



## Case Study | BBQ knives

# A+ content for brand presentation and sales enablement

## Initial situation

Our client, a manufacturer of high-quality BBQ knives, faced the challenge of standing out in a competitive market on Amazon. The existing product pages on Amazon offered limited opportunities to showcase the brand and products.



## Goals

The main objective was to strengthen brand presence on Amazon and increase conversion rates by leveraging A+ content and brand stories. The specific objectives included:

- Increase conversion rate by at least 15% on the product pages.
- Improve cross-selling and up-selling effect by presenting the entire brand portfolio.
- Increase brand awareness and customer trust through engaging content.

## Measures

**1. A+ content development: creating A+ content pages with engaging product images, detailed product descriptions, and compelling brand stories.**

**2. Integration of videos and graphics: Integration of product videos and graphics to illustrate the functionality and quality of the BBQ knives.**

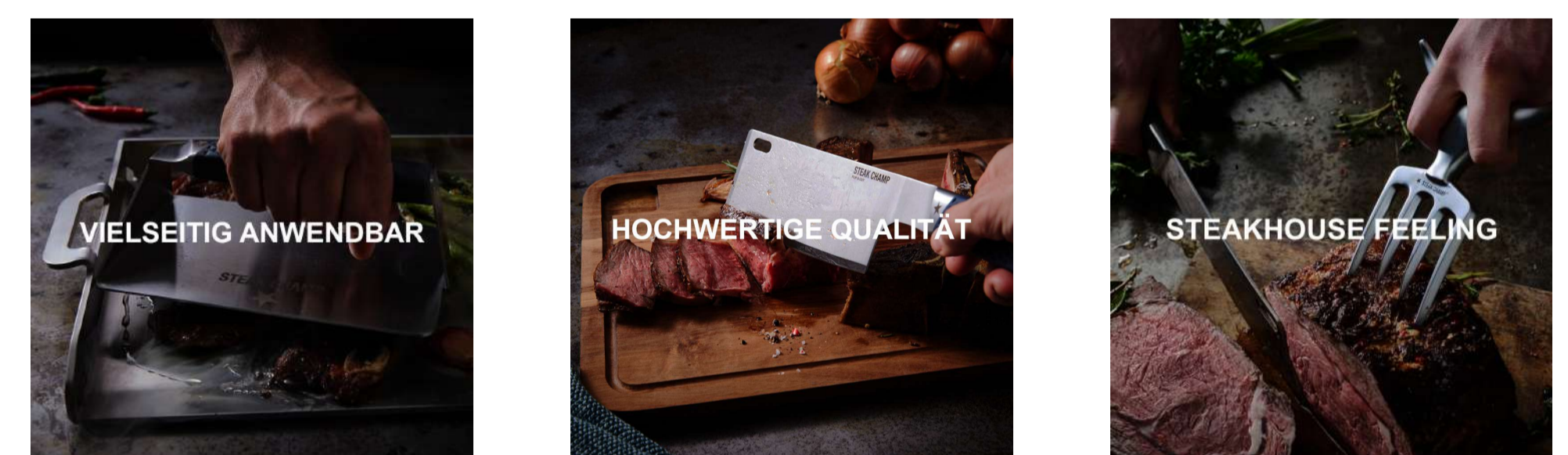
**3. Cross- and up-selling: Presentation of the entire brand portfolio on the A+ content pages to promote cross- and up-selling effects.**

**4. Continuous optimization: Regularly update A+ content pages to promote seasonal offers and special promotions.**

# Outcomes

**+18% CVR**  
increase of the conversion rate on the product pages.

Successful cross-selling and up-selling effects, encouraging customers to purchase additional products from the brand manufacturer.



	Kochmesser BBQ Pro (22 cm)	Leder Holster für Kochmesser BBQ Pro	Outdoor-Messer "BBQ Master"	Kochmesser Kitchen Pro (19 cm)	Fleischgabel und Steakmesser 4er Set	Steakmesser 4er Set
Material	Klingenstahl X50CrMoV15 i 4116	Echtleider	Klingenstahl X50CrMoV15 i 4116	Klingenstahl X50CrMoV15 i 4116	Klingenstahl X50CrMoV15 i 4116	Klingenstahl X50CrMoV15 i 4116
Klingenlänge	22 cm	-	12 cm	19 cm	12,5 cm	12,5 cm
Gesamtlänge	36 cm	22 cm	27 cm	33 cm	25 cm	25 cm
Gewicht	315 g	105 g	230 g	270 g	-	-
Pflege	Handwäsche	Regelmäßig mit Lederfett einreiben	Handwäsche	Handwäsche	Handwäsche	Handwäsche
Extras	Softgrip Griff aus TPE, Griffbasis mit recyceltem Ocean Bound Plastic	Sicherheitslasche mit Druckknopf, Gürtelclip auf Rückseite	Softgrip Griff aus TPE, Griffbasis mit recyceltem Ocean Bound Plastic	Softgrip Griff aus TPE, Griffbasis mit recyceltem Ocean Bound Plastic	Griffe aus Akazienholz, Edelstahlklappen dreifach vernietet	Griffe aus Akazienholz, Edelstahlklappen dreifach vernietet



## Key takeaway

Presenting the products and brand using A+ content has a significant impact on sales success using videos, graphics and comparison tables.

1. A+ content and brand stories, strengthen brand presence and conversion on Amazon.

2. A+ content offers opportunities for cross-selling and upselling.

3. Continuous optimization and adaptation of content is necessary to address customers in the best possible way.

### About eBazaaris

Since 2016, eBazaaris provides brand owners with a comprehensive approach to evaluating, developing and managing ecommerce marketplaces and social media platforms in Europe.

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