

Merchandising SOP: A/B Test (Product Title)

03/03/2025 11:11 am CST



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

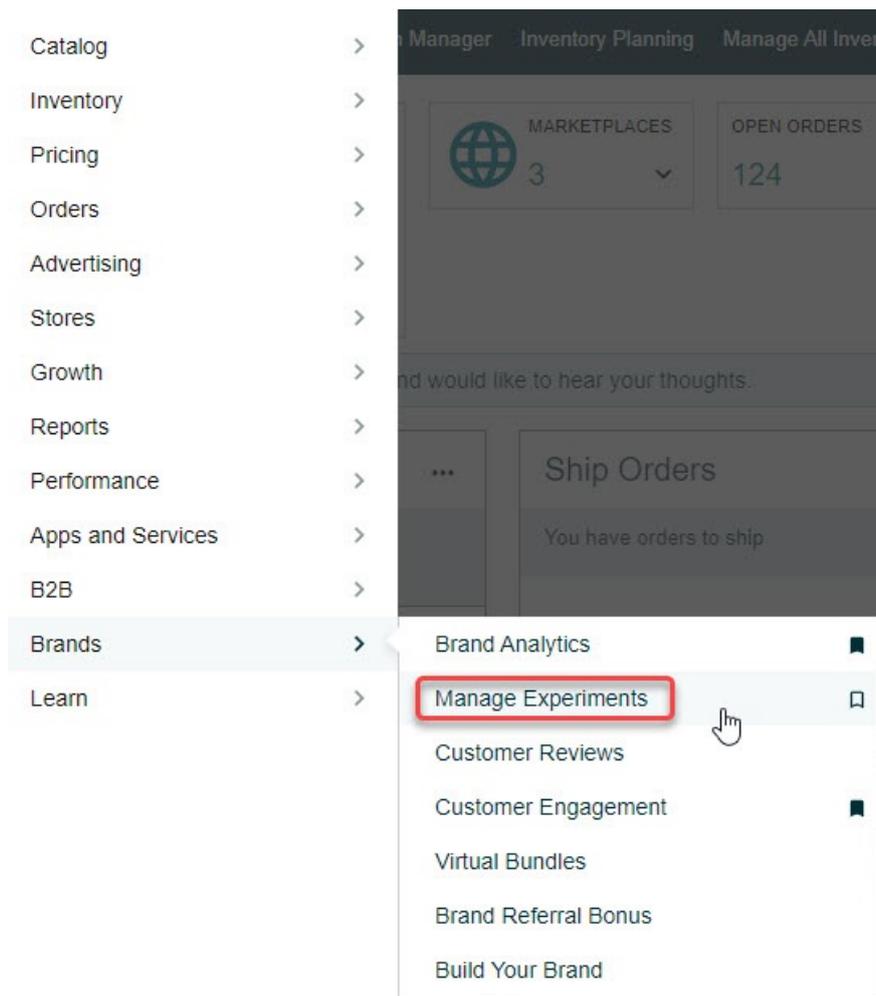


Objective: The purpose of this document is to provide a step-by-step guide on how to create A/B split testing to submit alternate content for your products to collect insights such as traffic and conversion.

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.

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.

| Active Experiments | 1 | Total Experiments | 3 | | | <input type="checkbox"/> 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 | | | 09/06/2022 | Active 14 days left | View details | A+ Content Bullet Points Main Image Product Description Product Title | |
| Premium Content vs Non Premium A+ Content | | | 09/05/2022 | Canceled | View details | | |
| Social Distance Title | | | 08/28/2020 | Completed | View details | | |

Product Title A/B Testing

- 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 |
|---|-------------------------|---------------------------------------|
| Type of Sage White Sage Smartly Scented Living... ASIN: B08C123456 | ✓ (5) Eligible | Select Reference ASIN |
| Type of Sage White Sage Smartly Scented Living... ASIN: B08C123457 | | |
| Type of Sage White Sage Smartly Scented Living... ASIN: B08C123458 | | |
| Type of Sage White Sage Smartly Scented Living... ASIN: B08C123459 | | |

[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.
 - **The start Date** will be automatically set 1 week after you created the experiment, but you can still set it at a later date.
 - **The 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.
 - You can also set it to **Automatically publish** once the experiment is done.

Create a New Image Experiment [Learn more](#) | [Rate this page](#) Schedule Experiment

Experiment Name

Hypothesis (optional)
 Formulating a hypothesis is the key to running a successful test. Running a successful test does not always mean you'll hit your desired outcome. However strategically defining a hypothesis will enable you to always learn something regardless of the outcome of your experiment. [View hypothesis examples.](#)

Duration

To significance (recommended) Beta
 Experiment will automatically end when there is enough data to declare winner.

Set duration
 Experiment will automatically end after set duration.

Duration: Start Date: End Date:

Automatically publish the winning version (optional) Beta
 You can choose to have Amazon publish the winning version on your behalf. Amazon will only publish the winning version provided it is at least 66% better. You can opt-in or out of auto-publish from this page at any time.

- Uncheck all other child ASINs that are not part of 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.
- Type in the new product title in the Version B section of the ASIN involved.

Version A - title currently in use

Version B - title for testing

▼ (6) Child ASINs [Select all](#)

Please be aware that when experimenting with partial variation families you may be experimenting on ASINs with lower traffic which may lower the likelihood that you can confidently determine a winner at the end of the experiment.

| ASIN | Version A - title currently in use | Version B - title for testing |
|-------------|--|--|
| B082833D58* | Remember His Day? Beers A Little Longer Not Coming To Work Tomorrow Family Beer Plus G | <input type="text" value="Enter a title to experiment with here"/> |
| | <input type="text"/> | <input type="text" value="Enter a title to experiment with here"/> |
| | <input type="text"/> | <input type="text" value="Enter a title to experiment with here"/> |
| | <input type="text"/> | <input type="text" value="Enter a title to experiment with here"/> |
| | <input type="text"/> | <input type="text" value="Enter a title to experiment with here"/> |
| | <input type="text"/> | <input type="text" value="Enter a title to experiment with here"/> |

- Once all necessary fields are filled up, click **Schedule Experiment**.
- Click **View Details** to check the experiment's current status.

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
- Experiments FAQ
- Tips for experiments
- Creating experiments
- Experiment results

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 | | <input type="text"/> | 09/06/2022 | Active 14 days left | View details |
| Premium Content vs Non Premium A+ Content | | <input type="text"/> | 09/05/2022 | Canceled | View details |
| Social Distance Title | | <input type="text"/> | 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.



*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](#)



| | |
|---------------------------|---|
| 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 |

[Cancel Experiment](#)

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.

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 |

¹97.5% of the time, the actual impact will be worse than this

²50% of the time, the actual impact will be worse than this

³2.5% of the time, the actual impact will be worse than this