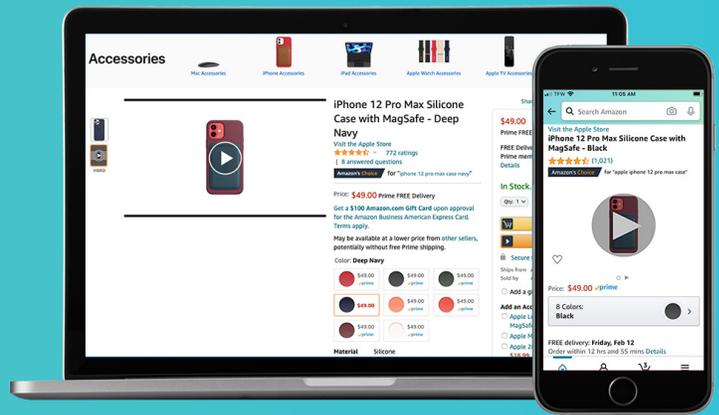


Product Listing Videos on Amazon



Where to Begin

Start with why — Knowing the purpose of your video before you start experimenting will minimize wasted time and resources.

Know your audience — Consumers are on Amazon to shop and distractions aren't helpful. What messaging, cues and details will your audience respond to? Add value and provide content in your video that informs and presents your products in use or at their best.

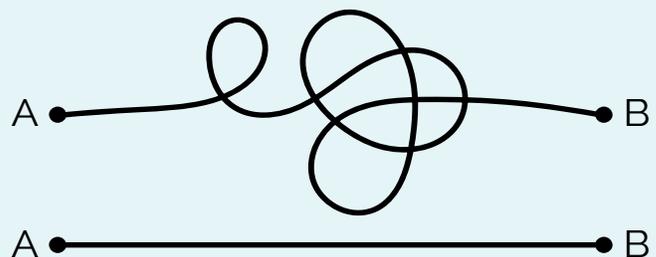
Be Focused

Less is more — Your video is a snapshot of your brand and products. This is not a space for a longer sell. Get your consumer's attention and leave them with an impression in the ten or fifteen seconds you have.

Get right to the point — Give your customers a clear message. This is a short attention span environment so every second counts. Aim to capture your consumer's attention in the first five seconds. Some marketers go by a three-second rule: if your video doesn't have a clear idea in the first three seconds your customers will not continue watching.

Viewer Investment — Video alone is not enough. You need to engage your audience and spark their curiosity as they're making their decisions. Have a narrative or idea that makes your video stand out. Simple ideas can leave lasting impressions. You don't have time for an extensive narrative but aim to keep your viewer's attention throughout and to the end of your videos.

Remember the KISS Principle:
Keep It Short & Simple



Video and Audio Requirements

Video dimensions	1920 x 1080 px (16:9) recommended
Frame rate	At least 15 FPS
Audio	128 kbps / 44 khz
Recommended bit rate	2 MBps
Preferred codec: Video	H.264, MPEG-2, or MPEG-4; Audio: MP3 or AAC
File size	less than 500 MB
Video duration	Desktop & Mobile: up to 3 mins (15 seconds or less recommended).
Letterboxing	Videos should not have black bars on any side of the video content

Other Technical Considerations

Make your video engaging with and without sound — Your customers might not have their audio enabled. Show your products instead of having people talk about them. Use text in your video to get the point across and don't rely on narration.

Anticipate mobile viewers — Ensure your text elements are clear and unrestricted on mobile devices.

Do not use call to action buttons — Amazon videos don't allow for on-video clicks. If a consumer clicks on an activated video it will simply pause the video. Links are not an option.

The ending is the beginning — Amazon videos are set to loop so remember to end your video with a breather, pause or seamless transition that relates back to the beginning.

Examples



[Apple](#)



[Skechers](#)