Catalog SOP: A/B Test (A+ Content)

03/03/2025 11:09 am CST

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i   **Who is this for?** Individuals who wished to conduct A/B split testing within seller central.


✓   **Objective:** The purpose of this document is to provide a step-by-step guide on how to create A/B split testing to submit alternate content for your products to collect insights such as traffic and conversion.

Split testing or AB testing, on Amazon, is an excellent way of optimizing your listings through experiments with product content, images, and pricing. Four crucial elements of the listing affect conversion rate: Image, Title, Product Features, Description, and Price.

Seller Central A/B Testing

Access the Amazon Seller Central page by clicking the URL: https://sellercentral.amazon.com/

- Go to **Brands**, then select **Manage Experiments**.
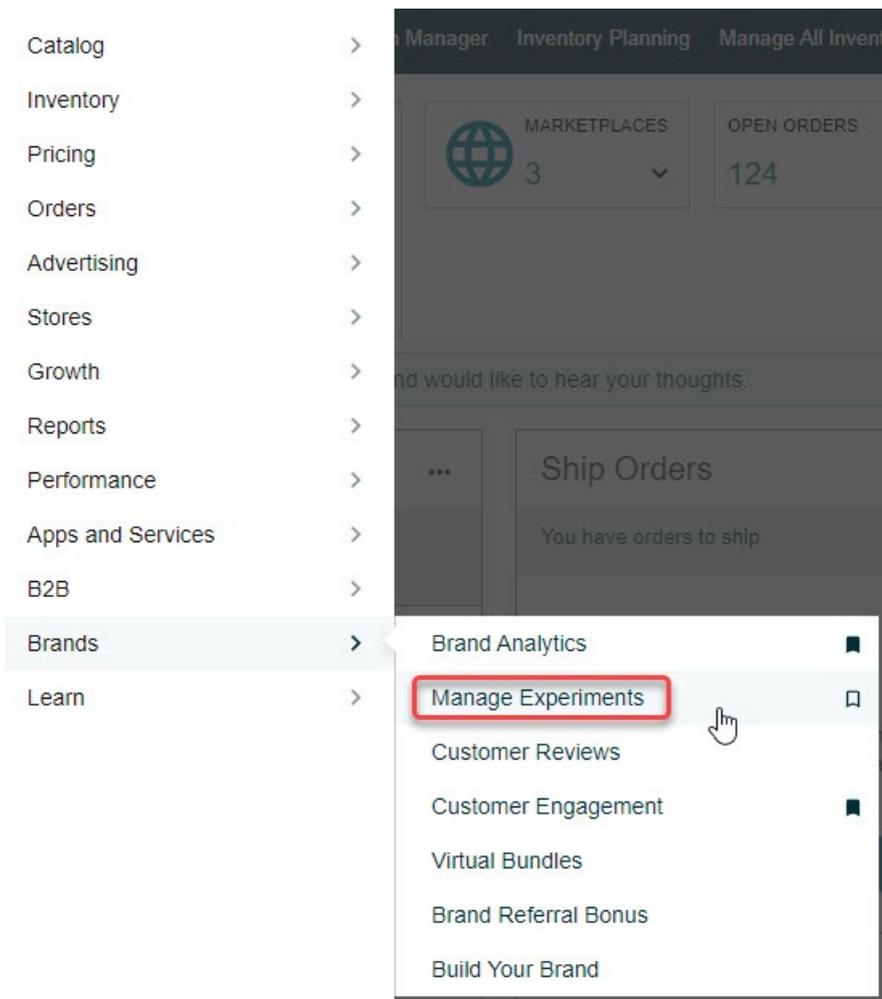
- On the experiments dashboard, click **Create a New Experiment**.
  - You can run an experiment for **A+ Content, Bullet Points, Main Image, Product Description, and Product Title**.

A+ Content A/B Testing
- Click **Select a reference ASIN**

- Enter a descriptive **test name**, **duration**, and desired **start date**. You may also enter an optional **hypothesis** around what you wish to learn from the test.

- **Content Selection**
  - **"A" content**
    - Must be previously approved
    - Must be associated with the Reference ASIN
    - Cannot be part of a current A/B test
    - Cannot have more than 500 associated ASINs
  - **"B" content**
    - Must be associated with the Reference ASIN
    - Cannot be part of a current A/B test
    - Will automatically inherit ASINs from A
    - If "B" content is newly drafted, add the ASIN into it and save it as **Draft**

- Once all information has been entered, click **Submit A/B Test**. You will be routed back again to the experiments landing page.

Manage Your Experiments

Manage Your Experiments lets you create two different versions of content, which are shown randomly to Amazon Customers. You can use our tool to submit alternate A+ content, titles and images for your products to collect insights such as traffic and conversion. Watch our introductory video to learn how to get started.

Need help?
- About MYE   - Creating experiments
- Experiments FAQ   - Experiment results
- Tips for experiments

Active Experiments	0	Total Experiments	1

Show active experiments only   Create a New Experiment ▼

Experiment Name / Experiment Type	Hypothesis	Reference ASIN / ASINs Enrolled in Experiment	Start Date	Status	Actions
Social Distance / Title	📄	1	08/28/2020		View results

- Click **View Details** to check the experiment's current status.

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Active Experiments	1	Total Experiments	3

Show active experiments only   Create a New Experiment ▼

Experiment Name / Experiment Type	Hypothesis	Reference ASIN / ASINs Enrolled in Experiment	Start Date	Status	Actions
Premium Content vs Non Premium / A+ Content	📄	1	09/06/2022	Active / 14 days left	View details
Premium Content vs Non Premium / A+ Content	📄	1	09/05/2022	Canceled	View details
Social Distance / Title	📄	1	08/28/2020	✅ Completed	View details

Experiment in Progress

Your experiment is live and collecting data. Initial results are posted below and will update weekly. The experiment will conclude on 10/04/2022.

| Scheduled 08/25/2022 | Validation Complete | Experiment Start 09/06/2022 | Initial Results *09/16/2022 | Experiment End 10/04/2022 | Final Results *10/07/2022 |

*Dates are projected; they are not guaranteed. Actual dates may be before or after projected dates.

Premium Content vs Non Premium Learn more | Rate this page

🗑 Cancel Experiment ⓘ

Hypothesis	Premium content wins by 20% Edit hypothesis	
Duration	4 weeks Edit duration	
Start Date	09/06/2022	
End Date	10/04/2022	
Days Remaining	13 days left	
Experiment Content	View A/B content	

⌄ Results to Date: September 6, 2022 - September 12, 2022

There is a 81% probability Version B is better.ⓘ
There is a 19% probability Version A is better.

Metric		Version A	Version B	Difference
Units Per Unique Visitor	ⓘ	0.007	0.02	+ 0.013
Conversion	ⓘ	0.68%	2.03%	+ 1.35%
Units Sold	ⓘ	1	3	+ 2
Sales	ⓘ	$50	$150	+ $100
Sample Size	ⓘ	147	148	+ 1

VIEW BY: **UNITS SOLD** TOTAL SALES CONVERSION RATE

WEEK #

01 02 03 04

UNITS

Sep 6 | Sep 13 | Sep 20 | Sep 27

Month, Day

Your use of these results is at your sole discretion and risk. Amazon provides this service solely to you as a convenience based on the results of testing the versions of content you have provided. Amazon makes no representation or promise as to the effectiveness of the results you can expect to achieve by selecting the 'better' content.

⌄ Potential One-Year Impact Estimate

These results are available after your experiment is complete. They are not available for canceled experiments.

	Best Case[1]	Most Likely[2]	Worse Case[3]
Incremental sales	Not available	Not available	Not available
Incremental units	Not available	Not available	Not available

[1]97.5% of the time, the actual impact will be worse than this

[2]50% of the time, the actual impact will be worse than this

[3]2.5% of the time, the actual impact will be worse than this