

DaytodayeBay

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AMAZON ENHANCED BRAND CONTENT

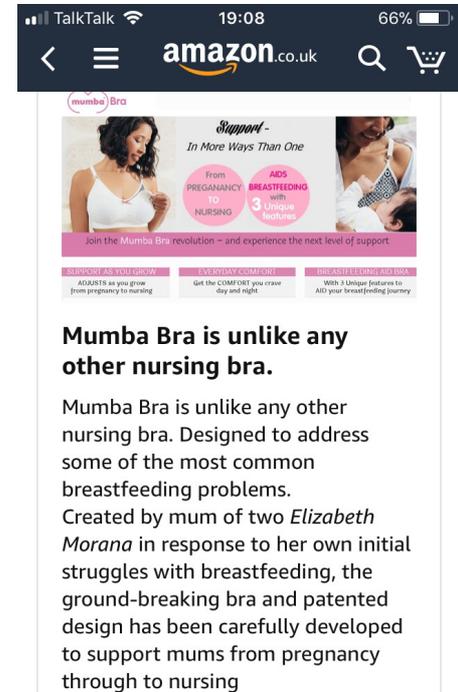
Enhanced Brand Content (EBC) page allows brand owners to enhance their listing with additional content and images in their product description. EBC is aimed to increase conversion and enhance brand on Amazon.

Amazon has simplified this process with a set of templates with set content space and images sizes. Currently, there are 5 [templates](#) to choose so you can find one that fits your needs perfectly. This is available **free of charge** to all brand registered account holders.

WE FEEL THAT THIS IS THE NEXT STEP FOR AMAZON TO ENHANCE NEW BRANDS AND BUILD TRUST

We have recently completed enhanced brand content for one of our clients. The brand content on their Amazon page was aimed to

- Raise brand awareness aiming for organic brand search
- Give prospects detailed information about the product and FAQs
- Clear product usage guidance



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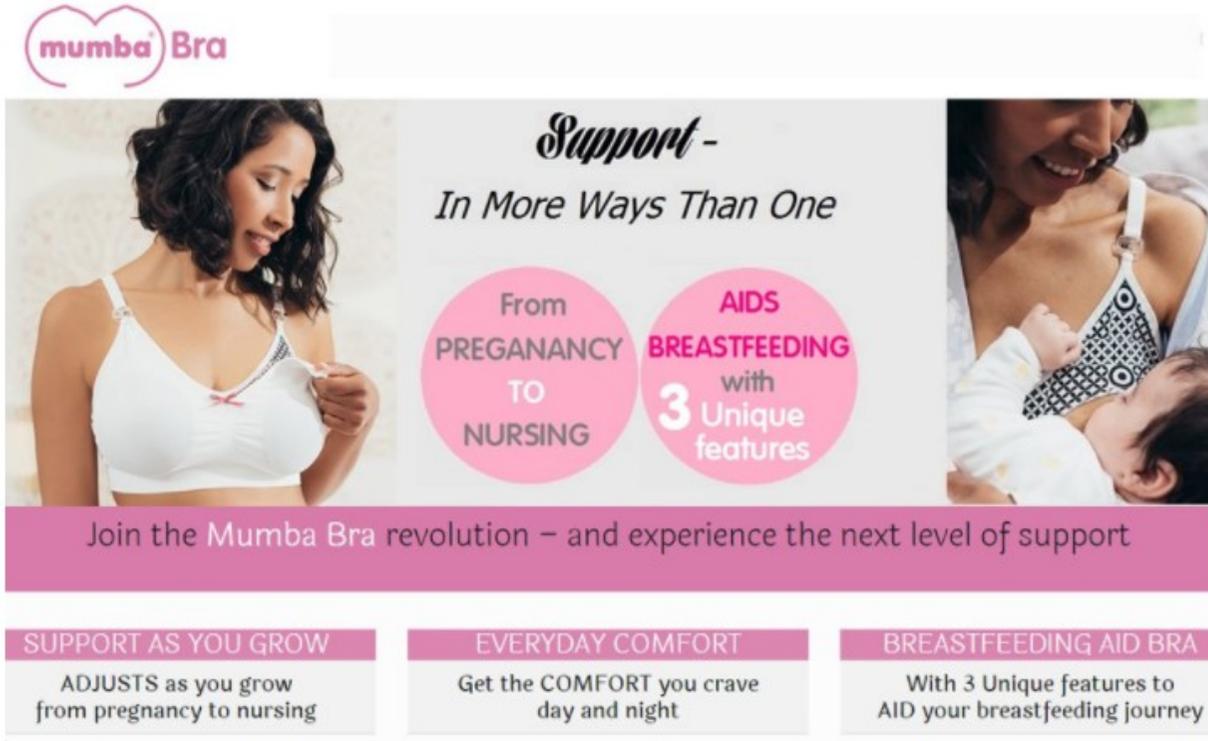
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mumba Bra

*Support -
In More Ways Than One*

From PREGANANCY TO NURSING

AIDS BREASTFEEDING with 3 Unique features

Join the Mumba Bra revolution – and experience the next level of support

SUPPORT AS YOU GROW
ADJUSTS as you grow from pregnancy to nursing

EVERYDAY COMFORT
Get the COMFORT you crave day and night

BREASTFEEDING AID BRA
With 3 Unique features to AID your breastfeeding journey

- Brand Awareness to drive organic traffic
- Clear Product Benefits

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Mumba Bra is unlike any other nursing bra.

Mumba Bra is unlike any other nursing bra. Designed to address some of the most common breastfeeding problems. Created by mum of two *Elizabeth Morano* in response to her own initial struggles with breastfeeding, the ground-breaking bra and patented design has been carefully developed to support mums from pregnancy through to nursing

Unlike any other nursing bra, we've combined our unique features with comfort, support and style.



1 Mumba clasp reminder

Never forget which breast to feed from next with the Mumba Clasp reminder. No more mobile apps, moving bracelets from wrist to wrist or relying on your overworked memory. Your Mumba clasp is with you always, ready to support you.

2 Babyfocus print

Watch your baby's eyes transfix to the BabyFocus print and be soothed with every feed. We understand that "It Takes Two To Breastfeed"™ and your babies contribution to successful breastfeeding is just as important. So we've designed the BabyFocus® print purely for your baby, to stimulate and focus your baby whilst feeding, helping them take to the new experience of breastfeeding.



3 Drop cup opening

Allows for easy one-handed release and discreet feeding once open

- Detailed product use guide

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Our sizing advice is a guideline. But take a look at these questions, which may help you when choosing your size.

I am currently pregnant what size should I use?

If you're currently pregnant and in the first trimester of your pregnancy, your breasts are likely feel tender and swollen. Your old bras may fit you, but if you're experiencing a tingling sensation your old bras may feel uncomfortable against your skin. You can begin wearing your Mumba Bra at this stage. Choose a Mumba Bra size that caters for the bra size you're currently wearing, and you want to be able to close your bra on the tightest hooks.

If you're in second or third trimester, most of your growth at this stage is around your rib cage, this is because your body is expanding to make room for your baby to grow. Some women will also see their cup increase by one or two sizes too. If you're buying your maternity bra at this stage, you can go ahead and choose the bra size you used to wear. The reason for this is because you're only larger around your rib cage because of your baby bump. But from around 38 weeks your baby will drop down getting ready for birth, so you'll feel some small release in your bras around your rib cage and furthermore after your baby is born. Your bra should fit comfortably on the loosest setting around your ribcage at this stage, to allow you to tighten it once your baby is born.

I'm pregnant but my breast have not grown? How should I know which size nursing bra should I use?

Many pregnant women experience breast changes, but plenty of others don't – and that's normal too. Some women's breasts simply don't change much during pregnancy; however, you will notice changes when your milk comes in after your baby is born. So, choose a Mumba Bra that accommodates your current bra size. The stretch and the flexibility in our bras, have already considered the changes in breast size.

I am currently breastfeeding, what size should I use?

Measure yourself and follow the size guide to choose the size of the bras that you are wearing now. Our stretchy fabric will allow for any fluctuations during breastfeeding.

How many nursing bra do I need?

The Mumba Bra has been designed to grow with you throughout your pregnancy. It's advance fabric composition, makes it extremely comfortable to wear, that you won't want to take it off! But just in case you have to, we advise that you buy a minimum of two, so that you have to wear and one in the wash for tomorrow!

- Detailed product overview and FAQs

Visit live : <https://www.amazon.co.uk/dp/B01MQIOLMT>

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Over a course of few months we saw some increase in order item session % which is calculated by dividing the total order items by the number of distinct session counts for the selected time period.

Order Item Session Percentage
10.47%
11.14%
12.06%
12.89%
15.51%

So, it makes perfect sense to create EBC or Amazon A+ page as it enhances your brand and increases conversion. We have seen an increase in competition and sellers are doing everything they can to protect and enhance their brands. Taking time to invest on your brand is a good way to deter potential competition.

If you would like to learn more about EBC packages please [get in touch](#) and we'll get back to you with design options and pricing.



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