Catalog SOP: A/B Test (Main Image)

03/03/2025 11:09 am CST

> **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.
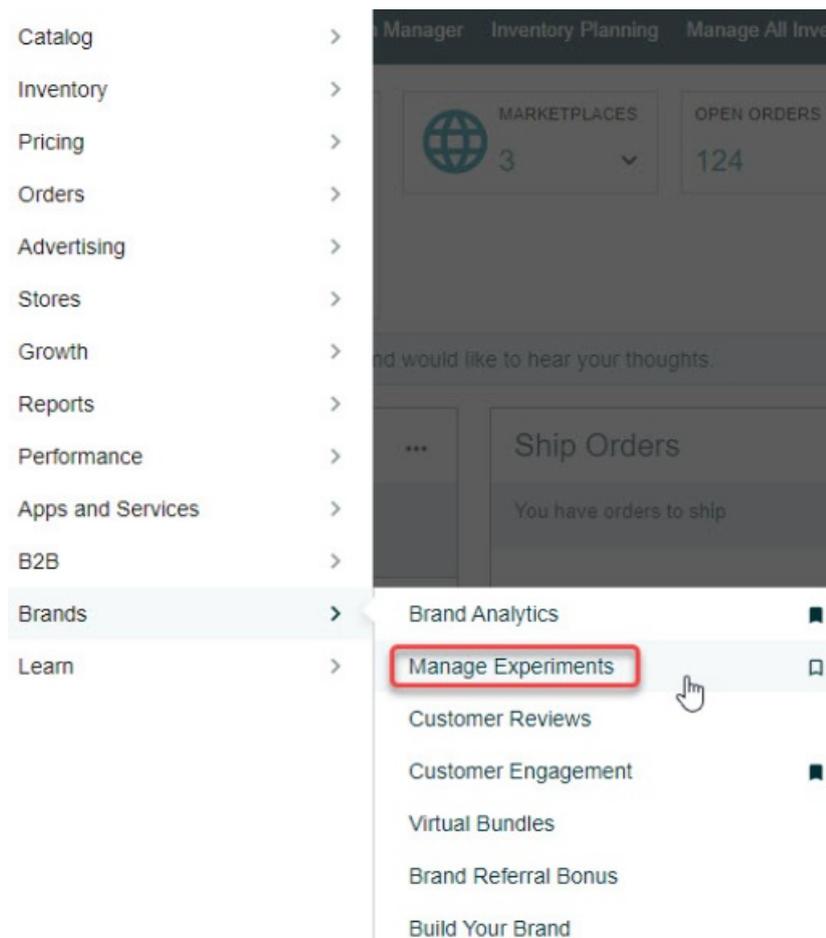
- On the experiments dashboard, click Create a New Experiment.

  - You can run an experiment for A+ Content, Bullet Points, Main Image, Product Description, and

Product Title.

Main Image A/B Testing

- Search the ASIN for A/B testing. It will display if the ASIN is Eligible for the experiment, then click Select Reference ASIN.

- If the ASIN is part of a variation, you will need to select first the whole parentage as the reference ASIN.

Browse your catalog for a Reference ASIN ✕

ASIN eligibility is based on traffic volume, sales velocity, and must belong to a brand you own.
Requirements that are in place around traffic volume and sales exist to improve the statistical validity of your results.

Showing 1 reference ASINs. Refine your search or expand to see more.

Product Name ASIN		ASIN Eligibility Status ↑↓	Actions
	Age of Sage White Sage Smudge Sticks 4" Long - Stress Relief Dried Sage Incense ... B00SC0HAR ⌄ (4) Child ASINs	✓ (5) Eligible	**Select Reference ASIN**
	Age of Sage White Sage Smudge Sticks 4" Long - Dried Sage for Bur... B00SC0HZCF4		
	Age of Sage White Sage Smudge Sticks 4" Long - Stress Relief Dried ... B00SC0EHH5Q		
	Age of Sage White Sage Smudge Sticks 4" Long - Stress Relief Dried ... B00SC0J7G8M		
	Age of Sage White Sage Smudge Sticks 4" Long - Burning Sage Bur... B00SC0LHY3N		

Show more ASINs

- 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.

    - Experiment Name

    - Hypothesis - Brief description of the experiment and the desired outcome.

    - Duration - Minimum of 4 weeks to a maximum of 10 weeks.

        - Start Date will be automatically set 1 week after you created the experiment, but you can still set it at a later date.

        - End Date will be automatically set depending on the duration of the experiment.

        - You can tick To significance which automatically ends the experiment when there is enough time data to declare winner.

        - There's an option now to Automatically publish the winning version.

            - Note : There is no definite timeline for the A/B test but if there is already a **"strong"** evidence we can go ahead and stop the A/B testing also if the client is satisfied with the results and instructs to go ahead with the winning result.

- Uncheck all other Child ASINs that are not included in the experiment.

  - When you run an experiment on a variation family, you can submit an experiment for one or more of the child ASINs, but you always have to submit for the parent ASIN.

  - Upload the 2nd or B image you are putting up against the current main image.

- Once all information has been entered, click Schedule Experiment. 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

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.

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

⌄ 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