Catalog SOP: A/B Test (Bullet Points)

03/03/2025 11:12 am CST

> ℹ️ **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**.
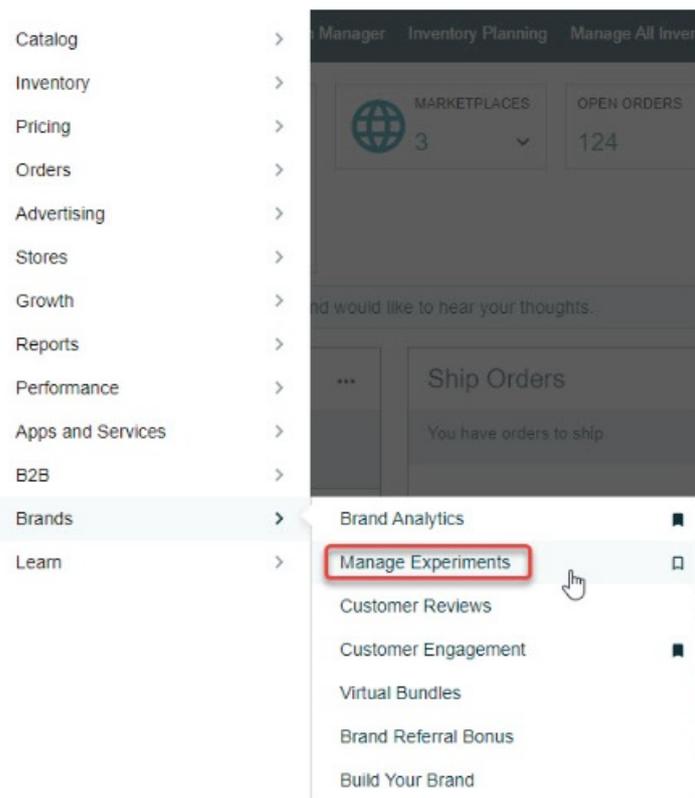
- On the experiments dashboard, click **Create a New Experiment**.
  - You can run an experiment for **A+ Content, Bullet Points, Main Image, Product Description, and Product Title**.

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 Dat**e 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.

- 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.

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

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

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 (i)

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

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

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