

# AMAZOWL TRAINING

## ***Amazon Core Content***

### **Learn How to Win the Browser with – VIDEO**

#### **Cheat Sheet**

- **Video Restrictions**

- You can only show one brand logo. Do not prominently show multiple brand logos.
- Product videos can't contain contact information. That includes emails, phone numbers, physical addresses, and website URLs.
- Videos can't contain distributor or company or seller details.
- Product videos can't contain your competitor's products. You are not allowed to compare your products with competitors.
- Product videos cannot contain descriptive promotion information or price.
- Videos can't contain any information on shopping timeline or shipping cost details.
- Product videos can't contain guarantee or warranty details.
- Videos can't contain perverse or offensive content.
- Videos can't contain third party or editorial quotes.
- Videos can't contain information about customer reviews.

- **Video Requirements**

- Must have ownership rights to the video.
- Dimensions should be a minimum of 1280 x 720 pixels but the ideal resolution is 1920 x 1080 pixels.
- Must be an mp4 or mov file.
- File size must be under 500MB.
- Thumbnail must be a jpg, png, gif, or bmp file under 5MB.
- Thumbnail dimensions must be at least 1280 x 720 pixels.

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[www.amazowl.com/training](http://www.amazowl.com/training)

[training@amazowl.com](mailto:training@amazowl.com)

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