

Vertical-specific content pilot

Overview: In response to the 2024 GTM roadmap, we are launching a pilot program to create customized content experiences for key industry verticals. This pilot supports our multichannel demand gen efforts, specifically paid search campaigns, by “paying off” clicks with a web experience that speaks directly to decision makers in targeted industry verticals. The initial pilot focuses on the beauty vertical – recognized as a high potential opportunity by the Sales team. Here’s why we’re starting with the beauty vertical:

Purpose: Drive alignment with GTM stakeholders and Santos LT on our recommended approach and key components of our industry-specific pilot program.

Objectives & goals: Our primary objective is to increase demand and drive adoption of Buy with Prime by engaging decision makers in the beauty vertical through customized web experiences. Our goal is to attract prospects from the beauty vertical to the website to learn about the benefits that Buy with Prime, and drive them into the SSR conversion flow. This pilot initiative supports the business goals of driving 25k MALS, 400k web visitors, 14k launches, and 12M units in 2024.

Additionally, we’ll use this pilot to gather data around engagement metrics (CTR, unique visitors, time on site), and the ROI (CPC) that industry-focused content has on driving signups on the website. Specific goals regarding traffic, engagement and conversions on the beauty web page are outlined in the table below.

Focus area	Goal
Traffic	Increase CTR* by x% over existing paid search campaigns, at an average CPC of <\$10
Engagement	Drive x# of attributable UVs from natural search within the first 60-days after launch
	Drive x# of attributable UVs from social media within the first 60-days after launch
	Drive x# of attributable UVs from email marketing within the first 60days after launch
	Drive x# of attributable UVs from O&O and partner channels within the first 60-days after launch
	Improve average time on site/page by x% and reduce the bounce rate by y% from cross-channel marketing over existing website baseline
Conversions	Drive x# of attributable signup clicks and y# of form completions from multichannel campaigns

**We’ll use keyword planner to set target CTR, establish benchmarks and set improvement goals.*

Audience: Prospective customers in the beauty vertical are the primary audience we’re seeking to engage with this pilot. In support of the website refresh, successfully engaging prospective customers in the beauty vertical will help fuel the broader business goals of driving xk launches and yM units in 2024. The value proposition and rationale for prospective audiences is in the table below.

Segment*	Value proposition**	Business rationale	Website action***
SMB	<ul style="list-style-type: none"> • Drive more traffic • Increase conversions • Improve marketing ROI • Streamline operations • Better together 	<ul style="list-style-type: none"> • ASP +\$ = most likely to realize margin impact • Represent % of total units and x% of launch goals in 2024 	SSR flow + contact form completion
Enterprise/LSMB	<ul style="list-style-type: none"> • Attract Prime members • Use order data to improve LTV • Grow DTC sales (ROI) • Easy ecomm integration • Better together 	<ul style="list-style-type: none"> • Wins with this segment can accelerate broader adoption • Represent % of total units and % of launch goals in 2024 	SSR/SDR flow + sales-assisted interest form

**See [Appendix 1](#) for details about merchant archetypes, enterprise personas, value props and engagement tactics.*

***Value propositions mapped to pain points will drive the messaging for our website content. Shared pain points across business sizes will be reframed to ensure resonance with decision makers visiting the website.*

****All prospects will flow through the SSR experience; ENT/LSMB prospects will get 1:1 support from sales (via chatbots and forms).*

Mental model: The success of this initiative rests on 1) developing data-informed marketing content (ads, social posts, web copy) that addresses the challenges facing beauty brands, 2) our ability to “pay off” the click (from ads, email) with relevant and focused information when prospects land on a web page, 3) mapping CTAs (download ebook vs. signup) to the state of awareness and business maturity of prospective customers

To do this, we must immediately ground them in what the page is about by using content assets and a logical page flow that demonstrate that this page is *built for them*. To arrive at our recommended approach, we asked ourselves questions such as: What do we want site visitors to do when they arrive on the page? How do we want them to feel? What is the key thing we want them to take away when they bounce?

Our answers to these questions drove our strategy. We want them to feel that we understand their needs and have solutions to help address their challenges, driving them to sign up (see [Appendix 2](#) for sample user journey). For those that don’t convert upon the first visit, we want them to walk away feeling inspired and educated, with the hope that they’ll come back to sign up.

Strategy: This document outlines the vision for phase one of the pilot, and to inform our approach, we analyzed vertical-specific web pages from industry peers and brands across verticals to identify best practices that we’ll use to guide the pilot. After capturing two-months of engagement data, we’ll create a performance baseline that we’ll use to conduct A/B tests to find optimization opportunities to drive more engagement and signups. We’ll also use Adobe Target to deliver beauty-specific content such as blogs, guides, and page copy to personalize the experience for return visitors. Adobe Target allows us to specifically hone in on return visitors that have not yet signed up for Buy with Prime.

There are two key components to our pilot web page focused on the beauty vertical:

1. [The web page](#)

For this pilot, we’ve identified six essential page elements that will allow us to create the performance baseline for verticalized content. The structure of this pilot page is similar to existing Buy with Prime feature pages ([Reviews](#)), but the design, tone and texture of the page will be intentionally tailored to prospective customers from the beauty vertical. The page flow with best practice examples and actions required to build the industry-specific web page for the beauty vertical are outlined in [Appendix 3](#). In order of appearance on the page, the first four elements ([Hero](#), [Value exchange](#), [Proof](#), [Features](#)) are core to the flow, and the last two ([CTAs](#), [Resources](#)) are modules that can be used throughout the page.

2. [SEO strategy](#)

To give search crawlers a new page to index and rank, we’ll incorporate top performing keywords used by some of the leading beauty brands (Sephora, Ulta). These non-branded keywords support the broader content strategy for Project Refresh, specifically focusing on showcasing the customer-facing benefits of Buy with Prime, as well as the business operation benefits of MCF. See more in the [website content strategy](#). See abbreviated list of potential keywords in [Appendix 4](#).

Success measures: There are three ways we’ll measure success – 1) Traffic (Increase CTR by x% over existing paid search campaigns, at an average CPC of <\$), 2) Engagement (x# of attributable UVs from multichannel marketing initiatives within the first 60-days after launch), and 3) Conversions (x# of attributable signup clicks and y# of form completions from multichannel marketing initiatives).

To learn more about industry or vertical-specific content see FAQ in [Appendix 5](#).

Appendix 1: Merchant archetypes, personas and engagement tactics

Mapping content to archetypes: To fine-tune the narratives to engage prospect merchants, we’ll develop customized content experiences built around the challenges and needs of the UXR merchant archetypes and enterprise personas.

Archetype	Top challenges	Core needs	Opportunities
Micro GMS <\$	<ul style="list-style-type: none"> • Low site traffic • Limited budget • Becoming an ecommerce expert • Knowledge of UX/CX • Analytics/insight hunting 	<ul style="list-style-type: none"> • Optimize marketing & advertising • Use A/B testing + analytics to improve UX/CX • Simplified operations + integrations • New customers/scale • Convenient checkout flow 	<ul style="list-style-type: none"> • Marketing tips • Site design/UX • Stories/case studies • Testimonials
SMB GMS >\$-\$	<ul style="list-style-type: none"> • Operational efficiencies • Siloed data • Bandwidth/resources • Cost/integration issues • ROAS • Enhanced UX/CX 	<ul style="list-style-type: none"> • UX/CX innovation • Influencer/social marketing • Understanding shopper habits • Enhanced analytics • Tool simplification 	<ul style="list-style-type: none"> • Better together • Analytics • PIA (A/B testing) • Partner POVs • Integrations
Enterprise GMS \$-\$	<ul style="list-style-type: none"> • Deep knowledge of shopper behavior • Lack complete data picture • Rationalizing partnerships • Marketing attribution 	<ul style="list-style-type: none"> • Holistic picture of omnichannel CX • Streamlined operations • Closed loop analytics • Reduce reliance on 3P tools • More connected leadership 	<ul style="list-style-type: none"> • Better together • Shopper archetypes • Analytics • PIA (A/B testing) • Role-specific value prop

Value props + engagement tactics for prospect customers (micro/SMBs)

Key value prop messages for prospects: removed due to confidentiality

Engagement tactics: Using a targeted [multi-channel marketing](#), we’ll meet prospects where they are in key moments of need. The addition of marketing UTM parameters gives us more insights into the types of users engaging with our campaigns – they can help us categorize different types of users based on channel, associated keywords and landing page engagement. We’ll better use targeted keywords based on SMB pain points to increase exposure of relevant web pages in SERPs. We’ll tap into the audience targeting features of Meta and Google to pull them to the website with paid search. We’ll create a tailored content experience built around the Buy with Prime benefit pillar, and use Adobe Target to show them recommended content that leads them to key conversion points (signup, webinar registrations). We’ll grow newsletter subscribers by merchandising subscription CTAs across web pages that we’ll use to educate them on new features and drive adoption. We’ll use ongoing keyword research to build a SEO-focused content (web pages, blogs, research) roadmap to reach them via organic search. We’ll use Adobe Target to create personalized experiences for returning visitors to the website.

Primary landing pages: Home page, SMB tailored content experiences, Start, Pricing, Blog, Ebook and Event pages, Testimonials, LinkedIn

Enterprise/LSMB personas: Established brands with a DTC presence are interested in “owning the sale” to capture higher margins, expanding customer relationships to improve LTV and strengthen brand loyalty, and acquiring new customers (Prime members). They have high expectations for new product capabilities, demand customization and seamless integration with owned APIs, and see Amazon as just another sales channel. Long sales cycle (~12

months) with multiple layers of C-level approvers presents a challenge with high potential upside. The goal for prospective LSMB/enterprises is to talk to specific roles as a way to activate “champions” within organizations, and showcase how Buy with Prime can help them acquire Prime members, quickly uplevel their DTC game, and realize incremental revenue. Below are the types of LSMBs/enterprises we will engage in priority order.

Type	Top challenges	Core needs	Opportunities
DTC Native % of focus	<ul style="list-style-type: none"> Optimizing profitability Sustaining growth 	<ul style="list-style-type: none"> Understanding sales drivers New customer acquisition (Prime members) Improving conversions 	<ul style="list-style-type: none"> A/B testing Case studies/stories Better together
Traditional retailer % of focus	<ul style="list-style-type: none"> Catching up with ecommerce peers Rationalizing investment in DTC Tapping into Phydigital game 	<ul style="list-style-type: none"> Brand extension beyond brick & mortar Solutions to catch up with industry peers 	<ul style="list-style-type: none"> Case studies/stories Testimonials Getting started
DTC Nascent % of focus	<ul style="list-style-type: none"> Succeeding in ecommerce Getting traffic to DTC site Digital transformation 	<ul style="list-style-type: none"> Greater DTC brand awareness Proof that investing DTC is worth the time Becoming an ecommerce expert 	<ul style="list-style-type: none"> Social ads/ADA Case studies/stories A/B testing Social influencers
Amazon Sellers % of focus	<ul style="list-style-type: none"> Business growth off Amazon 	<ul style="list-style-type: none"> New customer acquisition (Prime members) Getting higher sales margins Improving ROAS 	<ul style="list-style-type: none"> Strategic partnerships to shape BwP roadmap

Value props + engagement tactics for prospect customers (LSMB/enterprise)

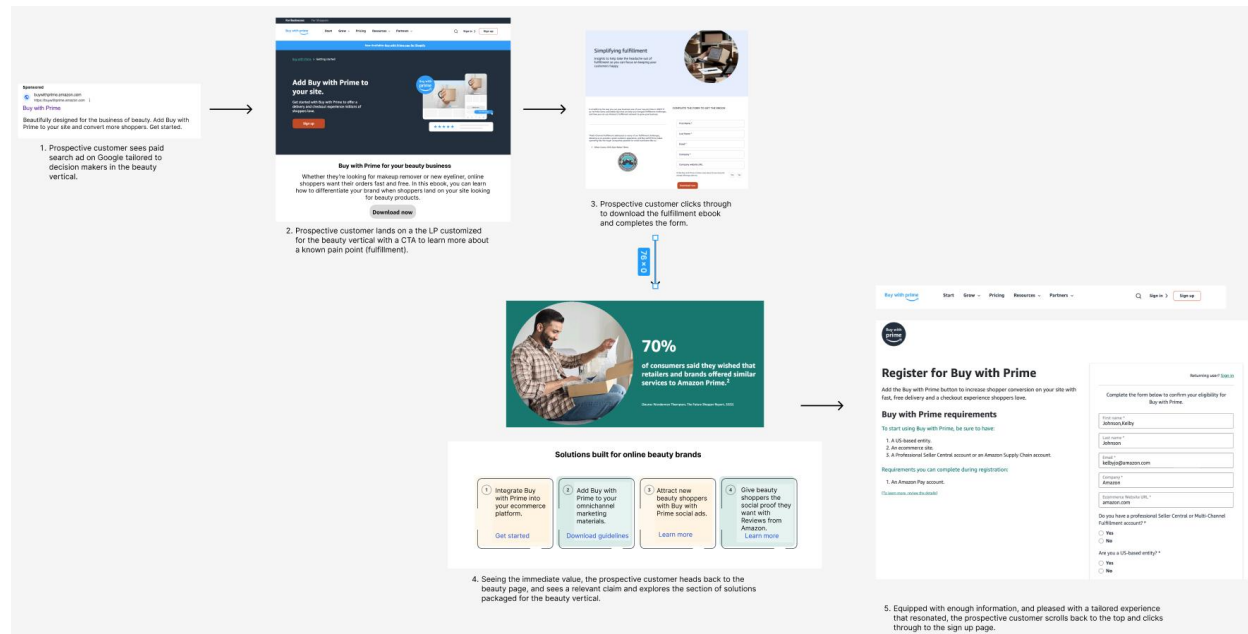
Key value prop messages for prospects: removed due to confidentiality

Engagement tactics. Our primary path to building connections with LSMB/ENT is selling the better together story. Core to making that narrative resonate with this audience is content that focuses on streamlining logistics to save money, driving incremental sales with better margins, new customer acquisition (Prime members), and providing a plug-in-play solutions (APIs) that make implementation and integration with their existing platforms easy. As part of the tailored ENT website content experience, we’ll build custom content designed around specific types of decision makers (CGO, CMO, CDO)* that’s distributed across web pages, blogs, events, and through internal and external Buy with Prime partners. Adobe Target will be central to creating the right audience segment attributes to inform the creation of customized content for the diversity of enterprise targets, specifically those native to the DTC space and more traditional brands that have not yet fully embraced DTC. We’ll experiment with different CTAs to pull them into the SSR flow with intuitive hand-offs to sales. We’ll also explore partnership opportunities with key AMZN partners, such as AWS, Ads, Pay to co-create content that taps into established relationships with LSMB/ENT business leaders.

Primary landing pages: ENT tailored experience, Pricing, Blog, Ebook and Event pages, Testimonials, LinkedIn

*Both the role-based engagement and content strategy is currently being developed, and will be an ongoing partnership between the ENT sales team, research, product marketing and the merchant content team.

Appendix 2: Paid search user journey



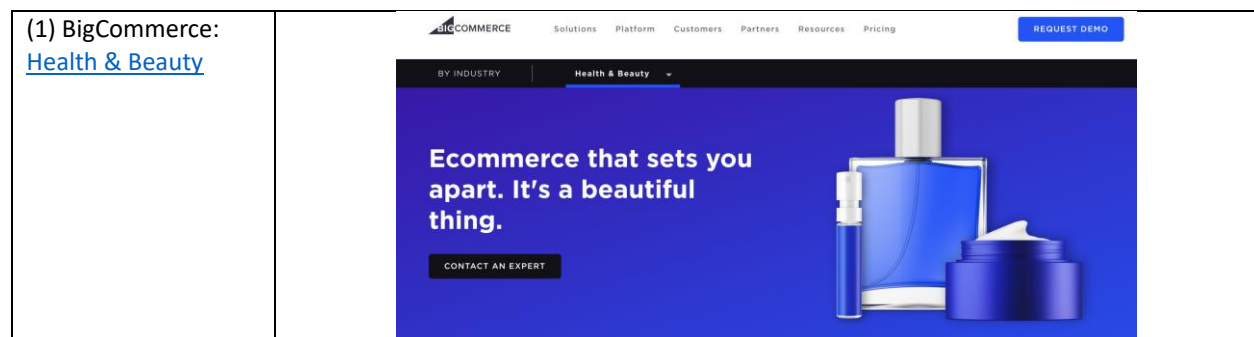
See more in [Figma](#).

Appendix 3: Page experience

1. Hero images and copy (module 1: above the fold)

Selecting the right hero image (the first they see post-click) is essential to landing a resonant first impression. The image, overlaid with copy optimized with SEO keywords, must map to the tone and texture of the expectations of decision makers in the targeted vertical. To capture visitors' attention, we'll experiment with copy that's serious ([all business](#)), humorous (a little whimsical and fun), or ambitious ([bold and daring](#)) to figure out what resonates best. Adding a CTA in the hero is a common practice, and we'll test the efficacy of this placement to determine impact and readiness of our audience to convert at this early stage of their journey. Our goal with this section is to use relevancy as a mechanism to get prospective customers to dive deeper into the Buy with Prime experience.

As part of our research analysis, we found that BigCommerce and AWS offer some useful guidance on how to create vertical-specific hero imagery and copy. BigCommerce (1) does a good job of using a relevant (albeit generic) image and copy to connect with prospective customers in the beauty vertical and makes good use of the Contact CTA to capture visitors ready to engage. Similarly, AWS (2) immediately grounds visitors who are interested in automotive solutions with a bold value prop statement (AWS accelerates...), movement-centric imagery and the Contact CTA. Both brands also make effective use of keywords (ecommerce and mobility) in their H1 and H2 titles, and throughout the page that help search crawlers find and understand how to rank the page.



<p>(2) AWS: Automotive</p>	
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Actions for pilot: 1) Identify and lock on the one beauty-related keyword to incorporate into the hero alongside Buy with Prime (see [Appendix 1](#) for sample of potential keywords), 2) source 3-5 beauty industry-specific imagery (ideally from a Buy with Prime merchant), 3) identify develop three versions of search-optimized copy that includes at least one priority keyword in the hero, and 4) align on tone/texture for copy (serious, humorous). It's worth considering testing the validity of a Request a demo CTA that leads to a qualifying web form designed specifically for LSMB/ENT prospective customers.

2. The value exchange (module 2: directly below the hero)

We recommend an explicit value exchange unique to the decision makers in the beauty vertical placed directly below the hero to put visitors in the right headspace to listen and consume. Our goal with this section is to keep prospective customers on engaged and on the page. To do so, we must use research to truly understand the interests, pain points and words that decision makers in the beauty vertical use to find business solutions online. Mapping the research-driven pain points to the right keywords are a requirement for this pilot.

To connect with prospects and sell the value, Apple @Work (1) does a good job of using color treatment around keywords such as *secure* and *easiest* on its business-focused page. In the AWS automotive (2) context, words like *modernize*, *enterprise-wide productivity*, and *connected mobility* provides a clear connection between the solution and needs and the decision makers in the automotive industry. Shopify Plus (3) marries pain points (attract shoppers) with substantiated claims to make clear the value ecommerce business get. All three brands effectively incorporate keywords that attract organic search traffic, packaged around fairly simple value proposition messaging that make it easy for prospective customers to understand the value and benefits of the solutions offered. Our pilot page will follow these best practices in landing the value exchange for decision makers in the beauty vertical.

<p>(1) Apple: @Work</p>	
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<p>(2) AWS: Automotive</p>	<p>Modernize at every stage of the automotive and mobility value chain with AWS.</p> <p>From product and service innovation to resilient operations and enterprise-wide productivity, customers can bring advanced and differentiated products and services to market faster and more cost effectively with AWS.</p> <p>Benefits</p> <ul style="list-style-type: none"> Purpose-built automotive solutions AWS has developed the most complete set of automotive-specific services and solutions covering software-defined vehicle, connected mobility, autonomous mobility, digital customer engagement, manufacturing, supply chain, and product engineering. Unmatched industry experience Ranked number one in ABI Research's Connected Car Cloud Platform, AWS empowers automotive companies, ranging from the latest startup to leading global OEMs, to leverage data and drive value throughout the enterprise. Broadest automotive community AWS supports the industry's digital transformation through the largest set of capabilities for AI/ML, IoT, high performance computing (HPC), and data lakes as well as a global network of Amazon and AWS Partners with deep industry expertise.
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<p>(3) Shopify: Plus</p>	<p>DESIGNED FOR CONVERSION</p> <p>Convert up to 91% more from day one</p> <p>Learn more</p> <ul style="list-style-type: none"> Attract shoppers looking for products like yours with data-targeted audiences across popular social marketplaces Make the sale every time with Shop Pay, the best-converting checkout on the internet Retain customers with loyalty programs and a personal touch from home page to inbox <p>91% Higher mobile conversion with Shop Pay over standard checkout</p> <p>4X Faster checkout with Shop Pay</p> <p>6.6X Higher return on ad spend with Shopify Audiences</p> <p>100M+ Shoppers around the world using Shop Pay</p>
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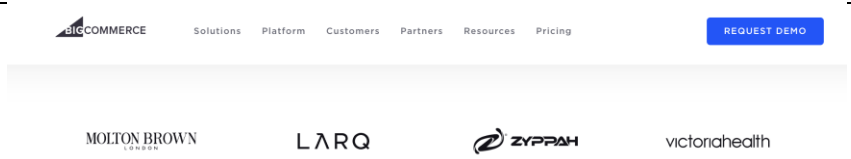

Action for pilot: 1) Lock the unique value proposition that Buy with Prime offers prospective customers in the beauty vertical, 2) Align and build messaging that outlines the top three business benefits prospective customers will receive, and 3) Identify and lock on the one beauty-related keyword to incorporate into the hero alongside Buy with Prime (see [Appendix 1](#) for sample of potential keywords).

3. Relatability: the proof (module 3: below the value exchange)

Validation is the key to building confidence among prospective customers. We'll curate relevant claims*, brand logos from Buy with Prime merchants in the beauty vertical, case studies, and customer testimonials (quotes and videos) to populate this page module. Infusing the right keywords into the messaging around proof assets is required to further strengthen perceived authority of the page among search crawlers. Our goal with content in this section of the page is to encourage prospective customers to explore use case so they can see how Buy with Prime can benefit their business.

**Usage of claims will be tested for placement throughout the page*

BigCommerce (1) does a good job of prioritizing brand logos as a form of proof early in the page experience (right beneath the hero image). AWS (2) raises the bar by showcasing customer video testimonials as a means to show prospective customers the real business benefits of AWS Automotive solutions.

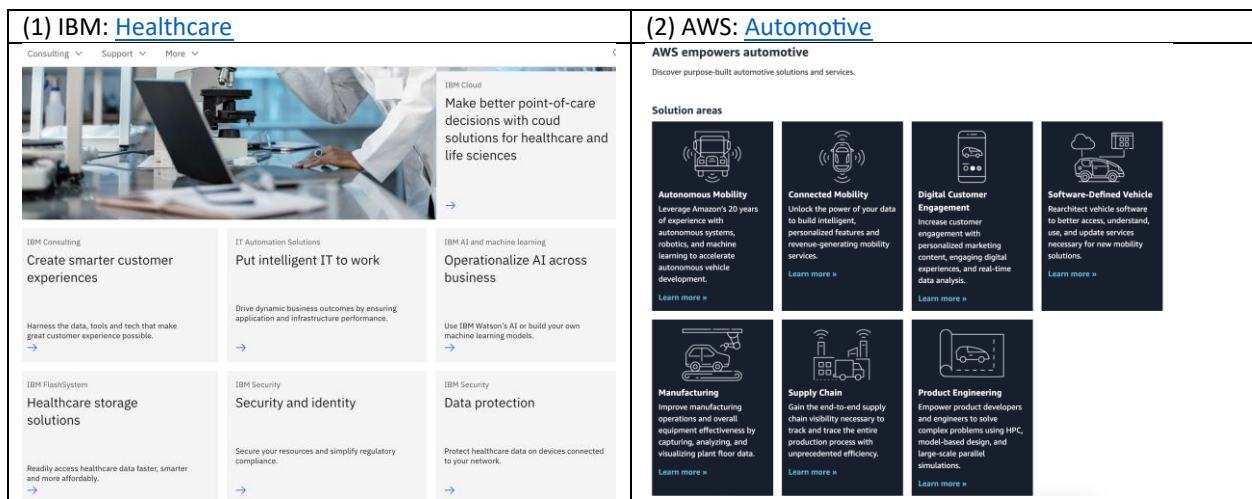
<p>(1) BigCommerce: Health & Beauty (brand logos)</p>	
<p>(2) AWS: Automotive (case study)</p>	

Actions for pilot: 1) Partner with Sales to identify and prioritize 3-5 existing Buy with Prime merchant case studies in the beauty vertical (Bare Minerals, [BEING](#), and [Minimo Skin Essentials](#) should be considered), 2) curate and align on the best claims and testimonials that support the unique value exchange, and 3) secure high resolution brand logos for placement on the page.

4. The features (module 4: below the proof)

Once visitors have an understanding of the value exchange, the benefits, and feel more confidence by seeing social proof of others like them, they're ready to see how the features work. We recommend tailoring 3-5 features that map to the priority pain points for decision makers in the beauty vertical uncovered through research. This section of the page offers an opportunity to link to other, relevant areas of the website, which helps with SEO by sending authoritative signals of a structured narrative to search engine crawlers. Our goal for this section of the page is to keep visitors engaged by giving them resources to dig deeper and declare their intent (*through clicks*) for which features are most relevant to them. We'll use engagement metrics from this section to optimize the right features and to deliver personalized experiences using Adobe Target.

IBM's healthcare vertical page (1) and AWS's automotive solutions section (2) provides prospects with a "choose your own adventure" experience by shining a light on key solutions and services around automotive innovations. We recommended using this tactic for the pilot to appeal to a broad segment of decision makers in the beauty vertical, providing clear CTAs to drive them to deeper into the conversion funnel.



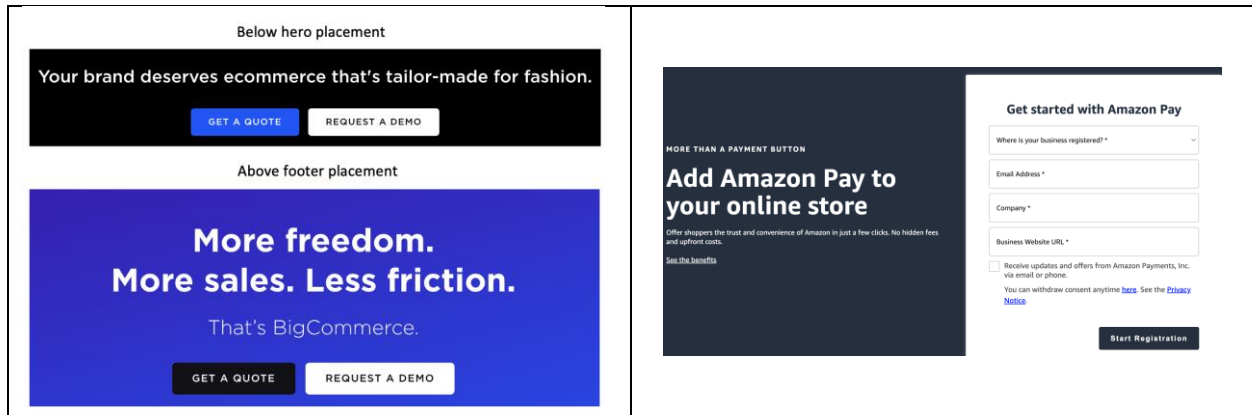
Actions for pilot: 1) Alignment on the right 3-5 features to highlight on the page for phase one of the pilot (these will be optimized based on engagement data after a two-month baseline is established), 2) update copy on selected feature pages to be customized for the beauty vertical and industry-relevant keywords, 3) build non-indexable web pages for the beauty vertical-focused feature pages (this is important to keep visitors on the page).

5. The CTAs (various placements)

We'll use CTAs throughout the page to help visitors learn and eventually signup. Placement (above/below the fold), in imagery (captivating & relevant), and copy (explicit direction) are the three key ways we're thinking about CTAs (see [Shutterstock CTA guide](#)). While there are a wide variety of CTAs to consider (see [Hubspot's 8 types](#)), for this lead generation pilot we'll focus on three: 1) Signup (conversion form), 2) Learn more (feature pages, resources), 3) Read or Watch (case studies). We'll use a mix of customized messaging, bold claims and buttons to drive leads.

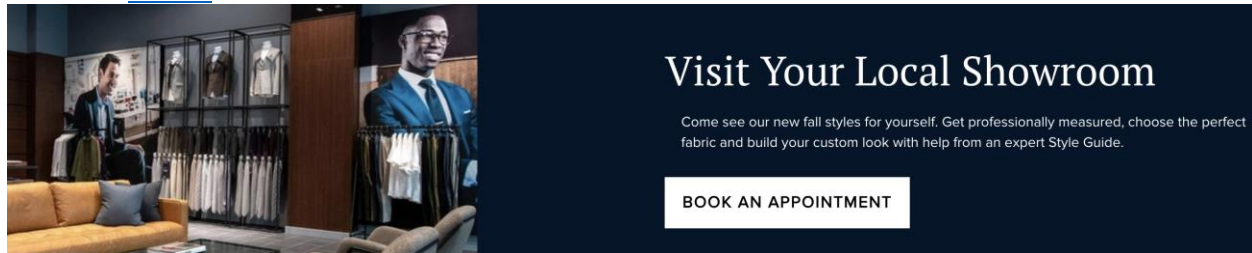
BigCommerce (1) provides a good example of integrating customized brand messaging that explicitly states the value proposition (More freedom...) with choices for prospects to take (get a quote; request a demo) on its fashion page. APay (2) offers a good example of using a simple form to pay off the CTA click to drive leads.

(1) BigCommerce: Fashion	(2) APay: Signup
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As we move to engage more enterprise customers with unique needs, we recommend experimenting with CTAs that signal a “hand-held” experience to help improve MALs. Indochino’s CTA to Book an appointment to visit a showroom offers a best practice. Indochino uses compelling imagery, an action verb (visit) with a personal touch (your local showroom), and a clear CTA that signals a personalized “hand-held” experience.

Indochino: [Fashion](#)



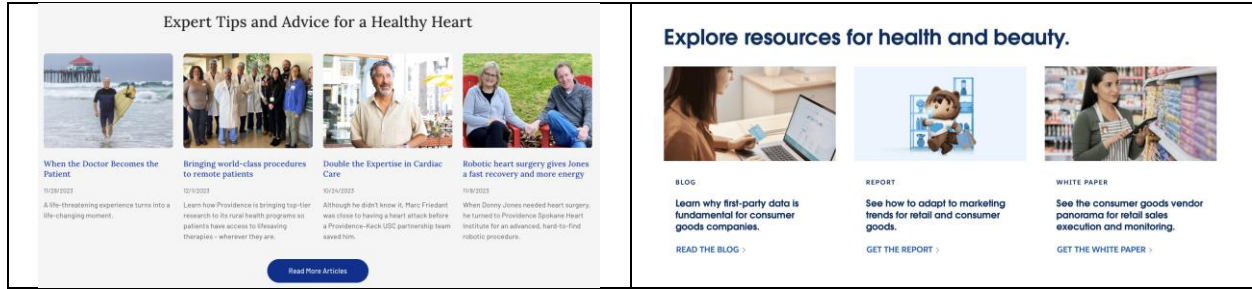
Action for pilot: 1) Align on the recommended CTAs (Signup, Learn, Read/Watch) to be used on the page, 2) create one sentence copy and/or a compelling value proposition tagline to surround the CTAs, 3) build a simple conversion form with customized messaging for the beauty vertical, and 4) determine the timing and resourcing availability for a “hand-held” CTA that activates a direct Sales engagement (recommended for LSMB/ENT prospects).

6. The resources (module 5: promo placement & bottom of page)

Not every visitor is going to be in the mindset to act when they first encounter a page that speaks to them. To engage visitors that are not ready to move down the conversion funnel yet, we’ll offer additional resources for them to consume. We’ll experiment with resources such as blogs, help articles, events and webinars, and ebooks to keep visitors engaged. We recommend incorporating Resources at the bottom of the page, but we’ll also use the modular templates built for Project Refresh to promote priority resources (ebooks, events) higher in the page to support key themes and campaigns.

Providence health (1) offers visitors to its heart service page blogs about procedures and patient stories to build confidence with prospective patients. Salesforce uses a mix of blogs, reports and papers on its health & beauty page as resources to keep visitors engaged. Both are effective tactics, but testing is recommended to see which content formats drive the most engagement/leads.

(1) Providence Health: Heart	(2) Salesforce: Health & Beauty
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Appendix 4: Sample keywords for beauty industry

Beauty keywords: Abbreviated sample of non-branded keywords for which three beauty brands are currently ranking segmented by level of difficulty (to rank), volume, and estimated monthly traffic to each of the three domains.

Sephora

High difficulty	Volume	Est. monthly traffic	Rank
Cosmetics	201,000	965,000	5
Makeup	246,000	5,600	2
Cosmetics store	110,000	2,200	9

Med-Low difficulty	Volume	Est. monthly traffic	Rank
Beauty products	8,100	923	2
Cosmetics products	1,600	309	1
Shop cosmetics	1,600	309	1

Ulta

High difficulty	Volume	Est. monthly traffic	Rank
Makeup	246,000	18,942	3
Beauty	165,000	12,705	3
Beauty products	8,100	1,563	1

Med-Low difficulty	Volume	Est. monthly traffic	Rank
Make up store	6,600	508	3
Beauty supply online	5,400	140	7
Health and beauty shop	4,400	114	7

Bare Minerals (pivot to top ranking because Bare Minerals is currently not ranking for high difficulty/volume keywords)

Top ranking	Volume	Est. monthly traffic	Rank
Mineral makeup	3,600	695	1
Minerals cosmetic	210	41	1
Minerals skin care	110	13	2

Appendix 5: FAQ

What is it vertical or industry-specific content? Content that's targeted at a niche audience you're seeking to reach based on a specific industry and associated demographics. It's a dedicated message to a specialty audience.

What is the goal of industry-specific content? Content that addresses challenges to a specific industry or vertical and provides an explanation of solutions/features/benefits in the context of that industry or vertical.

What are the benefits of vertical content? It helps drive resonance and relevancy with the target vertical, increasing satisfaction. Relevant case studies or testimonials can help generate up to 62% more revenue ([source](#)). It can help drive engagement, leads and build stronger relationships with decision makers in a given vertical. It makes the brand experience for vertical consumers more personal and memorable.

How is vertical content different from core or horizontal content? Core/horizontal content is the baseline that outlines the value proposition for a general audience (prospects) - it is intended to span a wide span of audience segments. Vertical content is focused and specific to a subset of that general audience. Think of core content as the trunk of a tree and vertical content as the branches.

What is the mental model for vertical content? Vertical content can be small and very targeted (sub topics for shoppers that want to purchase shoes vs. shirts) or have broad appeal to a variety of shoppers in a given vertical (beauty or healthcare). To begin with, we'll create content around industries or verticals that GTM/Sales has identified as strong fits for Buy with Prime and MCF.

What formats are best for vertical content? Web pages that talk to specific audiences is a good starting point. Building a surround sound of content experiences that includes verticalized blogs, newsletters, webinars, videos and guides are essential for creating impactful vertical content. Case studies.