

Creative SOP: Duplicating A+ Content to Another Marketplace

03/17/2025 8:19 am CDT



Who is this for? Individuals who wanted to duplicate current A+ content to another marketplace.



Objective: To duplicate A+ content from the US to a different marketplace in an efficient manner.

Amazon A+ Content is the tool that enables brand owners to describe product features in an advanced way: add detailed descriptions, charts, videos, high-quality images, and custom copy (e.g. brand stories). A+ Content feature is designed to help sellers and vendors increase traffic, conversion rate, and sales.

Duplicating A+ content to Another Marketplace

- Log in to the marketplace where the A+ content will be duplicated.
- Go to **Advertising**, then **A+ Content Manager**
- Tick the box **Show auto-created content**.

content name	content type	language	ASINs	last modified	content status
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/27/2023	Approved
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/25/2023	Approved
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/20/2023	Approved
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/19/2023	Approved
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/19/2023	Approved
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/17/2023	Approved
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/11/2023	Approved
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/08/2023	Draft
XXXXXXXXXXXXXXXXXXXX	EBC	MX Spanish	1	03/08/2023	Draft

- You may now select the A+ content where the ASIN will be applied.
 - You may also follow this SOP: [Add ASINs to Brand Store, Brand Story, and A+ Content](#)
- If in case the duplicate A+ content is still not listed, you will need to re-create the content.
 - You may also follow this SOP: [A+Content Design](#)