Test Scenarios & Cases for Seller Central

Requirement: User having valid seller account logs into Seller Central and creates a Sponsored Ads campaign for their product for "Automatic" targeting, and is able to access new campaign from "Sponsored Products campaigns" page

Objective: Create a campaign on Seller Central

Test Scenario: Validate if a Seller is able to Create a Campaign on Seller Central while logged in using valid user credentials, using specified inputs

Expected Results: Campaign should be created successfully

Test Cases:

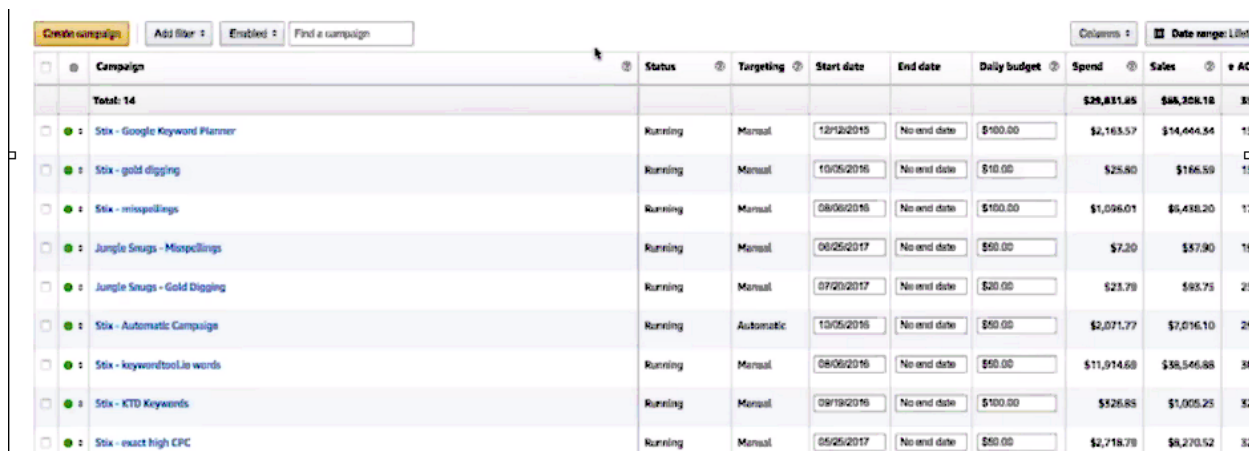**Test Case 1:** Login to Seller Central
- Open Seller Central
- Login using User ID "xxx" and password "yyy"
- Validate if login is successful on GUI
- Validate logs for successful login
Expected Result: Login successful on GUI & logs validated

Test Case 2: Validate components of user homepage
- User home page displayed
- Create Campaign button is enabled
- User is able to click on Create Campaign button successfully & is taken to Create Campaign Page
Expected Result: All components of Seller Central displayed successfully

		Campaign		Status	Targeting	Start date	End date	Daily budget	Spend	Sales	± AC
		Total: 14							$29,831.85	$68,308.18	3%
	●	Stix - Google Keyword Planner		Running	Manual	12/12/2015	No end date	$100.00	$2,163.57	$14,444.54	15
	●	Stix - gold digging		Running	Manual	10/05/2016	No end date	$10.00	$25.80	$166.59	15
	●	Stix - misspellings		Running	Manual	08/08/2016	No end date	$100.00	$1,096.01	$6,438.20	17
	●	Jungle Snugs - Misspellings		Running	Manual	08/25/2017	No end date	$60.00	$7.20	$57.90	16
	●	Jungle Snugs - Gold Digging		Running	Manual	07/20/2017	No end date	$20.00	$23.70	$93.75	25
	●	Stix - Automatic Campaign		Running	Automatic	10/05/2016	No end date	$50.00	$2,071.77	$7,016.10	20
	●	Stix - keywordtool.io words		Running	Manual	08/08/2016	No end date	$50.00	$11,914.68	$38,546.88	30
	●	Stix - KTD Keywords		Running	Manual	09/19/2016	No end date	$100.00	$326.85	$1,005.25	32
	●	Stix - exact high CPC		Running	Manual	05/25/2017	No end date	$50.00	$2,718.70	$8,270.52	32

Test Case 3: Validate correct product is displayed for Sponsored Ads
- Click on "Sponsored Products" option
- Enter ASIN "xx"
- Validate product with relevant ASIN is displayed
- Validate text of product displayed matches expected text defined for product
- Validate image of product displayed matches expected image defined for product
Expected Result: Sponsored Products option selected & correct product displayed for given ASIN

Choose an ad campaign type

Sponsored Products
Target by keyword, appear within search results
Click here to watch a short video

Headline Search
Target by keyword, appear above search results
Click here to watch a short video

Product Display
Target by product or interest, appear on related product detail pages
Click here to watch a short video

Choose products to advertise

If there are products you sell directly to Amazon that don't appear below and aren't out of stock, please Contact Us.

Amazon ▾ 🔍 B01LW19D2W   [Search]

Search Results (1-1) of 1   Add all on this page

Blazin Sticks S'more Kit, Marshmallow Roasting Sticks, Perfect Campfire Accessories To Protect Your Kids While Creating Lasting Memories KID FRIENDLY Bamboo Skewers 3 Foot Long, 110 Sticks Per Pack by Blazin Sticks
★★★★★ (11)
ASIN: B01LW19D2W

[Add]
[Add variations]

Products added (1) 🗑
▸ Blazin Sticks S'more Kit, Marshmallow ... 🗑

Test Case 4: User sets campaign setting for product
- Select product with ASIN "xx"
- Enter the campaign settings: Campaign name "xxx", Avg Daily Budget "$1.50", Duration "Continuously", Targeting type "automatic", CPC bid "$0.50"
- Campaign setting entered successfully
- Validate GUI, logs/DB
Expected Result: Login successful on GUI & logs validated

Choose your campaign settings

Campaign name ⓘ   Stix 10/12/2017

Avg daily budget $ 1.00   per day ⓘ
Minimum daily budget is $ 1.00

Duration ● Run campaign continuously starting today ⓘ
          ○ Select a date range

Select a targeting type

○ **Automatic Targeting** ⓘ
Save time and let Amazon target your ads to all relevant customer searches based on your product info.
● **Manual Targeting** ⓘ
Your ads will appear when a customer's search matches keywords that you provide.

Add keywords and bids ⓘ

Add suggested keywords | Add your own keywords | Upload Spreadsheet

Suggested keywords are based on popular customer searches at Amazon.com and your products. You c add them. ⓘ

Set a default cost-per-click (CPC) bid for suggested keywords: $ 0.50

Test Case 5: User selects keywords & launches Campaign

- Validate list of keywords, as per given list
- From the list of keywords, select "add all"
- Unselect all
- Add specific keywords
- Keywords selected successfully
- Click on "Launch Campaign" button

Expected Results: Campaign launched successfully with selected keywords

Test Case 6: Campaign added to user's "All Sponsored Products Campaigns" page

- Go to user's "All Sponsored Products Campaigns" page
- Validate newly created campaign got added
- Validate components under newly created campaign: Status, Targeting, Start/End date, Daily Budget, Clicks, Spend, CTR, CPC, Orders, Sales, ACoS

Expected Results: All details for new campaign displayed successfully on "All Sponsored Products Campaigns" page