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

```
Conversion Rate = Units Ordered / Sessions x 100

Example:
50 units / 500 sessions = 10% 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
Angle	Front vs. 3/4 view vs. top-down
Background	Pure white vs. contextual elements
Inclusions	Product only vs. with accessories
Scale	Size reference vs. no reference
Packaging	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: [B0XXXXXXXXX]

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:
            Control     Variant     Change
Sessions:    _____       _____       _____
Conv Rate:   _____       _____       _____
Units:       _____       _____       _____
Revenue:     _____       _____       _____

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