



Consumer Brands
 WD Blue™ SN550 NVMe SSD
 NPI Message Map

Product Name & Category	
Product Name	WD Blue™ SN550 NVMe™ SSD
Product Category	Internal SSD storage

Product Title & Description	
[32 characters]	WD Blue™ SN550 NVMe™ SSD, 250GB* WD Blue™ SN550 NVMe™ SSD, 500GB* WD Blue™ SN550 NVMe™ SSD, 1TB*
[100 characters]	WD Blue™ SN550 NVMe™ SSD, 250GB* WD Blue™ SN550 NVMe™ SSD, 500GB* WD Blue™ SN550 NVMe™ SSD, 1TB*

Product Headlines & Web Banner	
Primary (options)	Put NVMe™ Power at the Heart of Your PC
Alternate	Do more, faster
Web Banner [Maximum 6 words]	Put NVMe™ power at the heart of your PC

Product Overview & Copy	
At-a-Glance Feature Bullets [6 max]	<ul style="list-style-type: none"> Boost your system’s performance with next-generation NVMe™ SSD technology – boot faster, work smarter, play longer. Over 4x faster than our SATA SSDs with read speeds up to 2,400 MB/s** for ultra-responsive PC performance. Slimline, single-sided M.2 2280 PCIe® Gen3 x4 NVMe™ SSD, ideal for your next custom build or system upgrade. An improved thermal design helps maintain sustained performance during intense use. Western Digital® SSD Dashboard keeps you in the loop by constantly monitoring the health of your SSD. Western Digital®-designed controller and firmware paired with our latest 3D NAND for optimized, consistent performance. [Amazon only] Store more with capacities up to 1TB* with impressive endurance and a 5-year limited warranty. [NON-Amazon only]
Short Copy [25 words]	Put NVMe™ power at the heart of your PC for lightning-fast, ultra-responsive performance so you can boot faster, work smarter and play longer.
Medium Copy [50 words]	Put NVMe™ power at the heart of your PC for lightning-fast, ultra-responsive performance. Whether you’re working, creating or casual gaming, the WD



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	Blue™ SN550 NVMe™ SSD can deliver over 4x the speed of our best SATA SSDs so you can boot faster, work smarter and play longer.
Long Copy [100 words]	Put NVMe™ power at the heart of your PC for lightning-fast, ultra-responsive performance. The WD Blue™ SN550 NVMe™ SSD delivers over 4x the speed of our best SATA SSDs so you can boot faster, work smarter and play longer. Whether you're working, creating, casual gaming or processing large amounts of data, take advantage of this powerful internal drive's high speeds to do more, faster. Available in capacities up to 1TB* in an affordable M.2 2280 form factor, there's no time like now to make the change to NVMe.

Mock Ad / Pull-up Banner Copy	
Product Name	WD Blue™ SN550 NVMe™ SSD
Category	Internal SSD storage
Headline	Put NVMe™ power at the heart of your PC
Bullets	<ul style="list-style-type: none"> • Boost your system's performance with next-generation NVMe™ SSD technology – boot faster, work smarter, play longer. • Over 4x faster than our SATA SSDs with read speeds up to 2,400 MB/s** for ultra-responsive PC performance. • Slimline, single-sided M.2 2280 PCIe® Gen3 x4 NVMe™ SSD, ideal for your next custom build or system upgrade. • Thousands of hours of hardware, firmware and validation testing combine to advance the award-winning WD Blue™ heritage of quality and reliability. • An improved thermal design helps maintain sustained performance during intense use. • Western Digital®-designed controller and firmware paired with our latest 3D NAND for optimized, consistent performance. • Western Digital® SSD Dashboard keeps you in the loop by constantly monitoring the health of your SSD.

Ad Circular, Bullets	
Option 1	<ul style="list-style-type: none"> • Boost your system's performance with next-generation NVMe™ SSD technology – boot faster, work smarter, play longer. • Slimline, single-sided M.2 2280 PCIe® Gen3 x4 NVMe™ SSD, ideal for your next custom build or system upgrade.
Option 2	<ul style="list-style-type: none"> • Over 4x faster than our SATA SSDs with read speeds up to 2,400 MB/s** for ultra-responsive PC performance. • Western Digital®-designed controller and firmware paired with our latest 3D NAND for optimized, consistent performance.



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E-Blast Copy	
Subject Line	Put NVMe™ power at the heart of your PC
Snippet Line/Email Preview	Building a better system starts with storage
Headline	Do More, Faster
Product Call-out	WD Blue™ SN550 NVMe™ SSD
Product Description [Ideally: 225 characters including spaces] Max: 550 characters]	Put NVMe™ power at the heart of your PC for lightning-fast, ultra-responsive performance. The WD Blue™ SN550 NVMe™ SSD delivers over 4x the speed of our best SATA SSDs so you can boot faster, work smarter and play longer. Whether you're working, creating, casual gaming or processing large amounts of data, take advantage of this powerful internal drive's high speeds to do more, faster. Available in capacities up to 1TB* in an affordable M.2 2280 form factor, there's no time like now to make the change to NVMe.
CTA 1	{Learn More}
Product Feature Modules [Module headlines: 33 characters incl. spaces] Body copy: 80 characters incl. spaces]	Boost your performance Get breakneck sequential read speeds up to 2,400 MB/s.**
	Do more with less Scalable NVMe™ hardware and accelerated architecture deliver high performance with a low power draw.
	Save on space Build mighty small-form factor PCs with a single-sided M.2 2280 PCIe® Gen3 x4 NVMe SSD.
CTA 2	{Shop Now}

Etail/Web Copy (A+, Power Pages, Corp Site)	
Product Name	WD Blue™ SN550 NVMe™ SSD, internal storage, XXXGB*
Above the Fold Bullets [no more than 6]	<ul style="list-style-type: none"> • Boost your system's performance with next-generation NVMe™ SSD technology – boot faster, work smarter, play longer. • Over 4x faster than our SATA SSDs with read speeds up to 2,400 MB/s** for ultra-responsive PC performance. • Slimline, single-sided M.2 2280 PCIe® Gen3 x4 NVMe™ SSD, ideal for your next custom build or system upgrade. • Thousands of hours of hardware, firmware and validation testing combine to advance the award-winning WD Blue™ heritage of quality and reliability. • An improved thermal design helps maintain sustained performance during intense use. • Western Digital®-designed controller and firmware paired with our latest 3D NAND for optimized, consistent performance. • Western Digital® SSD Dashboard keeps you in the loop by constantly monitoring the health of your SSD.



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	<p>REMOVE WARRANTY INFO FROM FOLLOWING BULLET FOR AMAZON PAGE:</p> <ul style="list-style-type: none"> • Store more with capacities up to 1TB* with impressive endurance and a 5-year limited warranty.
<p>At a Glance Bullets [5, shorter than ATF bullets & meant to work together]</p>	<ul style="list-style-type: none"> • Boost your system’s performance with next-gen NVMe™ SSDs • Over 4x faster than our SATA SSDs • Slimline M.2 2280 form factor • Western Digital®-designed controller and firmware for optimized performance • Western Digital® SSD Dashboard constantly monitors the health of your SSD
<p>Description [Same as Long copy]</p>	<p>Put NVMe™ power at the heart of your PC for lightning-fast, ultra-responsive performance. The WD Blue™ SN550 NVMe™ SSD delivers over 4x the speed of our best SATA SSDs so you can boot faster, work smarter and play longer. Whether you’re working, creating, casual gaming or processing large amounts of data, take advantage of this powerful internal drive’s high speeds to do more, faster. Available in capacities up to 1TB* in an affordable M.2 2280 form factor, there’s no time like now to make the change to NVMe.</p>
<p>Feature Modules [ideally 6]</p>	<p>The right storage for your next PC NVMe™ goes mainstream with a powerful, cost-effective storage solution that adds to the reliability of an SSD.</p> <p>Boost your performance Get breakneck sequential read speeds up to 2,400 MB/s** to improve your productivity no matter what you’re doing or creating.</p> <p>Think small Build powerful small-form factor PCs with a slim single-sided M.2 2280 PCIe® Gen3 x4 NVMe™ SSD.</p> <p>Do more with less Scalable NVMe™ hardware and accelerated architecture enable both high performance and low power consumption that maxes out at only 3.5W.</p> <p>Do more, faster Western Digital®-designed controller and firmware paired with our latest 3D NAND for optimized, consistent performance.</p> <p>Continuing the legacy Thousands of hours of hardware, firmware and validation testing combine to advance the award-winning WD Blue™ heritage of quality and reliability.</p>

SEO	
<p>Keywords</p>	<p>NVMe SSD Fast SSD PCIe SSD</p>



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	WD Blue High performance SSD 3D NAND Gen3 x4 M.2 2280 SSD Low Power Reliable SSD Low price NVMe SSD Cheap NVMe Best value NVMe
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COMPATABILITY	
Mobile Devices	n/a
PC & Mac Computers	

Legal Copy	
Disclosures/ Footnotes	<p>*1GB = 1 billion bytes and 1TB = one trillion bytes. Actual user capacity may be less, depending on operating environment.</p> <p>**As used for transfer speed, megabyte per second (MB/s) = one million bytes per second. Performance will vary depending on your hardware and software components and configurations.</p>
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