time we are not publishing Amazon A+ Premium, only the standard version. Because of this, the current max is 5 modules.)



# Amazon A+ Content Authorization

In order to submit Enhanced Content from CXH through the Amazon A+ API, Vendors & Sellers must first give consent and provide authorization for 3rd Party applications to enable them to make calls on their behalf to the A+ API.

To accomplish this process, Syndigo has put together a CXH internal workflow page to enable Brands to complete the workflow required. Customers can access <https://platform.syndigo.com/retailer/amazon/authorization>. Below are the steps to follow.

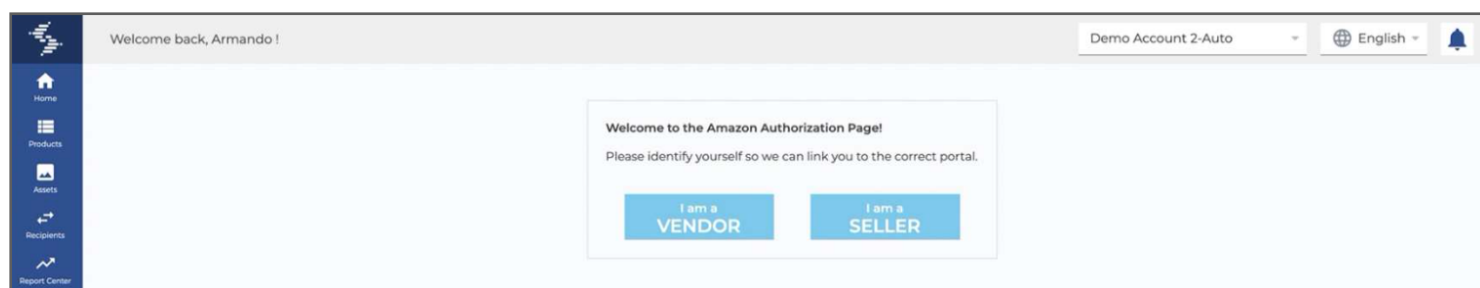
Customers who are not Amazon sellers and wish to sign up can access: <https://sell.amazon.com/?ld=rpussoa-syndigo>.

## To Authorize Syndigo as an Approved 3rd Party Application:

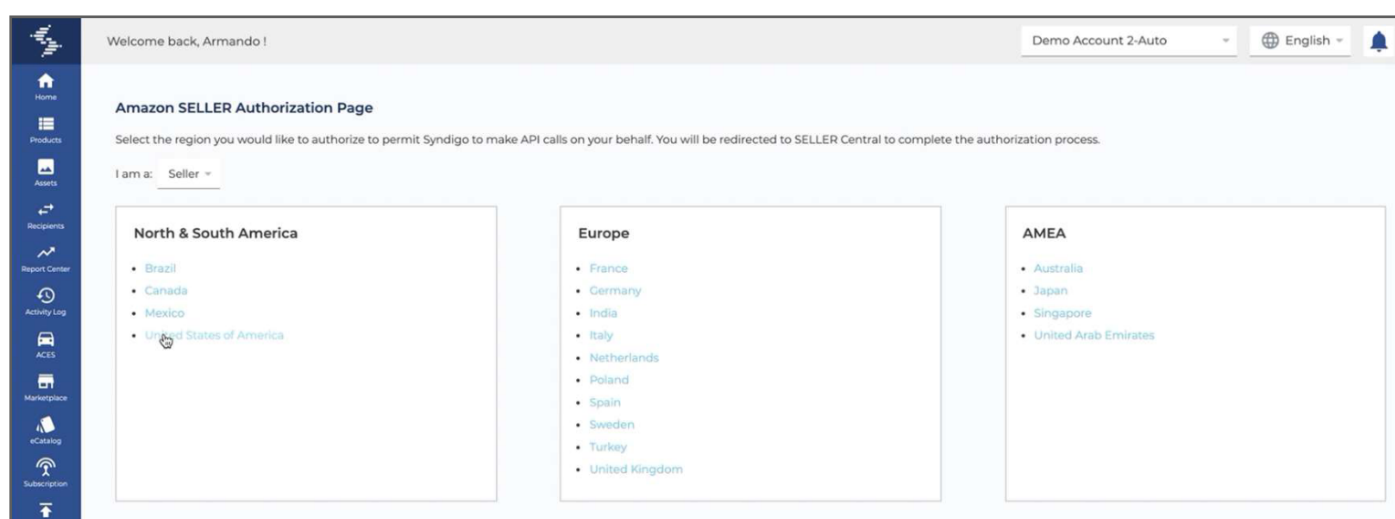
**Step 1:** Navigate to <https://platform.syndigo.com/retailer/amazon/authorization>.

**Step 2:** Enter your CXH Login credentials.

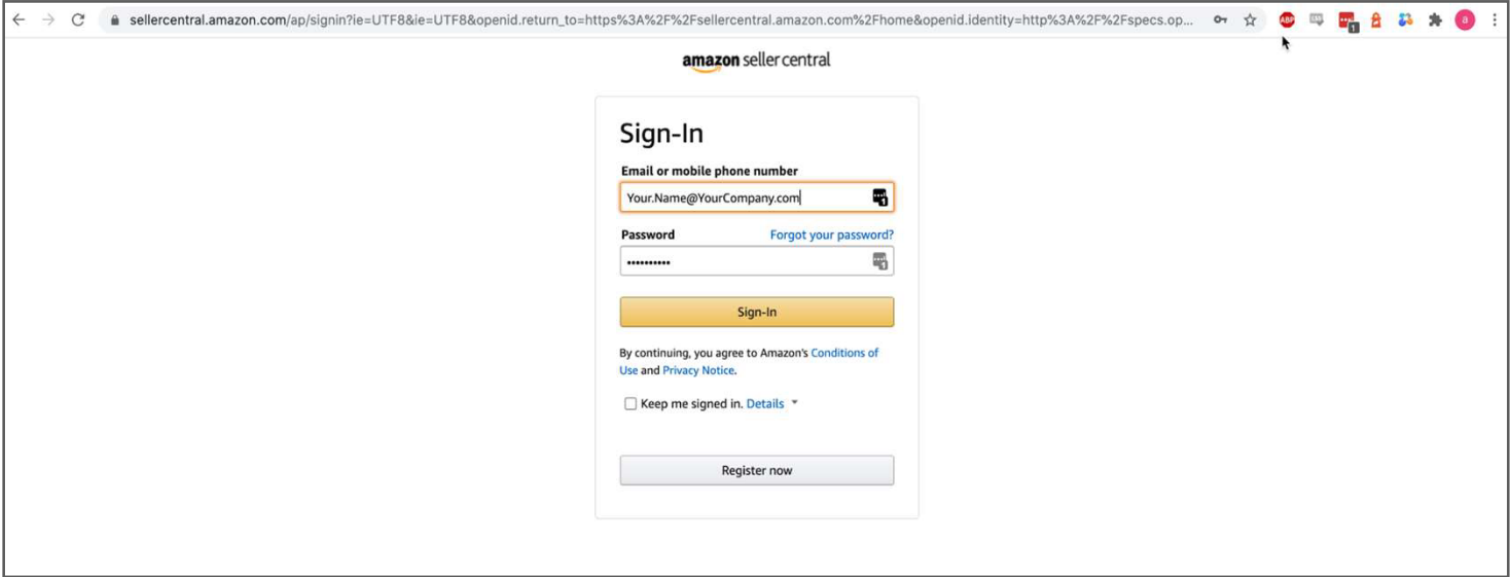
**Step 3:** Select Amazon Account Type. (If you are not an Amazon seller, you can sign up at <https://sell.amazon.com/?ld=rpussoa-syndigo>.)



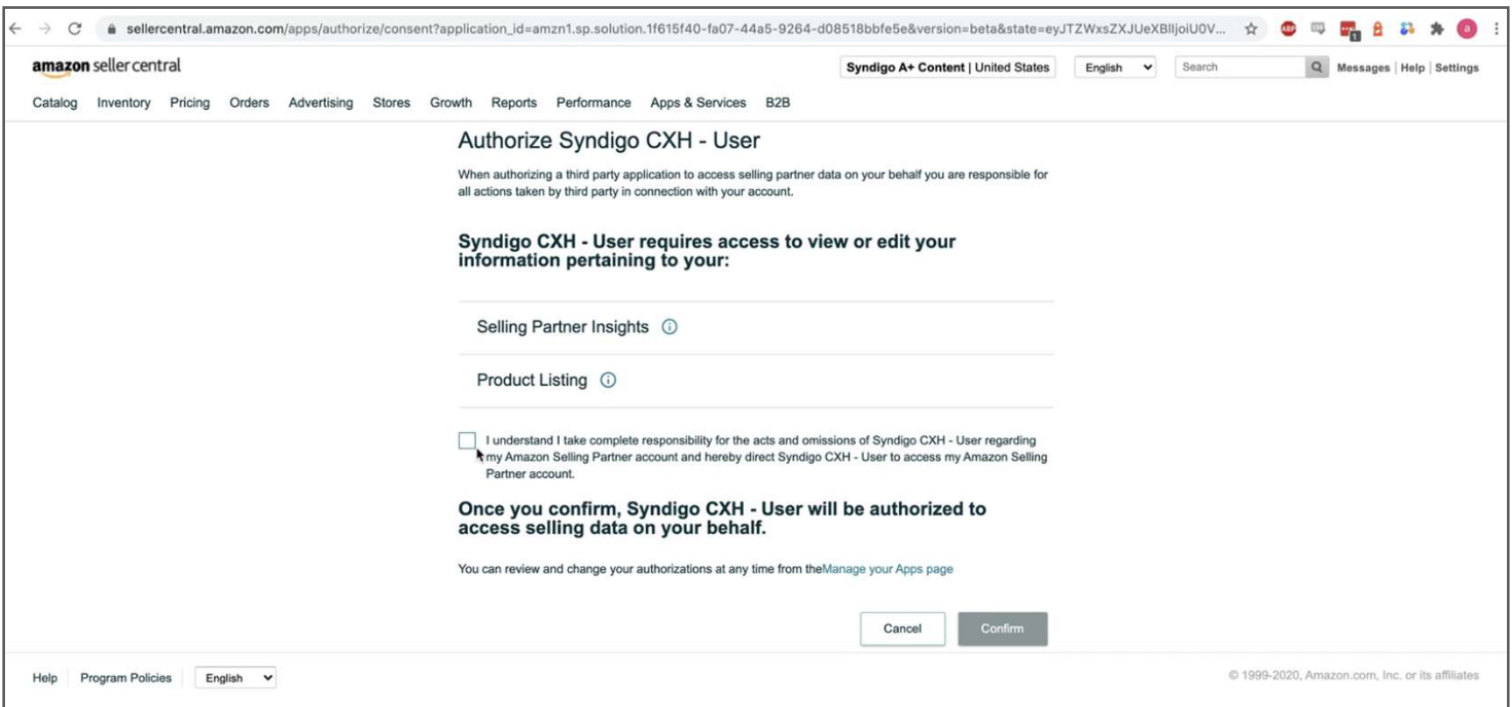
**Step 4:** Select the locale you wish to authorize. This will determine the Amazon specific locale that you will be redirected to.



**Step 5:** You will be redirected to the Amazon Vendor or Seller Central login page based on your previous selection. Login using your Amazon credentials.



**Step 6:** The Authorization form will load. Follow the steps to authorize Syndigo to make calls on your behalf to the Amazon A+ API (for the selected locale).



**Step 7:** Once the authorization is complete, Amazon will redirect you back to CXH. After a successful authorization is complete, users will see a confirmation page.



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# Publishing Enhanced Content to Amazon

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Although publishing to amazon in CXH is roughly the same user experience as publishing to any other Recipient/Site, the method of delivering content is quite different. In effect, instead of just taking Syndigo's pre-made package of content, amazon takes it apart and then plugs the assets and text into their own configurations. We have worked to make sure that it is possible to have what is built in CXH reflected on what is displayed on product pages on Amazon but there are limitations. Not all content built in CXH will fit into the modules Amazon displays content.

## Building Content For Amazon

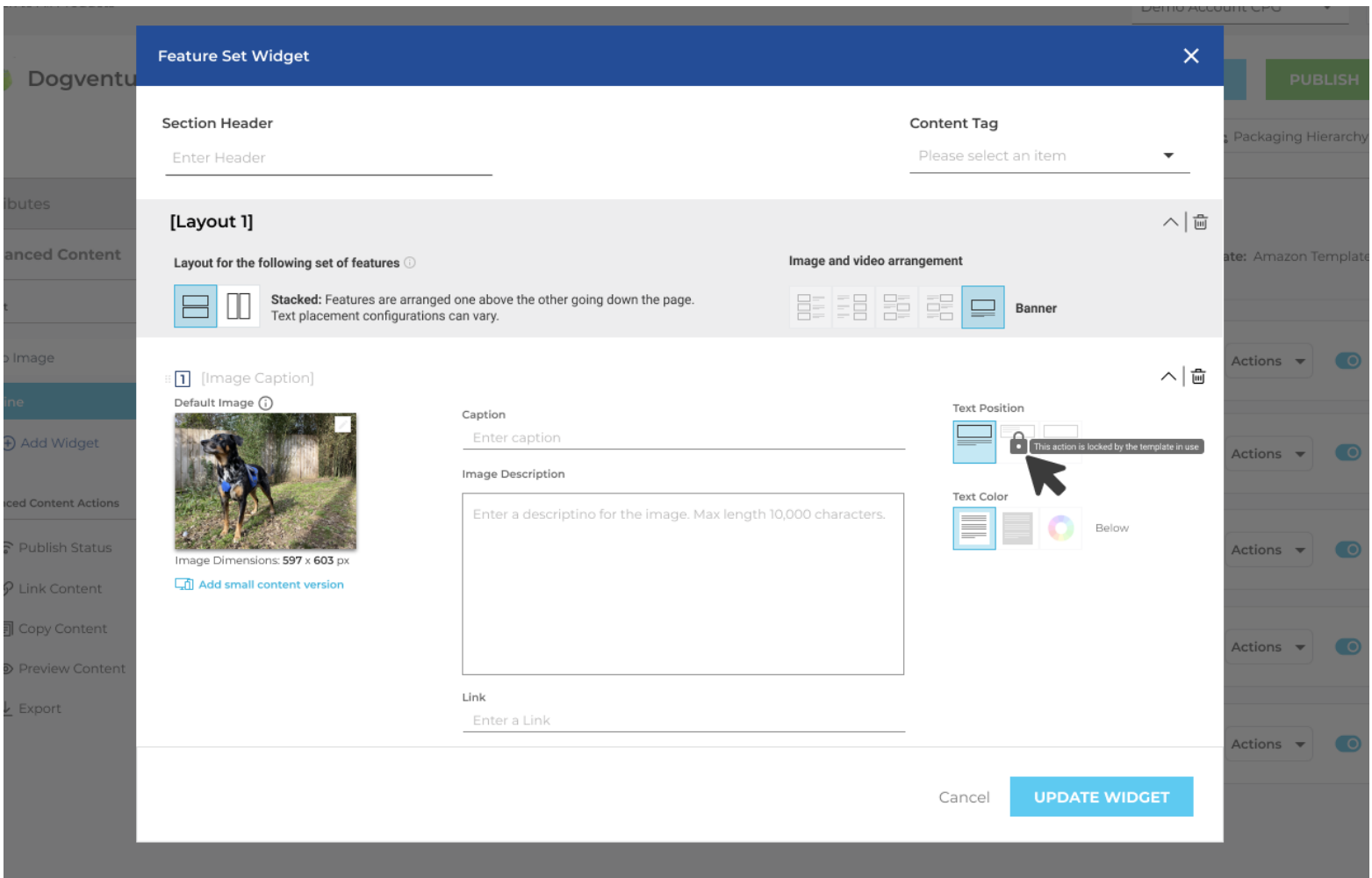
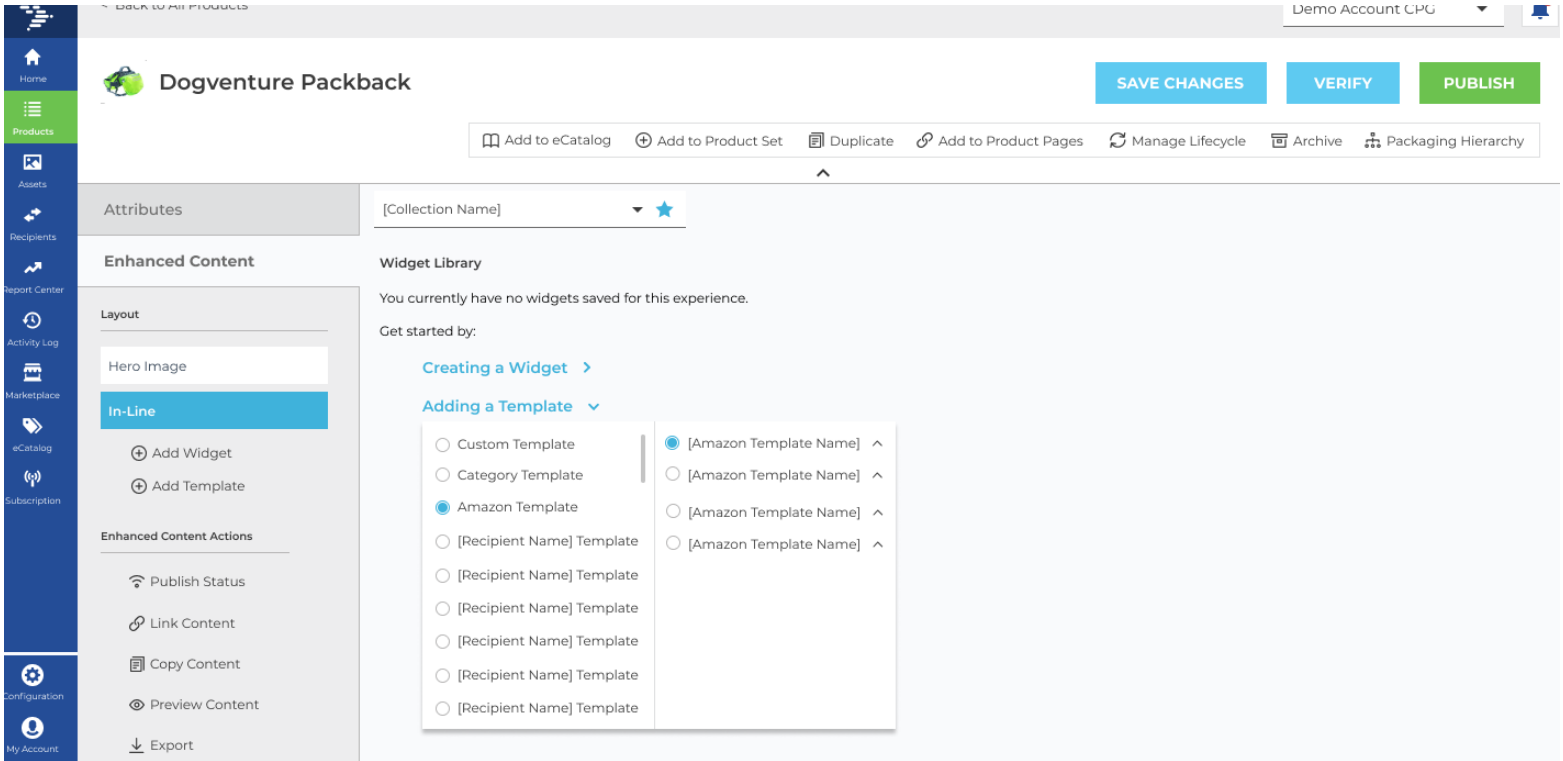
This guide illustrates the possible ways to build content in CXH so that the layout built in CXH matches the way it is displayed on Amazon. Amazon may reject content if CXH widgets are not configured according to this guide.

## Amazon Specific Collections

**Enhanced Content for Amazon should be built in an Amazon Specific Collection.** No other recipients may be in the collection as internally we moderate content for amazon with a microscope, looking for widget configurations and content that we believe amazon will reject. We do this so internally we can adjust the content (if necessary) on behalf of our clients so that the content has a high chance of being accepted and finally published by amazon.

## Amazon Templates

In order to give CXH users a high confidence starting point, we have created Amazon templates. These templates include a group of widgets, preconfigured to fit amazon's restrictions. The configurations of the widgets are locked initially and can be unlocked but beware, changing the configurations of the widgets or adding widgets to the collection may cause amazon to reject. It is highly recommended that CXH users simply fill in the preconfigured widgets with assets and text.



## Publishing in CXH

Once amazon is included in a generic collection or preferably, an amazon “recipient specific” collection has been created, the CXH publishing process works the same way it does for any other recipient: User clicks publish, the content is sent to CXH moderation and if approved, we ship it. However, once we ship the collection, Amazon has their own moderation cycle. Part of their moderation is for the content itself and another part is for the properties and ability to fit in their content modules. In order for content to be live on an amazon page, the content must be approved by both CXH and Amazon.

## Amazon Moderation Feedback in CXH

To view the amazon EC moderation status:

1. Navigate to the product in CXH
2. Click on the Product Pages Tab
3. Select “Enhanced Content”
4. In the table, click the status in the Status column for the the row that shows “Amazon” listed as the website.
5. View “Recipient Status”

The screenshot shows the CXH interface with a modal window titled "Enhanced Content Publication Status". The modal displays the following information:

- Website:** Amazon.A\*
- Collection:** English (US), Amazon - Enhanced Content
- In-Line Content:** 5 Widgets
- Hero Image:** 0 Widgets
- Hero Image Content:** 0 Widgets
- Status:** Pending
- Last Updated:** 02/04/2022 8:41:53 AM
- Last Published:** 04/04/2022 10:18:48 AM
- Last Approved:** 04/04/2022 9:39:17 PM

**CXH Statuses:** Moderation Status: Available, Page Status: Available, System Status: Available

**Recipient Status:** Amazon - Enhanced Content Status: Pending

**Activity Log:**

Date	Activity
04/04/2022 9:39:18 PM	Pending for Amazon - Enhanced Content

The background interface shows a product page for "even" with a table of Enhanced Content Product Pages. The table has columns for Last Updated, Last Published, and Status. The row for Amazon shows a status of Pending.

# Standard Text Module

To achieve the **Standard Text Module** layout for Amazon, a user will need to leverage an HTML/Text widget with Header value set.

## Amazon Rendering:

**Rendered**

Lorem ipsum dolor sit amet, cu magna similique his, ei usu clita cetero ponderum. Semper corpora deserunt no duo, no nonumy apeiarian tractatos nec. Vel eu sint ornatus patrioque, ex vim civibus ancillae delicata. Quod torquatos cu ius. Dolore quaestio delicata at vis, ius posse mediocrem at. Libris numquam voluptua id quo, duo at etiam periculis. Mea alterum scaevola probatus. Lorem ipsum dolor sit amet, cu magna similique his, ei usu clita cetero ponderum. Semper corpora deserunt no duo, no nonumy apeiarian tractatos nec. Vel eu sint ornatus patrioque, ex vim civibus ancillae delicata. Quod torquatos cu ius. Dolore quaestio delicata at vis, ius posse mediocrem at. Libris numquam voluptua id quo, duo at etiam periculis. Mea alterum scaevola probatus.

## CXH HTML/Text Widget:

Text/HTML Widget
✕

**Section Header** ⓘ

**\*Content Tag** ⓘ

**Include On**

 In-Line  Hero Image

↶ ↷ Sans Serif ▾ Normal ▾ **B** *I* U ~~ABC~~ “ ” </> ☰ x<sub>2</sub> x<sup>2</sup> ☰ ☰ ⬆️ ⬆️ **A** ~~A~~ ☰ T<sub>x</sub> 🔗 🖼️

🔍 - Ω A\* [ ] HTML

body of standardtextmodule

**Please Note:** Some retailers may exclude this content.

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
Header	Header	maxLength: 160
Text/HTML	Text/HTML	maxLength: 5000



# Standard Tech Specs Module

To achieve the **Standard Tech Specs Module** layout for Amazon, a user will need to leverage a Specification Table widget with 2 Column layout selected, as depicted below:

## CXH Specification Table Widget (2 Column Layout):

Specification Table Widget
✕

**Section Header** ⓘ


StandardTechSpecsModule

---


**\*Content Tag** ⓘ

Specifications

**\*Table Layout**



**Two Column:** Specification table will only display the attribute and it's value.



**Three Column:** Specification table will display the attribute and it's value, and will include an additional third column to be used for labeling.

**Include On**  In-Line

**Specification Table**

⋮	Group H	
⋮	a1	v1
⋮	a2	v2
⋮	a3	v3
⋮	a4	v4

+ Add Row

ⓘ **Please Note:** Some retailers may exclude this content.
UPDATE WIDGET

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
Section Header	Headline	maxLength: 80
Column 1	Metric Label	maxLength: 30
Column 2	Metric Value	maxLength: 500

## Amazon Rendering:

### Rendered

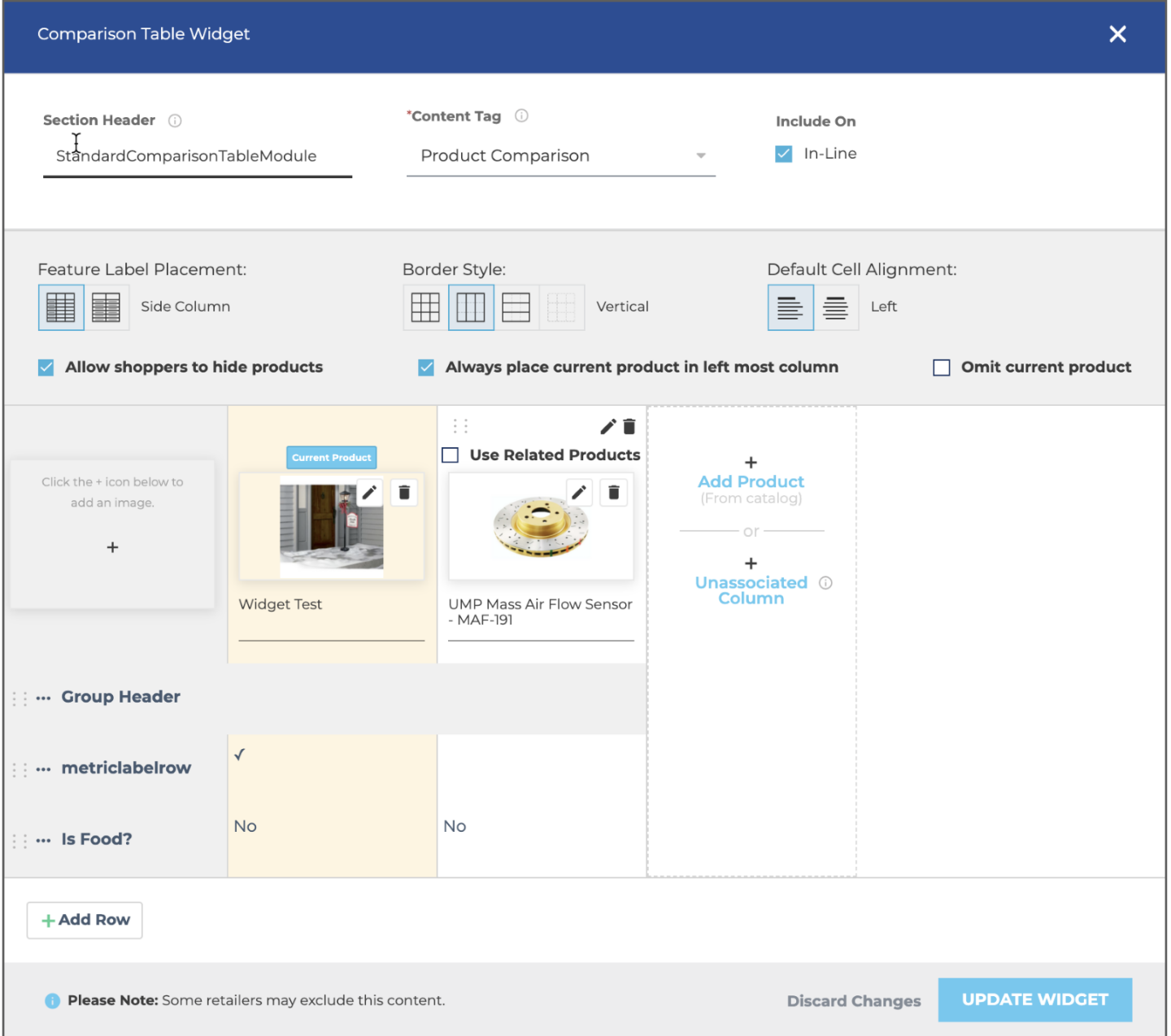
<b>Size</b>	Medium
<b>Energy Level</b>	High energy; needs plenty of exercise
<b>Shedding</b>	Sheds highly depending on season; requires brushing several times a year. Not the right fit for a family with allergies or one that's neat; this breed will likely shed on all types of upholstered furniture
<b>Bark Level</b>	Low
<b>Friendliness</b>	Very friendly
<b>Independence</b>	Not independent; would do best with a family that's typically home all day

<b>Demeanor</b>	Excellent demeanor, very welcoming of people. For this reason this breed would not make an ideal guard dog. Known to be protective of smaller children
<b>Lifespan</b>	12-14 years
<b>Average Weight</b>	65-90lbs full grown
<b>Intelligence</b>	Average
<b>Learnability</b>	Can learn basic commands quickly
<b>Common Health Issues</b>	Propensity for hip dysplasia as they age

# Standard Comparison Table Module

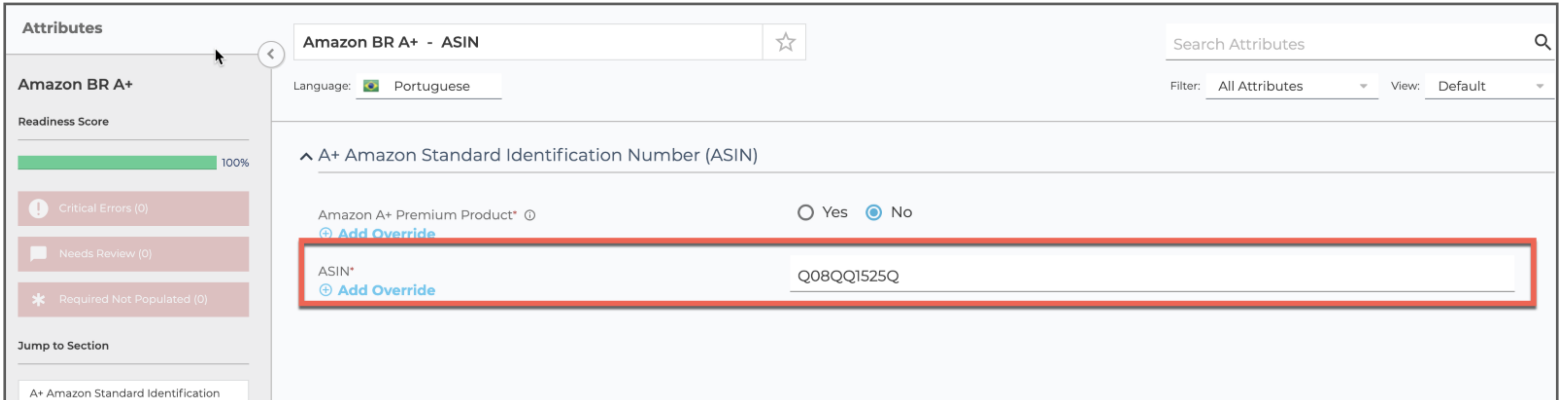
To achieve the **Standard Comparison Table Module** layout for Amazon, a user will need to leverage a Comparison Table widget, as depicted below:

## CXH Comparison Table Widget:



The screenshot shows the configuration interface for the Comparison Table Widget. At the top, the widget name is "StandardComparisonTableModule" and the content tag is "Product Comparison". The "Include On" section has "In-Line" checked. Below these are options for "Feature Label Placement" (Side Column), "Border Style" (Vertical), and "Default Cell Alignment" (Left). There are three checkboxes: "Allow shoppers to hide products" (checked), "Always place current product in left most column" (checked), and "Omit current product" (unchecked). The main area displays a table with a "Current Product" column and a "Use Related Products" column. The "Current Product" column shows a "Widget Test" and the "Use Related Products" column shows a "UMP Mass Air Flow Sensor - MAF-191". There are also options to "Add Product (From catalog)" or "Unassociated Column". At the bottom, there is a "+ Add Row" button and a "Please Note: Some retailers may exclude this content." message. The "UPDATE WIDGET" button is highlighted in blue.

**Note:** Additionally, to have products send properly, ASIN should be filled out relative to the Amazon A+ specific Requirement Set, pictured below:



The screenshot shows the configuration for the Amazon BR A+ ASIN requirement set. The language is set to Portuguese. The requirement set is "A+ Amazon Standard Identification Number (ASIN)". The "Amazon A+ Premium Product" option is set to "No". The "ASIN" field is highlighted with a red box and contains the value "Q08QQ1525Q". There are "Add Override" links next to the "Amazon A+ Premium Product" and "ASIN" fields. The left sidebar shows the "Attributes" section with a "Readiness Score" of 100% and various status indicators.

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
Product Name	Product Title	maxLength: 80
Product Image	Product Image	Minimum image size: 150 x 300 pixels
FreeText/Attribute Name	Metric Label	maxLength: 100
Value per Product	Metric Value	maxLength: 250

## Amazon Rendering:

### Rendered



Breed	Labrador Retriever	Shiba Inu	Bulldog	German Shepherd	Chihuahua
Temperament	Kind	Independent	Docile	Active	Sassy
Job skills	Tracking	Hunting	Eating Candy	Rescue	Commercials
Easy to train	✓	✓	(click to edit)	✓	(click to edit)
Speed	Fast	Medium	Slow	Very Fast	Medium

# Standard Company Logo Module

To achieve the **Standard Company Logo Module** layout for Amazon, a user will need to leverage a Feature Set widget with Banner layout and text position of none selected, as depicted below.

Note: Position of text is not configurable on Amazon's side

## CXH Feature Set Widget (Banner Layout, Text Position - None):

Feature Set Widget
✕

**Section Header** ⓘ

**\*Content Tag** ⓘ

**Include On**

 In-Line  Hero Image

[Expand All](#) [Collapse All](#)

⋮ [ Layout 1 ] ^ | 🗑️

**Layout for the following set of features**

**Stacked:** Features are arranged one above the other going down the page. Text positioning can vary.

**Image and video arrangement**

**Banner**

⋮ [ 1 ] **Alt Text Value:** ^ | 🗑️




Image dimensions: **318 x 159** px  
Asset Type: **Image**

**Alt Text** ⓘ

**Link** ⓘ

**Link Accessibility Text** ⓘ

**Text Position**

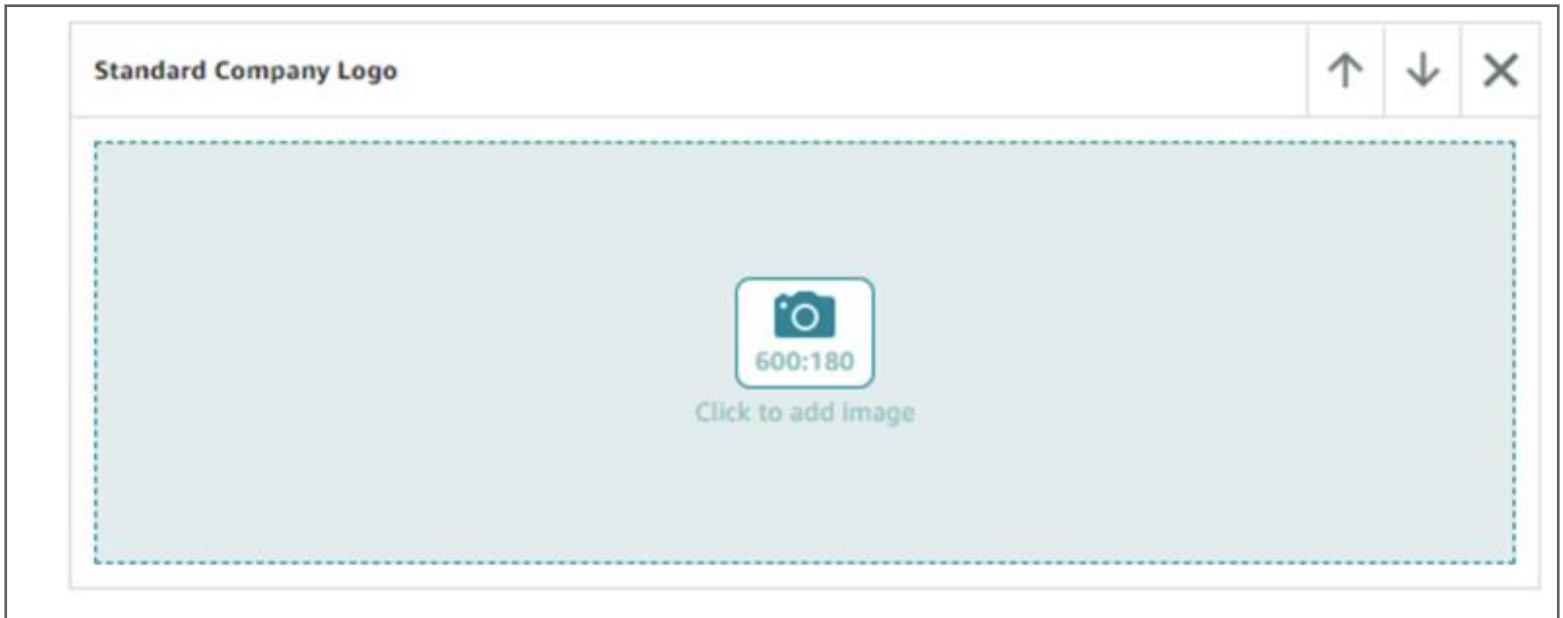
None

ⓘ **Please Note:** Some retailers may exclude this content.
Discard Changes
UPDATE WIDGET

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
Main Image	Main Image	Minimum image size: 970 x 600 pixels
Alt Text	Alt Text	maxLength: 100

## Amazon Rendering:

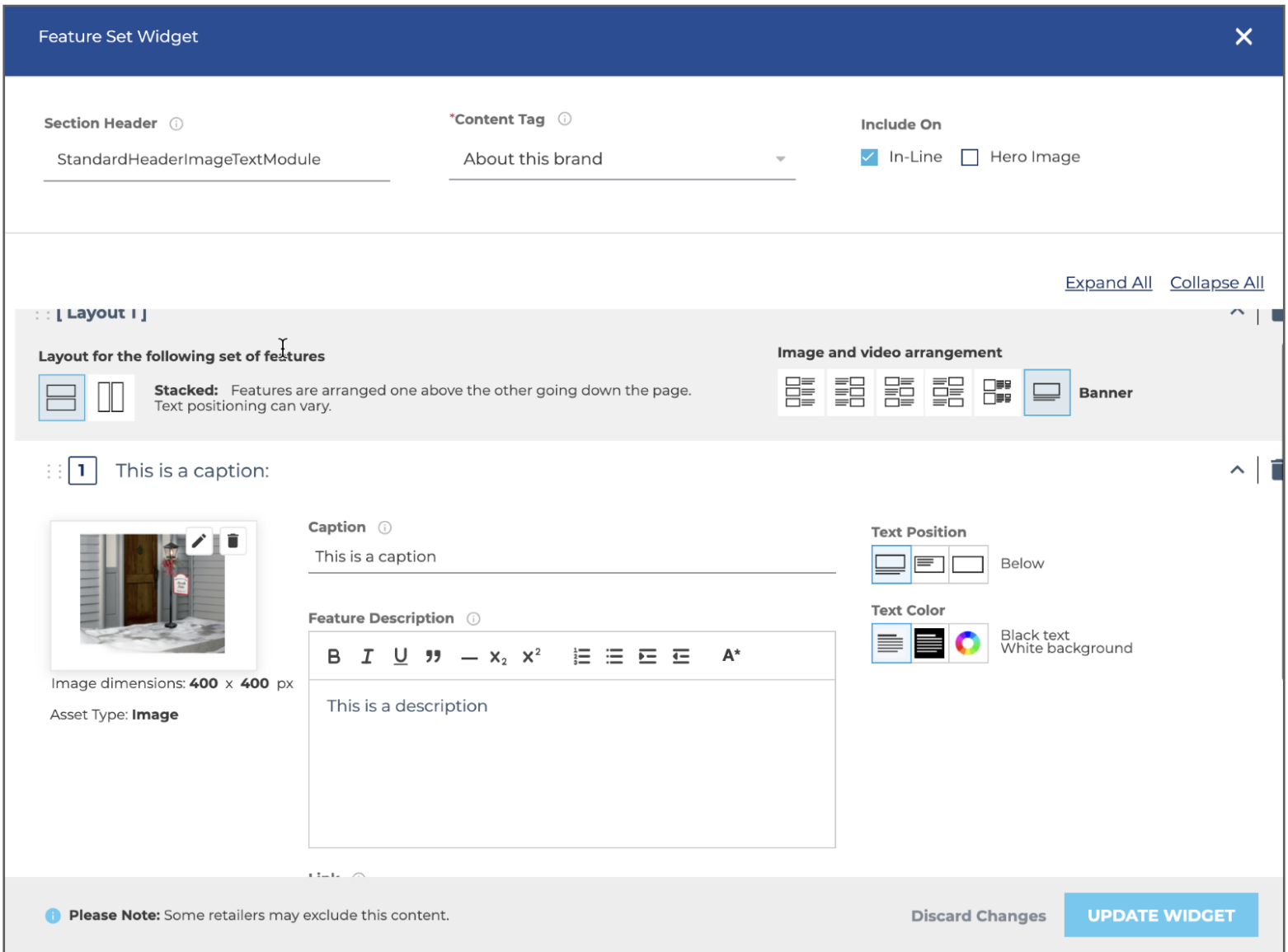


# Standard Header Image Module

To achieve the **Standard Header Image Module** layout for Amazon, a user will need to leverage a Feature Set widget with Banner layout and text position Below selected, as depicted below.

Note: Position of text is not configurable on Amazon’s side.

## CXH Feature Set Widget (Banner Layout, Text Position - Below):



The screenshot shows the 'Feature Set Widget' configuration interface. At the top, there are fields for 'Section Header' (StandardHeaderImageTextModule), '\*Content Tag' (About this brand), and 'Include On' (In-Line checked, Hero Image unchecked). Below this is a 'Layout' section with 'Stacked' selected and 'Image and video arrangement' set to 'Banner'. The main configuration area includes an image placeholder (400 x 400 px), a 'Caption' field (This is a caption), a 'Feature Description' field with rich text formatting (This is a description), and 'Text Position' (Below) and 'Text Color' (Black text, White background) options. At the bottom, there is a 'Please Note' message and 'Discard Changes' and 'UPDATE WIDGET' buttons.

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
Main Image	Main Image	Image size: 970 x 600 pixels
Image Caption	Image Caption	maxLength: 150
Image Description	Image Description	maxLength: 6000
Text Color(black or white only)	Can't be changed	

## Amazon Rendering:

Rendered



### Man's Best Friend

Dogs are commonly referred to as "Man's best friend" and have been domesticated for thousands of years all over the world. They are one of the most common domesticated animals, along with cats, fish, and turtles.



# Standard Image Text Overlay Module

To achieve the Standard Image Text Overlay Module layout for Amazon, a user will need to leverage a Feature Set widget with Banner layout and text position Overlaid selected, as depicted below.

Note: Position of text is not configurable on Amazon's side.

## CXH Feature Set Widget (Banner Layout, Text Position - Overlaid):

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
Main Image	Main Image	Minimum image size: 970 x 600 pixels
Image Caption	Image Caption	maxLength: 70
Image Description	Image Description	maxLength: 300
Text Color (black or white only)	Text Color (black or white only)	

## Amazon Rendering:

Rendered



**Black Text**

This module contains a hero image with black text overlay.

# Standard Multiple Image Text Module

To achieve the **Standard Multiple Image Text Module** layout for Amazon, a user will need to leverage an Image widget.

## CXH Image Widget:

Image Widget
✕

**Section Header** ⓘ

StandardMultipleImageTextModule(Slider)


---

**\*Content Tag** ⓘ


About this brand

---

**\*Image Layout**



**Focused:** Great for product views where you can showcase details of your featured product, possibly from different angles.



**Slider:** Great for showing your product being used in its intended environment. Spans the entire width of the page. Requires images 960x600 pixels or larger.

**Include On**  In-Line  Hero Image

1 Image
[Expand All](#) [Collapse All](#)

1 **Slider Caption**





Image dimensions: 400 x 400 px

**Caption** ⓘ

Slider Caption

---

**Image Description** ⓘ

**B I U** ” — x<sub>2</sub> x<sup>2</sup> 

Slider Description


**Link** ⓘ

Enter a Link

---

**Link Accessibility Text** ⓘ

**Format**



Standard

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
# Image	# Image	Minimum image size: 300 x 300 pixels
# Image Caption	# Image Caption	maxLength: 160
#Image Description	#Image Description	maxLength: 1000
Alt Text	Alt Text	maxLength: 100

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## Amazon Rendering:

**Rendered**



**English Bulldog**

Dogs rely on their sense of smell to interpret the world. Their olfactory perception is orders of magnitude more acute than that of which a human is capable.

			
<b>BULLDOG</b>	<b>CHIHUAHUA</b>	<b>LAB</b>	<b>SHIBA</b>

# Standard Three Image Text Module

To achieve the **Standard Three Image Text Module** layout for Amazon, a user will need to leverage a Feature Set widget with a 3 column layout.

## CXH Feature Set Widget (3 Column Layout):

Feature Set Widget ✕

**Section Header** ⓘ

StandardThreeImageTextModule

**\*Content Tag** ⓘ

About this brand

**Include On**

In-Line  Hero Image

[Expand All](#) [Collapse All](#)

⋮ [ Layout 1 ] ^ | 🗑️

**Layout for the following set of features**

**Columns:** Features are arranged side by side in columns across the page. Text is always positioned below the image or video. The number of columns can range from 1-4.

**Image and video arrangement**

**3 Column**

⋮ [ 1 ] **Cap1:** ^ | 🗑️




Image dimensions: 640 x 640 px  
Asset Type: Image

**Caption** ⓘ

Cap1

---

**Feature Description** ⓘ

**B I U** " - x<sub>2</sub> x<sup>2</sup> ☰ ☷ ☹ ☺ A\*

Desc1

ⓘ Please Note: Some retailers may exclude this content.
Discard Changes
UPDATE WIDGET

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
# Image	# Image	Minimum image size: 300 x 300 pixels
# Image Caption	# Image Caption	maxLength: 160
#Image Description	#Image Description	maxLength: 1000
Section Header	Headline	maxLength: 200

## Amazon Rendering:

### Three Types of Dogs



**Dog 1: St. Bernard**

The St. Bernard breed is a massive dog that in early days were the livestock guardians dedicated to protecting herds. They are also well known for search and rescue activities in the European Alps.



**Dog 2: Terrier**

Small terriers are always the center of attention. Known for fox hunting and abundance of energy, this dog can do all kinds of neat party tricks. Balancing apple tends to make the other dogs very jealous.



**Dog 3: German Shepherd**

German Shepherds are big dogs, though when young they have floppy ears. Originating from Germany, these shepherds are working dogs used originally for herding sheep.

# Standard Four Image Text Module

To achieve the **Standard Four Image Text Module** layout for Amazon, a user will need to leverage a Feature Set widget with a 4 column layout.

## CXH Feature Set Widget (4 Column Layout):

Feature Set Widget
✕

**Section Header** ⓘ

**\*Content Tag** ⓘ



**Include On**

 In-Line  Hero Image

[Expand All](#) [Collapse All](#)





⋮ [ Layout 1 ] ^ | 🗑️

**Layout for the following set of features**

**Columns:** Features are arranged side by side in columns across the page. Text is always positioned below the image or video. The number of columns can range from 1-4.

**Image and video arrangement**





**4 Column**

⋮ [ T ] Image1: ^ | 🗑️




Image dimensions: 400 x 400 px  
Asset Type: **Image**

**Caption** ⓘ

**Feature Description** ⓘ

**B** ***I*** **U** “ ” — x<sub>2</sub> x<sup>2</sup>
☰ ☷ ☹ ☺
A\*

ⓘ **Please Note:** Some retailers may exclude this content.
Discard Changes
UPDATE WIDGET

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
# Image	# Image	Minimum image size: 220 x 200 pixels
# Image Caption	# Image Caption	maxLength: 160
#Image Description	#Image Description	maxLength: 1000

## Amazon Rendering:

### Key Features



#### Sense of Smell

Dogs rely on their sense of smell to interpret the world. Their olfactory perception is orders of magnitude more acute than that of which a human is capable.



#### Paws

The soft paws on the bottom of their feet act as a cushion for their limbs and make walking comfortable. Puppy paws are also adept at leaving cute mud prints across carpets.



#### Sight

Dogs have two spectral types of cones photoreceptors, compared to our three. Their vision is equivalent to red-green color blindness found in humans.



#### Tongue

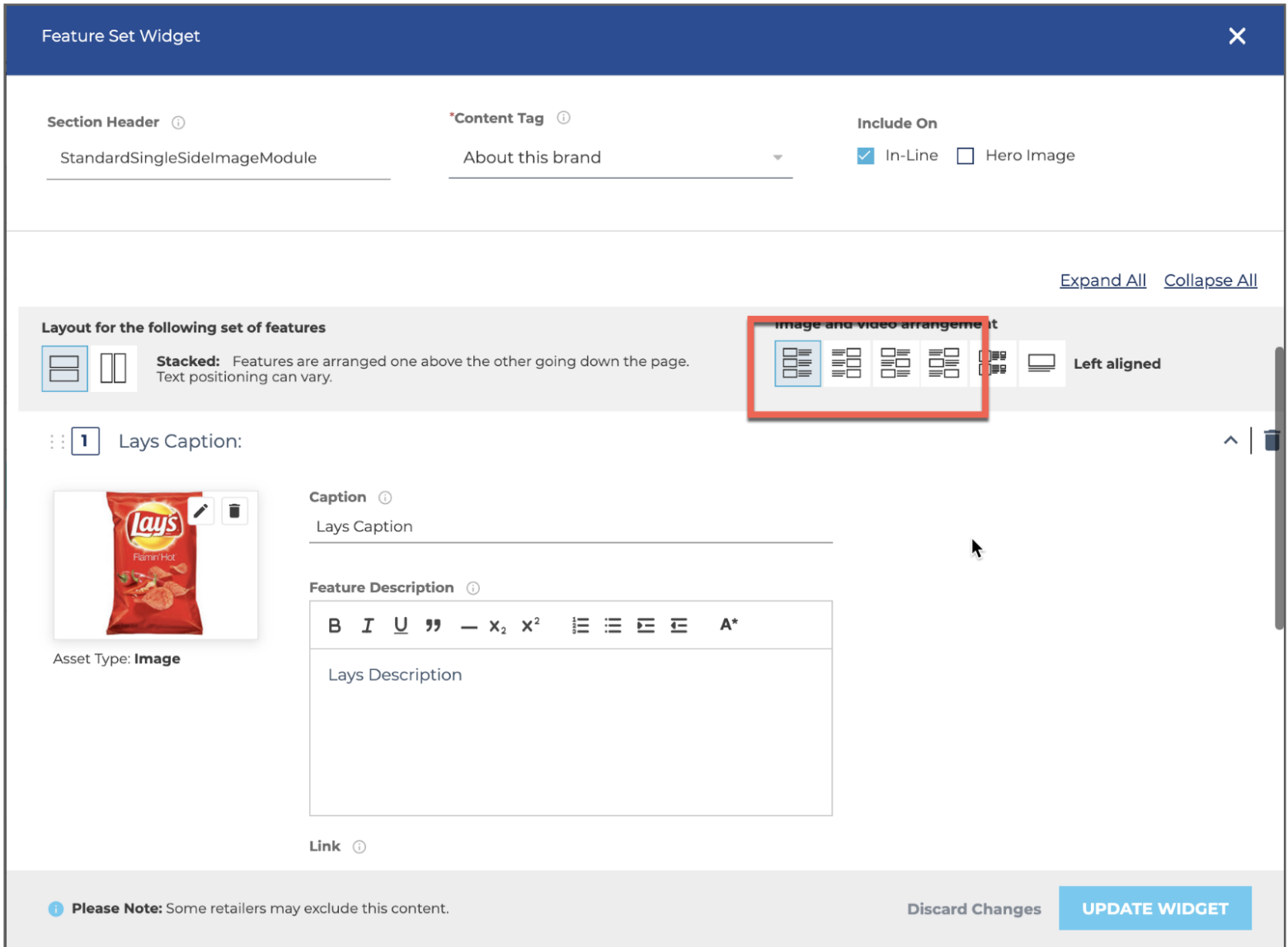
A dog's tongue is responsible for cooling, eating and drinking, and a host of other tasks. Their tongue is also used to show affection and melt hearts.



# Standard Single Side Image Module

To achieve the **Standard Single Side Image Module** layout for Amazon, a user will need to leverage a Feature Set widget with any of the following layouts: Left Aligned, Right Aligned, Zig Zag Left Aligned, Zig Zag Right Aligned.

## CXH Feature Set Widget (Left Aligned Layout):



## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
Main Image	Main Image	Minimum image size: 300 x 300 pixels
Main Image Caption	Main Image Headline	maxLength: 160
Main Image Description	Main Image Description	maxLength: 1000
Alignment	Alignment	left/right

## Amazon Rendering:

### Rendered



#### **Man's Best Friend**

Dogs are commonly referred to as "Man's best friend" and have been domesticated for thousands of years all over the world. They are one of the most common domesticated animals, along with cats, fish, and turtles.

When dogs are not chasing their tails or chewing on household items they tend to nap so they can be 100% rested and ready to play when you come home from a long day at work.

# Standard Image Side Bar Module

To achieve the **Standard Image Side Bar Module** for Amazon, a user will need to leverage a Feature Set widget with the Expanded Features layout selected, as depicted below:

## CXH Feature Set Widget (Expanded Features Layout):

Feature Set Widget
✕

**Section Header** ⓘ

StandardImageSidebarModule

**\*Content Tag** ⓘ



About this brand

**Include On**

In-Line  Hero Image







[Expand All](#) [Collapse All](#)

**Layout for the following set of features**

**Stacked:** Features are arranged one above the other going down the page. Text positioning can vary.

**Image and video arrangement**

**Expanded features**

⋮ 1 Pot Pie:
⤴ | 🗑️





Image dimensions: 640 x 640 px  
Asset Type: **Image**

**Caption** ⓘ

Pot Pie

**Feature Description** ⓘ

**B I U ” — x<sub>2</sub> x<sup>2</sup>**  **A\***

Pot Pie **Description**  
asf

**Link** ⓘ

Enter a Link

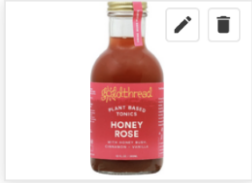



Image dimensions: 268 x 640 px

**Caption** ⓘ

HoneyRose

**Feature Description** ⓘ

**B I U ” — x<sub>2</sub> x<sup>2</sup>**  **A\***

**Please Note:** Some retailers may exclude this content.

Discard Changes UPDATE WIDGET

## Mapping/Specs:

CXH Field	Amazon Field	Amazon Requirements
Main Image	Main Image	Minimum image size: 300 x 400 pixels
Main Image Caption	Main Image Headline	maxLength: 160 pixels
Main Image Caption	Main Image Sub Headline	maxLength: 200 pixels
Main Image Description	Main Image Description	maxLength: 500 pixel
SidelImage	SidelImage	Minimum image size: 300 x 175 pixels
Side Image Caption	SidelImage Headline	maxLength: 200
Side Image Description	Side Image Description	maxLength: 500


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## Amazon Rendering:

**Rendered**




**Labrador Retriever**  
*Loyal family friend*

The yellow Labrador Retriever is one of several types of dog in the retriever line. Labs are known for their even temper and for being generally well-behaved around children.

Retrievers are playful and kind, and really enjoy a good nap. As a playful, low-maintenance dog, they are recommended for first-time owners and households with children. Can be used inside, outdoors, in vehicles, and at the office.

- ✓ Adorable look
- ✓ Playful demeanor
- ✓ Well-behaved around children



**About Dogs**

Dogs are considered to be the first domesticated animal and have proven to be loyal companions to humans for thousands of years. The World Canine Organization recognizes 339 breeds of dogs across 10 groups based on the dog's purpose, appearance, or size. Dogs are an ideal choice for companionship, space travel, and as mascots for internet currency.