



LOWE'S NEVER STOP
IMPROVING

A+ CONTENT

STYLE GUIDE AND FREQUENTLY
ASKED QUESTIONS



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WHAT IS A+ CONTENT?

A+ Content is an extended version of an item’s product detail page. This creates a content rich online shopping experience.

A+ Content typically includes:

- Additional product videos
- Targeted feature and benefit call-outs
- Warranty information
- Easy visualization of what comes in the box or what items are in a collection
- Product comparison charts and more...

On average, items that have implemented A+ Content see anywhere from a 6% to 8% lift in conversion. Enhancing an item with A+ Content allows for shoppers to make more informed purchasing decisions as this content helps tell the complete story of why the product is beneficial to the customer.

THE PERFECT BALANCE OF ERGONOMICS AND POWER

THESE STATE-OF-THE-ART BRUSHLESS MOTORS RUN LONG AND HARD. PLUS, THE NEW TOOLS HAVE BEEN RATED TO PERFORM AT TEMPERATURES FROM 4 TO 140° SO IF YOU HAVE TO BE OUT IN EXTREME ELEMENTS, WE’RE RIGHT THERE WITH YOU.

650 IN-LB TORQUE **LI-ION BATTERY** **2 SPEED GEARBOX** **MAX POWER** **UP TO 50% MORE**

Features

The gear selector allows you to set low speed and increased torque for heavy-duty work or drilling screws, or higher speeds and reduced torque for drilling wood and composites or using sensitive and polishing accessories.

The adjustable torque clutch offers 21 drilling settings, and 1 drilling setting, so you can choose the ideal setting for job, type of bit, fastener and material.

The direction-of-rotation selector allows you to set forward, reverse or center lock positions with a pass-through push switch.

Kobalt’s compact, newly-designed 24-volt max Li-Ion battery packs deliver 50% more power and up to 3.6 times more runtime than Kobalt 18-volt tools, so you can get the job done quickly and efficiently.

Warranty Information

HASSLE-FREE LIFETIME GUARANTEE **2% 100% RISK FREE MONEY BACK GUARANTEE** **TOOL BATTERY 5YR 3YR LIMITED WARRANTY**

A+ CONTENT TYPES & BEST PRACTICES

PRODUCT VIDEO

Use video content to educate customers on your brand, show your product being used, or show non-product content like an installation guide. Make sure the video content is specific to one product or product line.

LENGTH	2-3 MINUTES
RESOLUTION	1920x1080 (16.9) OR HIGHER
FRAME RATE	30fps (29.97) OR 24fps (23.976)
FILE FORMAT	H.264 (.MP4 FILE EXTENSION)
BIT RATE	6,000 - 8,000 kbps
AUDIO	AAC STEREO (48khz or 96khz)



Important Note

Product videos should live at the top of the page first, then any additional videos can be added to the A+ Content. For more info, refer to our Frequently Asked Questions.

HERO BANNER IMAGES

Bold visuals are a great way to draw a customer's eye. Utilizing a hero banner image paired with a creative headline will catch the customer's attention, in addition to providing a space to show off your product and ultimately your brand.

SIZE	740 PIXELS WIDE FLEXIBLE HEIGHT
RESOLUTION	150 DPI MINIMUM 300 DPI RECOMMENDED
FILE TYPE	JPG (.JPG)
COLOR	sRGB OR ADOBE RGB



Important Note

Focus the shopper's attention by only showing the item being sold.

A+ CONTENT TYPES & BEST PRACTICES

360° SPINS

A 360° spin is a great way to show multiple angles of an item. This piece of content helps mimic an in-store shopping experience by allowing the online shopper to turn the item around and view it from all sides. Multiple rows can be added to spin content to showcase various product features like the opening of the products doors or displaying an "ON" state.

SIZE	2500 x 2500 PIXELS
RESOLUTION	300 DPI
FILE TYPE	JPG (.JPG)
COLOR	sRGB OR ADOBE RGB
ROWS	3 ROWS MAXIMUM 24 IMAGES PER ROW



Important Note

Make sure 360° spins live at the top of the page first, then add additional spins to the A+ Content section. For more info, refer to our Frequently Asked Questions.

IMAGE GALLERIES

Create an image gallery with in-use lifestyle images that show how a product looks in a real-life setting. Add detail images to show textures, colors, & patterns. Maintain accurate color representation by only showing images with the single color variant of the item on the page.

SIZE	TBD
RESOLUTION	150 DPI MINIMUM 300 DPI RECOMMENDED
FILE TYPE	JPG (.JPG)
COLOR	sRGB OR ADOBE RGB



Important Note

Use images that do not already exist at the top of the product detail page. A+ Content is meant to expand on what's already shown. For more info, refer to our Frequently Asked Questions.

A+ CONTENT TYPES & BEST PRACTICES

PRODUCT FEATURES & BENEFITS

Use features & benefits to show specific details about how your product works. Show off points that differentiate the product from others, while remaining consistent with the other info on the page.

Creatively display your information by sparingly utilizing short video clips, or animated GIFs.



SIZE	SQUARE CROPPED
TITLE	TITLE EACH FEATURE OR BENEFIT
COPY	2-3 SENTENCES MAX PER ITEM
RESOLUTION	150 DPI MINIMUM 300 DPI RECOMMENDED
FILE TYPE	JPG (.JPG)
COLOR	sRGB OR ADOBE RGB
LAYOUT	IMAGE WITH TITLE & COPY BELOW

Important Note

Stay consistent with the features & benefits layout by ensuring rows have the same number of items, and each feature or benefit has a title and copy underneath. Take a look at our examples for reference.

COMPARISON TABLES

Compare different items within your brand's product line by using a comparison table. This helps customers pick the right product based on its unique features when viewed side-by-side with others.

Build out product details for each product you want to compare. Customers often want to see the differences in items that are similar in appearance or price range.

	This Product		
Cyclone Technology	Radial Root™	Dyson Cinetic™ science	Dyson Cinetic™ science
For carpets and hard floors	Self-adjusting cleaner head	Self-adjusting cleaner head	Self-adjusting cleaner head
High-reach cleaning	Instant high-reach wand	Instant high-reach wand	Instant high-reach wand
Maintenance-free	No filters to wash or replace	No filters to wash or replace	No filters to wash or replace
Tangle-free Turbine tool		✓	✓
Stair tool	✓	✓	✓
Combination tool	✓	✓	✓

Important Note

A comparison table should only be used to compare products within your own brand and/or product line. For more information refer to our Frequently Asked Questions.

A+ CONTENT TYPES & BEST PRACTICES

COLLECTIONS & IN THE BOX

Customers often like to know what to expect when opening the box of the item they purchase. If your item has several pieces or additional attachments, show the customer what to expect once they open their new item at home.

Similarly, use this type of content section as a way to show an entire product collection or items commonly purchased together. It may encourage the customer to look for more of what your brand has to offer and lead to additional add-on sales in the future.

[View the Collection](#)



- Item #672831, Variable Speed Cordless Reciprocating Saw
- Item #672832, 220 Lumens LED Handheld Flashlight
- Item #672833, Power Tool Battery Charger
- Item #625823, 1/2-in Cordless Brushless Drill
- Item #625824, 1/4-in Cordless Brushless Impact Driver
- Item #625829, 1/2-in Drive Cordless Impact Wrench
- Item #625828, 3/8-in Drive Cordless Impact Wrench
- Item #625830, 6-1/2-in Circular Saw Brake

IMAGE	SHOW ALL BOX CONTENTS
ITEMS	NUMBER EACH INDIVIDUAL ITEM
COPY	DESCRIBE EACH ITEM BY NUMBER BELOW THE IMAGE
IDENTIFIER	INCLUDE THE ITEM NUMBER
IMAGE SIZE	740 WIDTH FLEXIBLE HEIGHT
RESOLUTION	150 DPI MINIMUM 300 DPI RECOMMENDED
FILE TYPE	JPG (.JPG)
COLOR	sRGB OR ADOBE RGB

Important Note

For visual interest, photograph the items in a creative way. Think beyond the commonly used images on a white background and incorporate unique hero-style images shot above the products.



FREQUENTLY ASKED QUESTIONS

What is A+ Content?

A+ Content is an extended version of an item's product detail page which creates for a richer online shopping experience.

A+ Content includes elements such as:

- Additional product videos
- Targeted feature and benefit call-outs
- Warranty information
- Modules showing what comes in the box or what items are in a collection
- Product comparison charts

Enhancing an item with A+ Content allows shoppers to make more informed buying decisions.

FREQUENTLY ASKED QUESTIONS

What are the benefits of A+ Content?

Adding A+ Content to a product detail page has many positive benefits. By allowing non-product content to live on a product detail page, a customer is able to experience a multi-faceted shopping, learning, and buying experience. Utilizing A+ Content can increase conversion, serve as an opportunity to educate shoppers about product features and variations, and promote brand awareness.

Why should I add A+ Content to items I have on Lowes.com?

A+ content was beta tested on 850 items that are live on Lowes.com. The addition of the extra information paired with non-product content seemed to provide a great experience for Lowes.com shoppers. With results showing a 6% - 8% lift in sales for items with A+ Content, we're confident that adding rich content to your items will result in positive returns in conversion, consumer education, and brand awareness.

How many items can I add A+ Content to?

We encourage the addition of A+ Content to all Lowes.com items. Products with complexities or detailed features tend to be a great starting point since A+ Content helps add more information and visual interest to a product detail page.

Our team is happy to be your partner in prioritizing items and selecting which product categories benefit most from the added content.

Can videos, 360 spins and images live both at the top of the product detail page and within the A+ content section?

While both sections of the page support all of these types of content, the goal is to enhance the shopping experience rather than to duplicate content. Before adding elements like spins and video into A+ Content, it's important to populate those areas at the top of the page first. The A+ Content area is great for additional videos, spins and detail images.

Within the A+ Content section, it may be useful to zoom in on a key feature that is shown in an image within the carousel at the top, or to show a short clip of a video that exists in its full form at the top of the page.

In regards to videos, the A+ Content section is a great home for both product and non-product videos. This means you can add videos relating to the overall collection or brand that the product belongs to. Again, we ask that videos not duplicate content already housed in the media carousel at the top of the product detail page.

FREQUENTLY ASKED QUESTIONS

Can I include content other than just images, videos, or 360 spins?

Absolutely. We encourage innovation in displaying items on Lowes.com. If your items have a unique feature that you'd like to show on the product detail page, feel empowered to bring it to the table.

Examples include but are not limited to: flooring calculators, image galleries of lifestyle images, infographics, etc.



PAGE LAYOUT RECOMMENDATIONS

A “BEST” EXAMPLE

1. HERO BANNER
 THE PERFECT BALANCE OF
**ERGONOMICS
 AND POWER**
 THESE STATE-OF-THE-ART BRUSHLESS MOTORS RUN LONG AND HARD. PLUS, THE NEW TOOLS HAVE BEEN RATED TO PERFORM AT TEMPERATURES FROM -4 TO 140°. SO IF YOU HAVE TO BE OUT IN EXTREME ELEMENTS, WE'RE RIGHT THERE WITH YOU.
KOBALT

2. PRODUCT VIDEO
 The Ultimate Balance of Performance & Power

3. VISUAL PRODUCT SPECS
 650 IN-LB TORQUE
 LI-ION BATTERY
 2 SPEED GEARBOX
 MAX POWER
 UP TO 50% MORE

4. FEATURE IMAGES
 The gear selector allows you to set low speed and increased torque for heavy-duty work or drilling screws, or higher speeds and reduced torque for drilling wood and composites or using abrasive and polishing accessories.
 The adjustable torque clutch offers 23 driving settings and 1 drifting setting, so you can create the ideal setting for job, type of bit, fastener and material.
 The direction-of-rotation selector allows you to set forward, reverse or center lock positions with a pass-through push switch.
 Kobalt's compact, newly designed 24-volt max Li-ion battery packs deliver 50% more power and up to 3.6 times more runtime than Kobalt 18-volt tools, so you can get the job done quickly and efficiently.

5. WARRANTY & GUARANTEE INFORMATION
 HASSLE-FREE LIFETIME GUARANTEE
 100% RISK FREE MONEY BACK GUARANTEE
 TOOL BATTERY 5YR 3YR LIMITED WARRANTY

1. HERO BANNER

Beginning the A+ Content with a hero banner complete with a bold image paired with a strong headline and brand logo draw the customer's eye. It's a great introduction to the rich content that follows.

2. PRODUCT VIDEO

Separate from the videos that live at the top of the page, adding a product video engages the customer to learn more about the item.

3. VISUAL PRODUCT SPECS

Display the most important product specifications to the customer by way of simple, easy to read text and icons.

4. FEATURE IMAGES

Utilizing a four item layout allows the focus to be put on details that are unique to the item on the page. Pairing zoomed-in detail images with concise copy gives the customer a better understanding about what to expect from the product.

5. WARRANTY & GUARANTEE INFORMATION

For certain brands, the warranty or guarantee on a product is a selling point. Call out that information visually to convey the message to online customers.

A “BETTER” EXAMPLE

1. HERO BANNER
 COLOR CHANGING LIGHTS
 Choose from 3 color modes.

2. VISUAL PRODUCT SPECS
 TIP COUNT: 4,000
 LIGHT COUNT: 8,398
 MODE: 3
 LIGHT TYPE: LED

3. FEATURE IMAGES - MODE
 Constant White Lights
 Color Changing Lights
 Constant Multi-Color Lights

1. HERO BANNER

The primary selling feature for this product is prominently displayed in this full width, lifestyle, hero banner. A headline is used to direct focus to the part of the product that is unique.

2. VISUAL PRODUCT SPECS

The most important product specifications are visually called out to the customer through simple, easy-to-read text and icons.

3. FEATURE IMAGES - MODE

This 3 item feature layout focuses on the three color modes of the product. An animated GIF was used in the center item to demonstrate the constant color-changing feature of the product.

A “GOOD” EXAMPLE

1. HERO BANNER
 DINE IN STYLE
 allen+roth
 OUTDOOR COLLECTION

2. FEATURE & BENEFIT IMAGES
 Built to Last: Rust-resistant aluminum frame with durable black, powder-coated finish for all-weather durability.
 Designed to Love: Modern, classic design adds a touch of sophistication to a classic piece of furniture.

1. HERO BANNER

In this example, the hero banner is used to show the product in a lifestyle setting. In addition to the in-use imagery, the headline places emphasis on the design of the product as well as the brand.

2. FEATURE & BENEFIT IMAGES

This 2-item layout draws attention to important call-outs about the product. In the first item, the image is zoomed to directly correlate with the information in the text. For the second, lifestyle imagery is used to show off the product's design and style in a real life setting.

A decorative outdoor scene featuring three black metal lanterns with white candle holders on a brick ledge. To the right, a red and white patterned pillow with a repeating leaf-like design is leaning against the brick wall. The background shows a brick wall and a dark curtain.

CONTACT INFORMATION

For questions about content on a product detail page, help crafting an A+ Content strategy, or other general content-related inquiries specific to Lowes.com, reach out to our Digital Content Team directly:

LOWESDOTCOMDCD@LOWES.COM

