

# SOP-1102: Post-Launch A/B Testing and Optimization

## Nurise Listing Optimization

---

### Purpose

Test and optimize product images, bullet points, descriptions, and pricing after launch using real performance data. This SOP guides data-driven testing to maximize conversions and sales.

### When to Use

- 2-4 weeks after product launch (baseline established)
- Conversion rate below expectations
- Click-through rate needs improvement
- Testing pricing strategies
- Optimizing for seasonal changes

### Prerequisites

- ☐ Product launched for 14+ days (baseline data)
  - ☐ Business Reports access in Seller Central
  - ☐ Minimum 100+ sessions for statistical validity
  - ☐ Conversion baseline documented
  - ☐ Current listing content documented
- 

## Part 1: Understanding What to Test

### Testable Elements

Element	Impact On	Test Priority
Main Image	CTR (Click-Through Rate)	HIGH
Price	Conversion + CTR	HIGH
Title	CTR + SEO	MEDIUM
Bullet Points	Conversion	MEDIUM
Secondary Images	Conversion	MEDIUM
A+ Content	Conversion	LOW
Description	Conversion (minimal)	LOW

### Testing Priority Order

1. **Main Image** - Biggest impact on traffic
2. **Pricing** - Direct impact on conversions
3. **Title** - Affects both clicks and SEO
4. **Bullet Points** - Conversion optimization
5. **Supporting Images** - Extended engagement

---

## Part 2: Establishing Baselines

### Collect Baseline Metrics

Before testing, document current performance:

#### Business Reports Data (14-day period):

Metric	Value	Date Range
Sessions		
Page Views		
Units Ordered		
Conversion Rate		
Buy Box %		

#### Advertising Data:

Metric	Value	Date Range
Impressions		
Clicks		
CTR		
ACOS		

#### Finding Data:

1. Go to **Reports** → **Business Reports** → **Detail Page Sales and Traffic**
2. Select your ASIN
3. Set date range (14 days recommended)
4. Export data

### Calculate Baseline Conversion Rate

$\text{Conversion Rate} = \text{Units Ordered} / \text{Sessions} \times 100$

Example:

$50 \text{ units} / 500 \text{ sessions} = 10\% \text{ conversion rate}$

### Document Current Listing

Take screenshots of:

- ☐ Main image
- ☐ All secondary images
- ☐ Title
- ☐ Bullet points

- ☐ Price
- ☐ A+ Content (if applicable)

## Part 3: Image Testing

### Main Image A/B Testing

#### Why Main Image Matters:

- 80% of shoppers make click decisions based on main image
- Directly impacts CTR from search results
- Most significant single element

#### Test Ideas:

Variation	What to Test
<b>Angle</b>	Front vs. 3/4 view vs. top-down
<b>Background</b>	Pure white vs. contextual elements
<b>Inclusions</b>	Product only vs. with accessories
<b>Scale</b>	Size reference vs. no reference
<b>Packaging</b>	With box vs. without box

### Testing Methods

#### Method 1: Amazon Manage Your Experiments (Brand Registered)

1. Go to **Brands** → **Manage Your Experiments**
2. Select **A+ Content** or **Images** (if available)
3. Create experiment with two variants
4. Amazon automatically splits traffic
5. Run for 4-10 weeks

#### Method 2: Manual Rotation

1. Change main image
2. Run for 7-14 days
3. Document performance
4. Compare to baseline
5. Keep winner or test new variant

#### Method 3: Pre-Test with External Tools

Tool	What It Does	Cost
PickFu	Poll real shoppers	\$50-200/test
Intellivy	Amazon shopper focus groups	Varies
UsabilityHub	Click tests	\$20-100/test

# Image Testing Template

IMAGE TEST LOG

=====

Product: [Product Name]

ASIN: [B0XXXXXXXX]

TEST 1:

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Current Image: [Description]

Test Image: [Description]

Baseline (7 days before):

- Sessions: \_\_\_\_\_

- CTR (from PPC): \_\_\_\_\_

- Conversion: \_\_\_\_\_%

Test Results (7 days):

- Sessions: \_\_\_\_\_

- CTR (from PPC): \_\_\_\_\_

- Conversion: \_\_\_\_\_%

Result: [ ] Winner [ ] Loser [ ] No significant difference

Action: \_\_\_\_\_

## Part 4: Price Testing

### Understanding Price Elasticity

Different products respond differently to price changes:

Price Sensitivity	Characteristics	Approach
High	Many alternatives, commoditized	Compete on price
Medium	Some differentiation	Test carefully
Low	Unique product, brand loyalty	Premium pricing ok

### Price Test Structure

#### Test 1: Price Increase

Metric	Baseline	+10% Price	Impact
Sessions			
Conversion Rate			
Units Sold			
Revenue			

Profit			
--------	--	--	--

## Test 2: Price Decrease

Metric	Baseline	-10% Price	Impact
Sessions			
Conversion Rate			
Units Sold			
Revenue			
Profit			

## Price Testing Process

1. Document current price and performance (7 days)
2. Increase price by 10%
3. Run for 7-14 days
4. Document results
5. Return to baseline or test lower price
6. Analyze profit impact, not just conversion

## Price Calculation Example

SCENARIO: \$29.99 baseline price

TEST: Increase to \$32.99 (+10%)

Before:

- Price: \$29.99
- Units/day: 10
- Revenue/day: \$299.90
- Margin: 25% = \$74.98 profit/day

After (same units):

- Price: \$32.99
- Units/day: 10
- Revenue/day: \$329.90
- Margin: 28% = \$92.37 profit/day

After (10% fewer units):

- Price: \$32.99
- Units/day: 9
- Revenue/day: \$296.91
- Margin: 28% = \$83.14 profit/day

RESULT: Even with 10% fewer sales, profit increased

## Part 5: Coupon Strategy Testing

### Types of Coupons

Coupon Type	Best For	Example
Percentage Off	Higher-priced items	15% off
Dollar Off	Lower-priced items	\$5 off
Subscribe & Save	Consumables	Extra 5% off

### Testing Coupon Impact

**Test Variables:**

- Coupon vs. No Coupon
- 10% vs. 15% vs. 20% off
- Limited time vs. Ongoing

**Metrics to Track:**

Metric	Without Coupon	With Coupon	Difference
Sessions			
Conversion Rate			
Units Sold			
Revenue			
Coupon Cost	N/A		
Net Profit			

### Coupon Psychology

- **Green badge** in search results increases CTR
  - **Urgency** if time-limited
  - **Perceived value** increases even if small discount
- 

## Part 6: Bullet Point and Title Testing

### Title Testing Strategy

**Elements to Test:**

Element	Option A	Option B
Keyword order	Primary keyword first	Brand first
Length	Short (80 chars)	Long (150 chars)
Features	Technical specs	Benefits
Format	Pipes/dashes	Natural language

### Example:

Version A (Keyword First):

"Type VI Hot Tub Filter Replacement – 6 Pack – Compatible with Bestway Saluspa"

Version B (Brand First):

"Bestway Saluspa Compatible Filter Cartridge – Type VI – 6 Pack Hot Tub Filters"

## Bullet Point Testing

### Test Focus Areas:

1. **Order** – Most compelling benefit first
2. **Format** – Capitalize keywords vs. sentence case
3. **Length** – Short punchy vs. detailed
4. **Content** – Features vs. benefits

### Testing Process:

1. Change ONE bullet at a time
2. Run for 14 days
3. Compare conversion rate
4. Keep winner, test next bullet

## Title/Bullet Testing Template

COPY TEST LOG

=====

Product: [Product Name]

Element: [Title / Bullet 1 / etc.]

Test Duration: 14 days

ORIGINAL:

[Original copy here]

TEST VERSION:

[New copy here]

Metrics (14 days):

	Original	Test Version
Conversion Rate:	_____	_____
Units Ordered:	_____	_____

Result: [ ] Test Winner [ ] Original Winner [ ] No Difference

## Part 7: Amazon Manage Your Experiments

### Available Experiments (Brand Registered)

Experiment Type	What You Can Test
A+ Content	Different layouts, images, modules

Product Images	Main image, gallery images
Product Title	Different title versions
Bullet Points	Different bullet content

## Setting Up an Experiment

1. Go to **Brands** → **Manage Your Experiments**
2. Click **Create a New Experiment**
3. Select experiment type
4. Choose ASIN
5. Create Version A and Version B
6. Set duration (minimum 4 weeks recommended)
7. Launch experiment

## Interpreting Results

Amazon provides:

- **Statistical significance** indicator
- **Confidence level** (aim for 95%+)
- **Performance difference** percentage
- **Projected impact** on sales

---

## Part 8: Testing Calendar

### Recommended Testing Schedule

Week	Focus	Test Type
1-2	Baseline collection	No changes
3-4	Main Image Test 1	Image
5-6	Price Test 1	Pricing
7-8	Coupon Test	Promotion
9-10	Title Test	Copy
11-12	Bullet Test	Copy
Ongoing	Iterate on winners	All

## Testing Rules

### DO:

- Test ONE element at a time
- Run tests for minimum 7 days
- Ensure 100+ sessions before concluding
- Document everything
- Be patient for statistical significance

### DON'T:



- Change multiple elements simultaneously
- End tests too early
- Ignore external factors (seasonality, holidays)
- Test during major promotional periods

## Part 9: Documentation and Tracking

### Test Log Template

A/B TEST MASTER LOG

=====

Product: \_\_\_\_\_

ASIN: \_\_\_\_\_

Test #: \_\_\_\_

Element: \_\_\_\_\_

Hypothesis: \_\_\_\_\_

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Control (A):  
[Description]

Variant (B):  
[Description]

Results:

Sessions:

Conv Rate:

Units:

Revenue:

Control

Variant

Change

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Winner: [ ] Control [ ] Variant [ ] No Difference

Confidence: \_\_\_\_\_%

Notes:

\_\_\_\_\_

\_\_\_\_\_

### Monthly Optimization Report

Metric	Month Start	Month End	Change
Conversion Rate			
Sessions			
Revenue			
ACOS			

Organic %			
-----------	--	--	--

**Tests Completed:**

1. [Test description] - Result
2. [Test description] - Result

**Next Month Tests:**

1. [Planned test]
2. [Planned test]

---

## Success Criteria

**After 30 Days of Testing:**

- ☐ Baseline established and documented
- ☐ At least 2 tests completed
- ☐ Winning variants implemented
- ☐ Conversion rate improved (or validated)

**After 90 Days of Testing:**

- ☐ Main image optimized
- ☐ Pricing validated
- ☐ Bullet points tested
- ☐ Continuous improvement process established

---

## Related SOPs

- Previous: SOP-1101 - Keyword Indexing
- Listing Optimization: SOP-302 - Keyword Optimization
- Image Creation: SOP-602 - Product Image Strategy
- Troubleshooting: SOP-501 - Diagnose Performance Issues

---

**Time Estimate:** Ongoing (1-2 hours per test cycle) **Difficulty:** Intermediate **Last Updated:** 2026-01-23

---

*Nurise Listing Optimization SOP v1.0*