

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

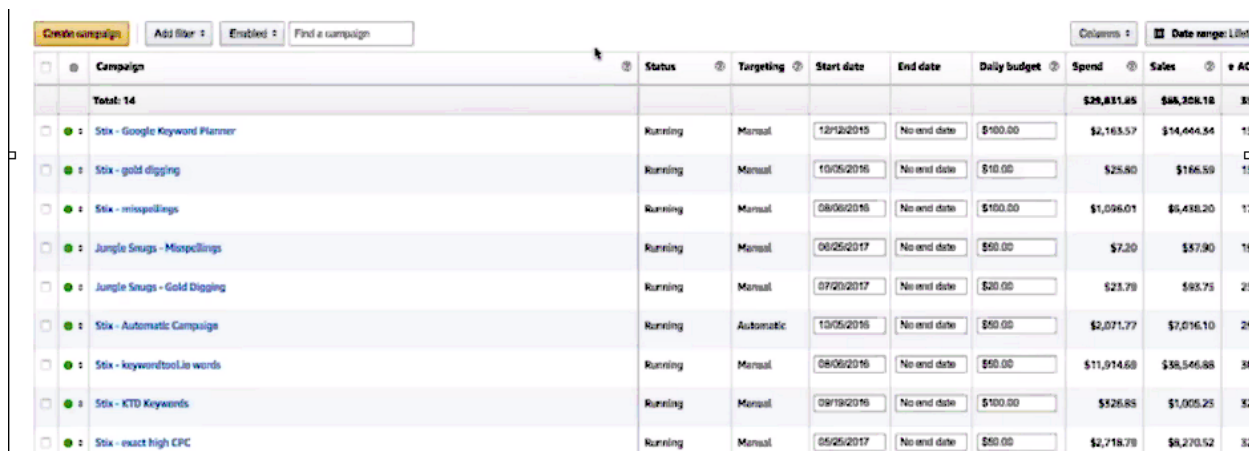
- Open Seller Central
- Login using User ID "xxx" and password "yyy"
- Validate if login is successful on GUI
- Validate logs for successful login

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



The screenshot shows the 'Create campaign' page in Seller Central. At the top, there are buttons for 'Create campaign', 'Add filter', 'Enabled', and a search bar 'Find a campaign'. Below these is a table of campaigns. The table has columns: Campaign, Status, Targeting, Start date, End date, Daily budget, Spend, Sales, and AC. The first row shows a total of 14 campaigns. The following rows list individual campaigns with their respective details.


Campaign	Status	Targeting	Start date	End date	Daily budget	Spend	Sales	AC
Total: 14						\$29,831.85	\$88,308.18	34
Stix - Google Keyword Planner	Running	Manual	12/12/2016	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	14
Stix - mispellings	Running	Manual	08/06/2016	No end date	\$100.00	\$1,098.01	\$5,438.20	12
Jungle Snugs - Misspellings	Running	Manual	06/05/2017	No end date	\$50.00	\$7.20	\$57.90	16
Jungle Snugs - Gold Digging	Running	Manual	07/20/2017	No end date	\$20.00	\$23.78	\$83.75	28
Stix - Automatic Campaigns	Running	Automatic	10/05/2016	No end date	\$50.00	\$2,071.77	\$7,016.10	26
Stix - keywordtool keywords	Running	Manual	08/06/2016	No end date	\$50.00	\$11,914.68	\$38,546.88	36
Stix - KTD Keywords	Running	Manual	09/19/2016	No end date	\$100.00	\$526.85	\$1,905.25	32
Stix - exact high CPC	Running	Manual	05/25/2017	No end date	\$50.00	\$2,718.78	\$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

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



Blazin Sticks Smores 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: B01LW18D2W

Products added (1)

▶ Blazin Sticks Smores 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

Avg daily budget 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 can add them.

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

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

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 can edit keywords and bids after you add them.

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

Suggested keyword	Match	
campfire roasting sticks	Broad	Add
hot dog roasting sticks	Broad	Add
marshmallow roasting sticks	Broad	Add
smores skewers	Broad	Add
bonfire	Broad	Add
bamboo skewers	Broad	Add
smores kit	Broad	Add
bamboo sticks	Broad	Add
smores sticks	Broad	Add
blazin sticks	Broad	Add
marshmallow bamboo sticks	Broad	Add
campfire accessories	Broad	Add
smores sticks	Broad	Add
wooden skewers	Broad	Add
campfire sticks	Broad	Add

[Save as draft](#) [Launch Campaign](#)

amazon seller central

Success!

Your ad will be live within the hour and campaign performance is reported within 48 hours. Come back in a few days to monitor ad performance and adjust bids and budgets.

[Learn how to measure success](#)

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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

Campaigns														
Columns: 15 Customized: 10/11/2017 - 10/18/2017														
	Campaign	Status	Targeting	Start date	End date	Daily budget	Impr	Clicks	Spend	CTR	CPC	Orders	Sales	ACoS
	Total 8						240,068	636	\$1,983.85	0.26%	\$1.54	120	\$5,294.55	81.35%
	10x arms sponsored	Running	Manual	10/11/2017	No end date	\$25.00	40,829	106	\$127.60	0.26%	\$1.20	10	\$351.40	46.60%
	10x - Automatic Campaign	Running	Automatic	10/09/2016	No end date	\$100.00	83,152	65	\$42.76	0.20%	\$0.68	6	\$106.06	21.00%
	10x Bid# 1	Running	Manual	10/11/2017	No end date	\$10.00	17,516	88	\$144.50	0.50%	\$1.75	10	\$453.05	33.30%
	10x Bid# 2	Running	Manual	10/11/2017	No end date	\$100.00	95,540	164	\$425.85	0.17%	\$1.38	94	\$999.89	24.90%
	10x Bid# 3	Running	Manual	10/11/2017	No end date	\$100.00	92,621	206	\$452.29	0.22%	\$2.24	48	\$1,186.30	35.60%
	10x Bid# 2	Running	Manual	10/11/2017	No end date	\$60.00	4,729	18	\$14.86	0.38%	\$0.60	9	\$131.20	11.90%
	10x Broad Match	Running	Manual	10/11/2017	No end date	\$67.00	9,562	26	\$16.44	0.27%	\$0.69	8	\$106.75	14.10%
	10x - gold digging	Running	Manual	10/09/2016	No end date	\$10.00	7,366	9	\$9.78	0.07%	\$0.16	--	--	--