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What's Working on Amazon in 2025

The Money Drain

In the next 25 minutes, I'll show you where the money is made on Amazon in 2025



Amazon in 2025:

**More Noise. More Pressure.
More Potential.**

- AI has flooded the space with low-effort content
- Ad costs are rising, conversion is falling
- Off-Amazon traffic is growing – but most listings can't convert it
- Trust is the new competitive edge

What Winning Brands Do Differently

- Hero images that stop the scroll
- A+ that builds trust & reduces returns
- Gallery images that sell the outcome
- Reviews, storytelling, and brand recall



Here Images That Win Clicks

42% uplift in CTR



17% increase in listing sessions



12% drop in CPC



Without increasing ad spend.



Before



After

A+ Content:

The Untapped Growth Lever

- Orders increased
- AOV increased
- Return rate reduced
- Ad profitability improved

Gallery Images:

Your Secret Sales Team

Features Tell



Emotions Sell



- Shoppers swipe before they scroll
- Gallery images must answer unspoken doubts
- Emotionally-led images drive trust and urgency

Top Tips for Emotion-Driven Messaging

01

Define the product benefit

What problem does it solve for the customer?

02

Identify the emotional outcome

How does it make the customer feel?

03

Clarify the deeper purpose

Why does that feeling matter in their life?

Implementation Example

Before & After

Before



After



The 1% Conversion Lift That Changes Everything

Traffic & CVR

50,000 Sessions/month

CVR: 10% → 11%

AOV: £40

Revenue Impact

10% CVR = 5,000 orders →
£200,000

11% CVR = 5,500 orders →
£220,000

= +£20,000/month

Takeaway Box

A 1% increase = £240K/year
With zero increase in traffic
or ad spend.
Small changes. Massive
compound return.

Most brands chase traffic.
Smart brands optimise what they already have.

Amazon's New Funnel



Using AMC to Understand Your Customers

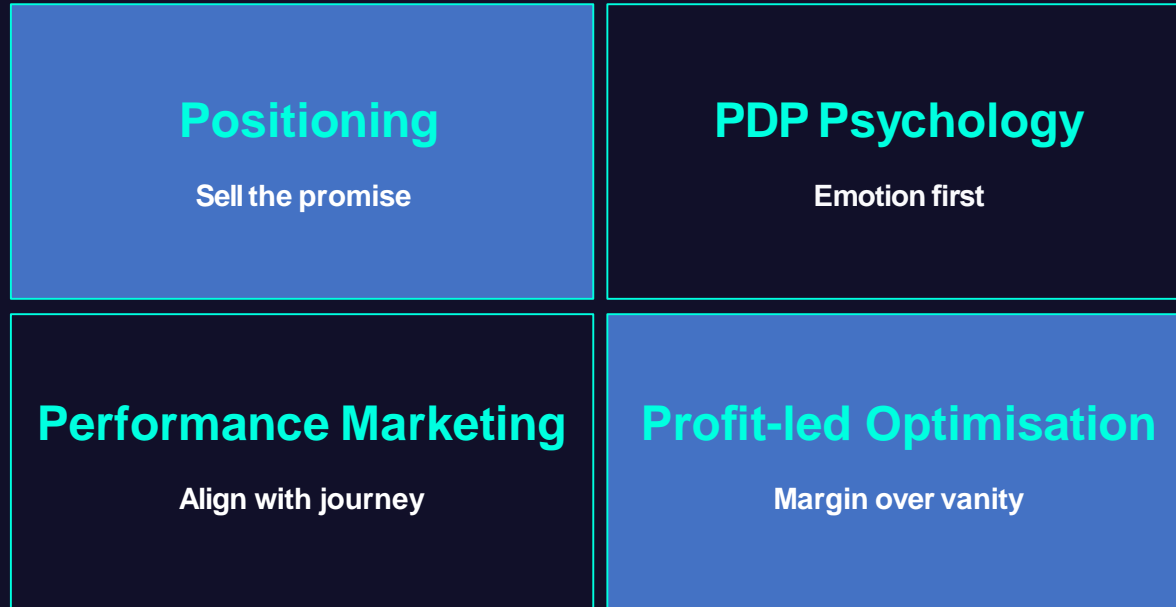
AMC = Amazon Marketing Cloud – your X-ray vision

Track multi-touch journeys, not just last-click

Discover what drives conversion beyond ROAS

Design smarter campaigns based on real shopper behaviour

The 4P Amazon Growth Framework



The Takeaway Conversion is the new battleground

01

TRUST

Trust-led creative
outperforms SEO alone

02

CONVERSION

Listings that convert
unlock full-funnel ROAS

03

STRATEGY

AMC + Funnel Strategy
= smarter scale

04

PROFIT

Small CVR lifts
= big profit multipliers

Clicks are expensive. Trust is earned. Conversion is everything.

Thank you

