

Catalog SOP: A/B Test (Bullet Points)

03/03/2025 11:12 am CST



Who is this for? Individuals who wished to conduct A/B split testing within Seller Central



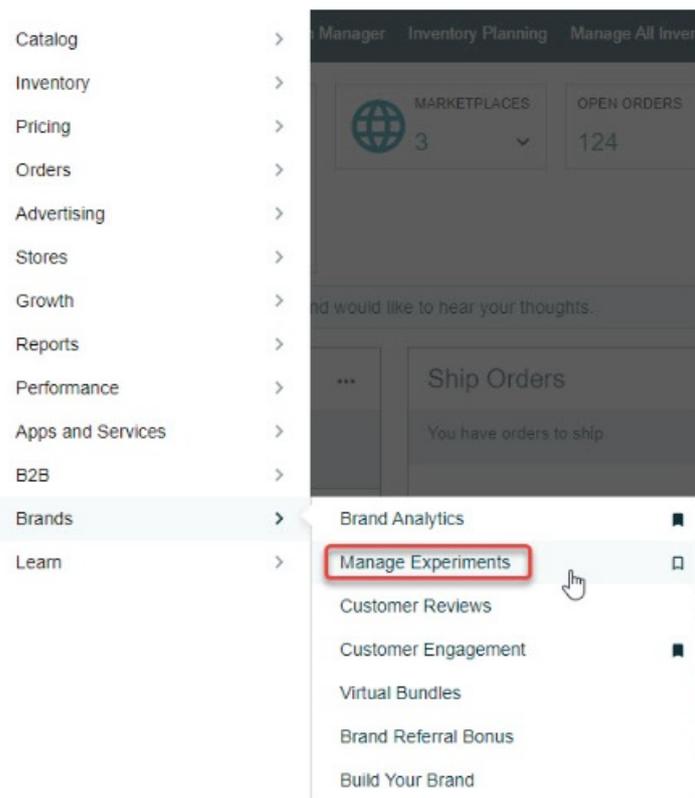
Objective: The purpose of this document is to provide a step-by-step guide on how to create A/B split testing to submit alternate content for your products and collect insights such as traffic and conversion.

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**.

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

Create a New Experiment ^

- A+ Content
- Bullet Points
- Main Image
- Product Description
- Product Title

Bullet Points A/B Testing

- If the ASIN is part of a variation, you will need to select first the whole parentage as the 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.
 - **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.
 - 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 bullet points in the Version B section of the ASIN involved.

▼ (4) 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 - bullet points currently in use	Version B - bullet points for testing
<input type="checkbox"/> [ASIN]	<ul style="list-style-type: none"> Intuitive search results: The most common and popular look for shopping. While \$ Search inspired content: Shopping results are an excellent approach to show a spec Personalized content: Our page design and features are produced primarily to try Personalized ads: This website page was well-tuned to better match and engage Enter the club: Meet the brands in a 45-degree point and light with a match or light. 	<ul style="list-style-type: none"> Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here
<input type="checkbox"/> [ASIN]	<ul style="list-style-type: none"> Intuitive search results: The most common and popular look for shopping. While \$ Search inspired content: Shopping results are an excellent approach to show a spec Personalized content: Our page design and features are produced primarily to try Personalized ads: This website page was well-tuned to better match and engage Enter the club: Meet the brands in a 45-degree point and light with a match or light. 	<ul style="list-style-type: none"> Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here
<input type="checkbox"/> [ASIN]	<ul style="list-style-type: none"> Intuitive search results: The most common and popular look for shopping. While \$ Search inspired content: Shopping results are an excellent approach to show a spec Personalized content: Our page design and features are produced primarily to try Personalized ads: This website page was well-tuned to better match and engage Enter the club: Meet the brands in a 45-degree point and light with a match or light. 	<ul style="list-style-type: none"> Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here
<input checked="" type="checkbox"/> [ASIN]	<ul style="list-style-type: none"> Intuitive search results: The most common and popular look for shopping. While \$ Search inspired content: Shopping results are an excellent approach to show a spec Personalized content: Our page design and features are produced primarily to try Personalized ads: This website page was well-tuned to better match and engage Enter the club: Meet the brands in a 45-degree point and light with a match or light. 	<ul style="list-style-type: none"> Intuitive search results: The most common and popular look for shopping. While \$ Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point to experiment with here Enter a new bullet point 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	<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	
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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