OPTIMIZE **CTR**

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OPTIMIZE

Improving your Click-Through Rate (CTR) is one of **the fastest and most cost-effective ways** to enhance your brand's performance on Amazon. With the ability to quickly test and implement different concepts, optimizing for CTR allows you to **experiment until you find what works best**.

This **guide provides a step-by-step approach to optimizing your listing** for increased CTR, with a primary focus on main image testing. We've also included **additional CTR optimization strategies** on the final page for a comprehensive approach.

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TABLE OF CONTENTS

ANALYZE MAIN IMAGES IN DEEP DIVE

Deep Dive lets you quickly view all competitor main images in one place. By examining the trends in existing formats and styles, you can find inspiration for your own main image variations. Remember, the key to a winning main image is consistent testing. You'll never know if a different version will perform better until you try it. Stay patient and committed, testing multiple options over several months to find the best results.

Step 1: Navigate to Deep Dive

Click the collapse toggle

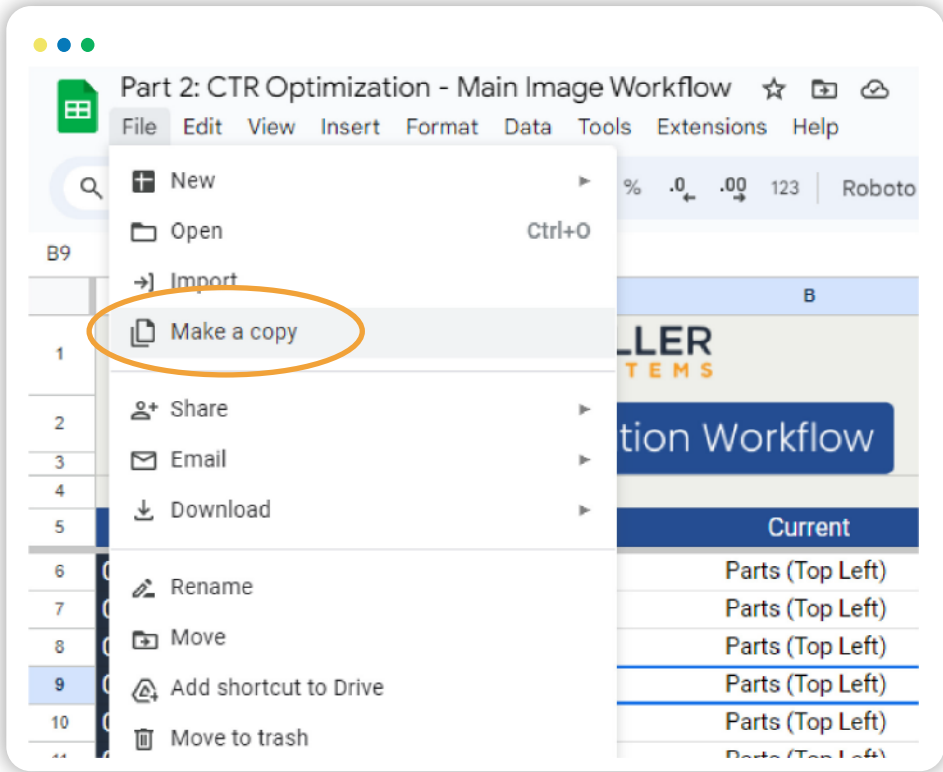**Step 2:**

	Product	Parts	Package	Lifestyle	Model	Decal	Vairations
Product							
Parts							
Package							
Lifestyle							
Model							
Decal							
Vairations							

Step 4: Download THIS SHEET , make a copy

Part 2: CTR Optimization - Main Image Workflow

File   Edit   View   Insert   Format   Data   Tools   Extensions   Help

- New
- Open   Ctrl+O
- Import
- Make a copy
- Share
- Email
- Download
- Rename
- Move
- Add shortcut to Drive
- Move to trash

Step 5: Categorize Main image by type

SELLER SYSTEMS

Visual Optimization Workflow

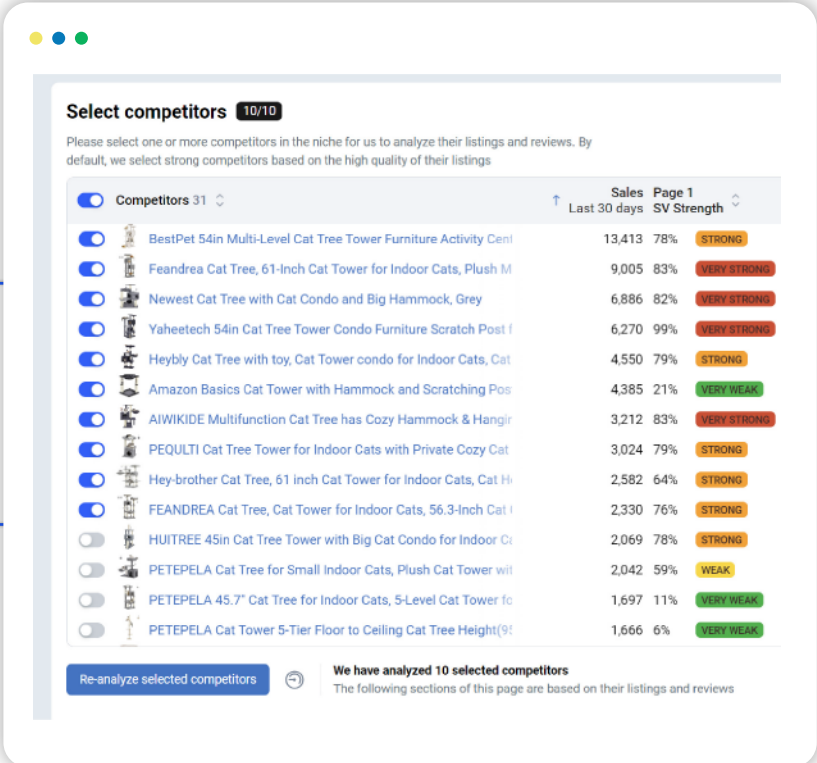| STEP 1: Competitor Analysis:	Current
Competitor 1	Parts (Top Left)
Competitor 2	Parts (Top Left)
Competitor 3	Parts (Top Left)
Competitor 4	Parts (Top Left)
Competitor 5	Parts (Top Left)
Competitor 6	Parts (Top Left)
Competitor 7	Parts (Top Left)
Competitor 8	Parts (Top Left)
Competitor 9	Parts (Top Right)
Competitor 10	Parts (Top Left)
Competitor 11	Parts (Top Right)
Competitor 12	Parts (Top Right)
Competitor 13	Parts (Bonus)
Competitor 14	Parts (Bonus)
Competitor 15	Parts (Top Right)

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ANALYZE AI PRODUCT BRIEF

While the AI Product Brief will be more suited towards information that should be included in your secondary images and A+ content, you might find concepts and themes that could be reinforced in the Main Image.

Step 1: Navigate to AI Product Brief
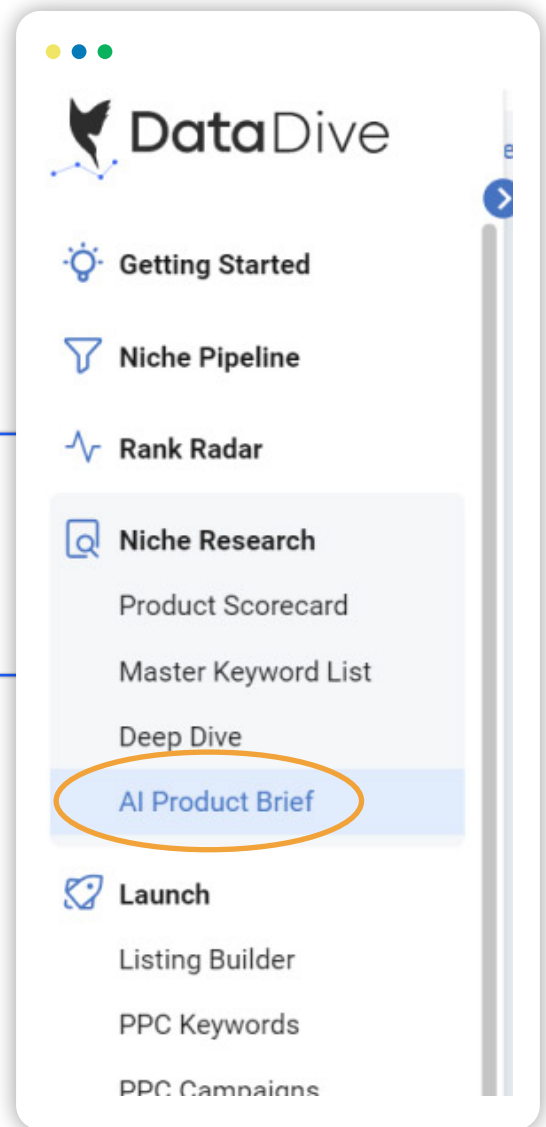
Step 2:
Select up to 10 competitors to analyze

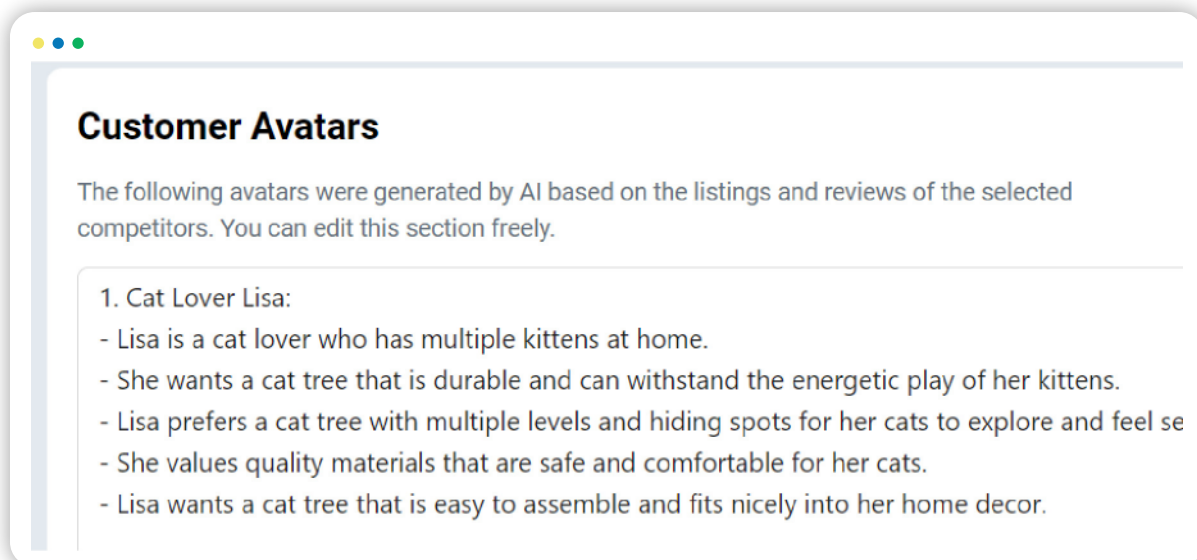**Select competitors** 10/10

Please select one or more competitors in the niche for us to analyze their listings and reviews. By default, we select strong competitors based on the high quality of their listings

	Competitors 31	Sales Last 30 days	Page 1 SV Strength
●	BestPet 54in Multi-Level Cat Tree Tower Furniture Activity Cent	13,413	78%	STRONG
●	Feandrea Cat Tree, 61-Inch Cat Tower for Indoor Cats, Plush M	9,005	83%	VERY STRONG
●	Newest Cat Tree with Cat Condo and Big Hammock, Grey	6,886	82%	VERY STRONG
●	Yaheetech 54in Cat Tree Tower Condo Furniture Scratch Post f	6,270	99%	VERY STRONG
●	Heybly Cat Tree with toy, Cat Tower condo for Indoor Cats, Cat	4,550	79%	STRONG
●	Amazon Basics Cat Tower with Hammock and Scratching Pos	4,385	21%	VERY WEAK
●	AIWIKIDE Multifunction Cat Tree has Cozy Hammock & Hangir	3,212	83%	VERY STRONG
●	PEQULTI Cat Tree Tower for Indoor Cats with Private Cozy Cat	3,024	79%	STRONG
●	Hey-brother Cat Tree, 61 inch Cat Tower for Indoor Cats, Cat H	2,582	64%	STRONG
●	FEANDREA Cat Tree, Cat Tower for Indoor Cats, 56.3-Inch Cat t	2,330	76%	STRONG
○	HUITREE 45in Cat Tree Tower with Big Cat Condo for Indoor Ca	2,069	78%	STRONG
○	PETEPELA Cat Tree for Small Indoor Cats, Plush Cat Tower wit	2,042	59%	WEAK
○	PETEPELA 45.7" Cat Tree for Indoor Cats, 5-Level Cat Tower fo	1,697	11%	VERY WEAK
○	PETEPELA Cat Tower 5-Tier Floor to Ceiling Cat Tree Height(9!	1,666	6%	VERY WEAK

Re-analyze selected competitors

We have analyzed 10 selected competitors
The following sections of this page are based on their listings and reviews

Step 3:
Analyze results

Customer Avatars

The following avatars were generated by AI based on the listings and reviews of the selected competitors. You can edit this section freely.

1. Cat Lover Lisa:
- Lisa is a cat lover who has multiple kittens at home.
- She wants a cat tree that is durable and can withstand the energetic play of her kittens.
- Lisa prefers a cat tree with multiple levels and hiding spots for her cats to explore and feel se
- She values quality materials that are safe and comfortable for her cats.
- Lisa wants a cat tree that is easy to assemble and fits nicely into her home decor.

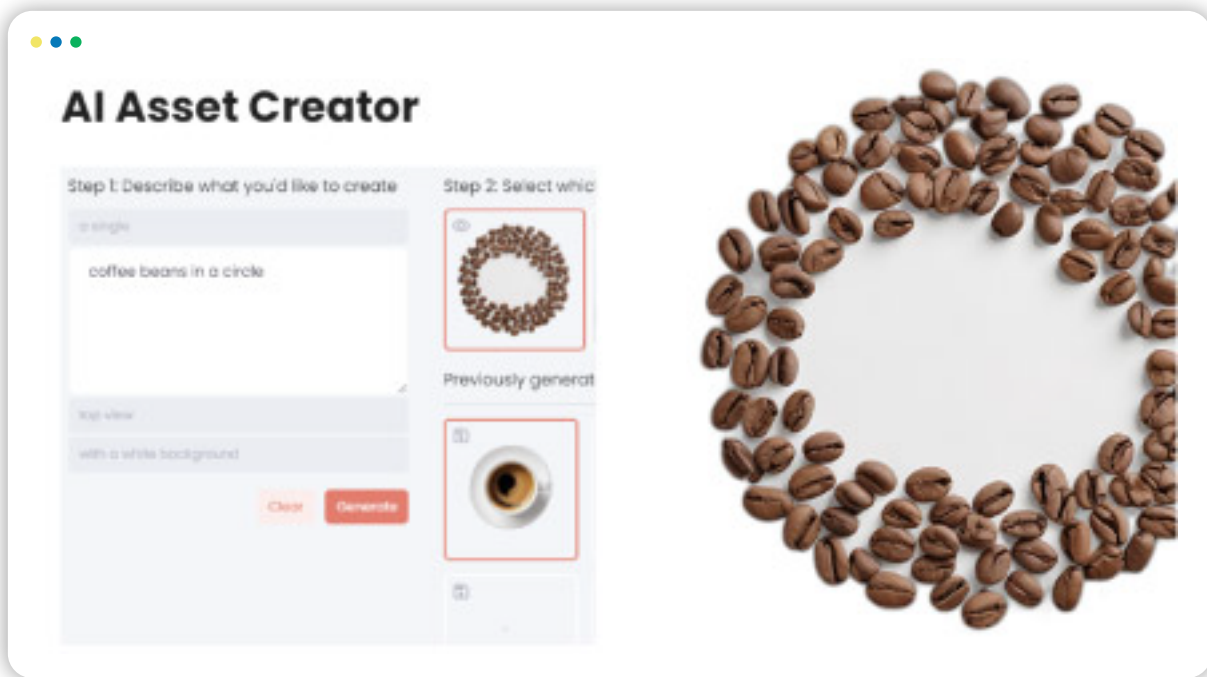DataDive

CREATE CONCEPTS FOR MAIN IMAGE VARIATIONS

Step 1: Use [THIS SHEET] when concepting new main images.

STEP 2: Concept Generation

Concept:	Description:	Status:
Product 1	Biggest inclusion placed in top right corner	Concepted
Product 2	Biggest inclusion placed center	Concepted
Model + Product V1	Model and product in center	Created
Model + Product 2	Model (V2) in bottom left, product top right	Created
Model + Product + Package 1	Model (V1) in top right, package in bottom left, product top left	Created
Product + Package 2	Product top left, package bottom	Created
Model + Product + Package 2	Model top left, product top right, package bottom left	Created
Product 3	Product on bottom - full width	Created
Model + Product + Package 3	Model top left, box bottom right, product top right	Created
Model + Product + Package 4	Model top left, product top right, package bottom right	Created

Step 2: Create short description for each concept

STEP 2: Concept Generation

Concept:	Description:	Status:
Product 1	Biggest inclusion placed in top right corner	Concepted
Product 2	Biggest inclusion placed center	Concepted
Model + Product V1	Model and product in center	Created
Model + Product 2	Model (V2) in bottom left, product top right	Created
Model + Product + Package 1	Model (V1) in top right, package in bottom left, product top left	Created
Product + Package 2	Product top left, package bottom	Created
Model + Product + Package 2	Model top left, product top right, package bottom left	Created
Product 3	Product on bottom - full width	Created
Model + Product + Package 3	Model top left, box bottom right, product top right	Created
Model + Product + Package 4	Model top left, product top right, package bottom right	Created

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VALIDATE CONCEPTS AND REFINE

Once you've brought your concepts to life, use market research tools or tap into your own audience for feedback, testing them against top competitors. Evaluate the insights you gather and use them to refine or develop additional concepts as needed.

Step 1: Test Images 3-5 of your best images against your current main image

Step 2: Test the winning image against your top 3 competitors
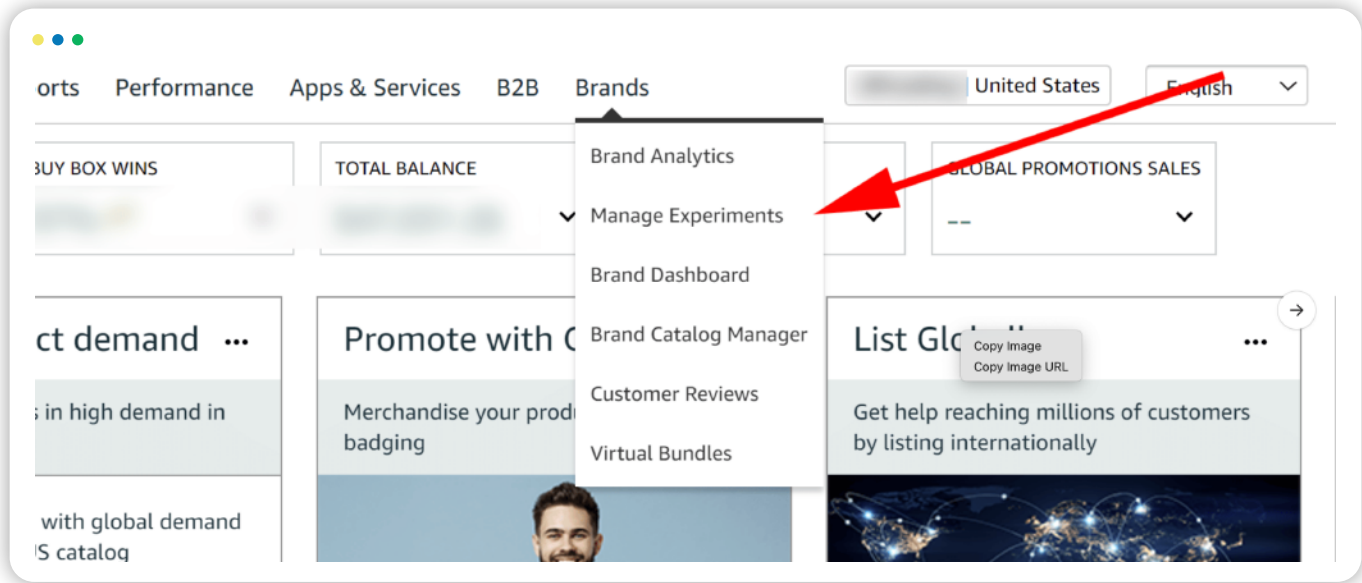
Step 3: Analyze results and iterate

PickFu

Pickfu:
SELLERSYSTEMS
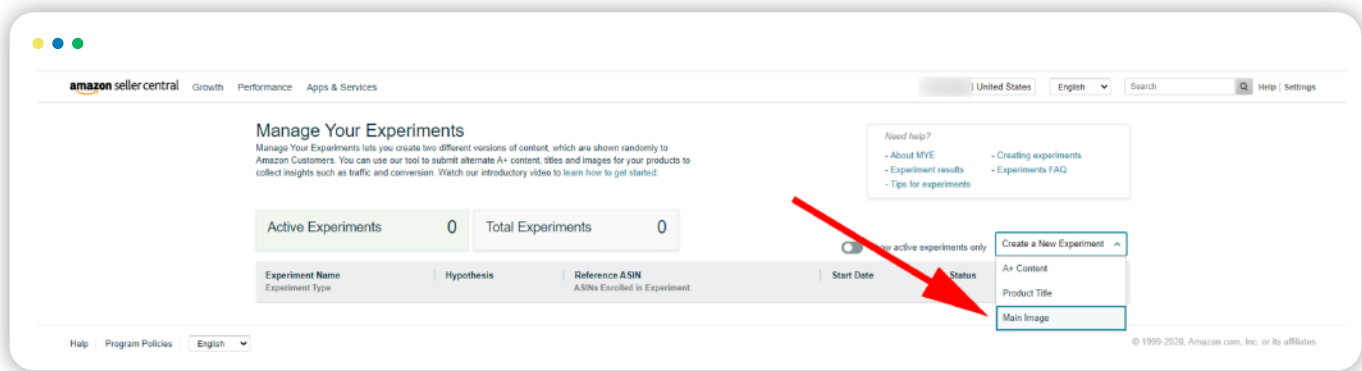
Intellivy

Intellivy:
SELLERSYSTEMS

productpinion™

ProductPinion:
SELLERSYSTEMS

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UPLOAD TO AMAZON / START MYE

a. **Go** to Amazon > Brands > MYE

b. **Upload** new image variant

c. **Create** hypothesis

Performance   Apps & Services

| United States   English ▾   Search

< Back to experiments

Need help?
- Creating experiments   - Experiment results
- Experiments FAQ   - Tips for experiments

Create a New Image Experiment `Beta` Learn more | Rate this page

Schedule Experiment

Experiment Name ⓘ

Main Image A/B Test

Duration ⓘ
10 weeks ▾

Start Date ⓘ
📅 03/26/2021

End Date
📅 06/04/2021

Hypothesis

Changing my image from its current angle to a new angle will improve conversion.

Formulating a hypothesis is the key to running a successful test. Running a successful test does not always mean you'll hit your desired outcome. However strategically defining a hypothesis will enable you to always learn something regardless of the outcome of your experiment. View hypothesis examples.
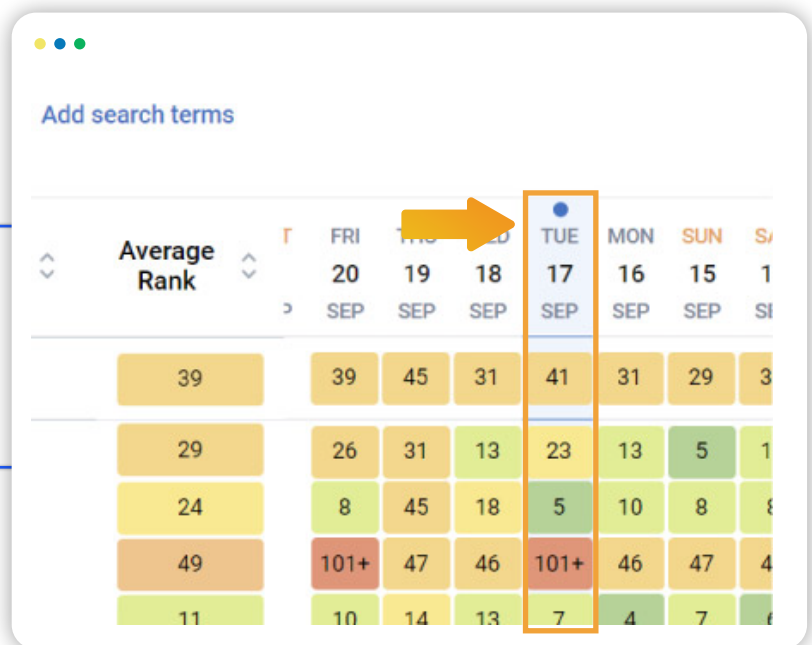
d. **Create** monthly testing roadmap

Market Research Score	Rank:	MYE Road Map:	MYE Score:
7/15			
9/15			
10/15			
12/15	2	November	N/A
10/15			
6/15			
15/15	1	October	N/A
14/15	0	September	WIN: 85%
13/15			
13/15	3	December	N/A
2/15			
5/15			
9/15			
10/15			
2/15			

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MAKE HIGHLIGHT IN RANK RADAR
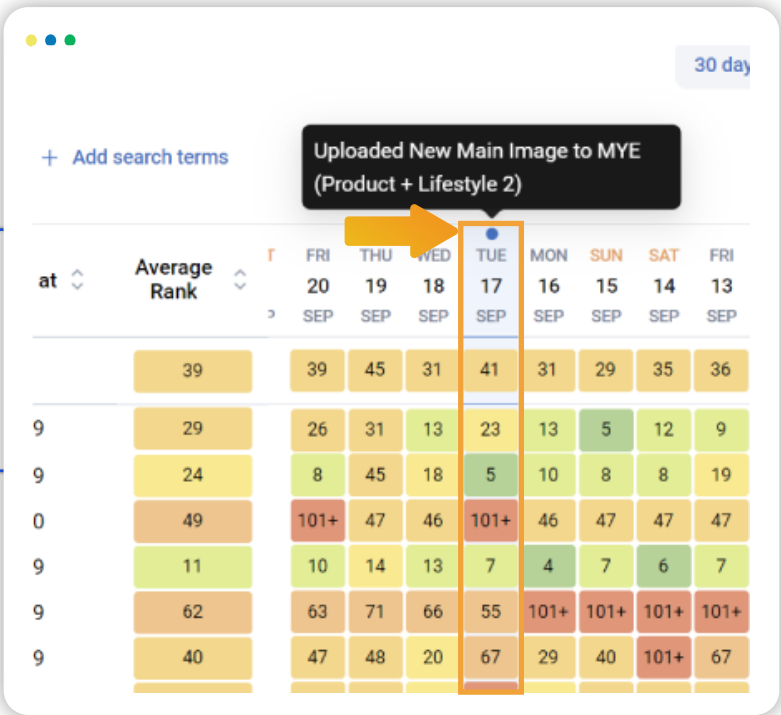

Step 1: Navigate to Rank Radar
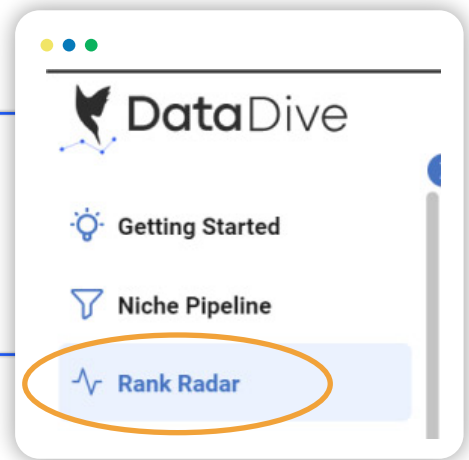
Step 2: Click above date to add highlight

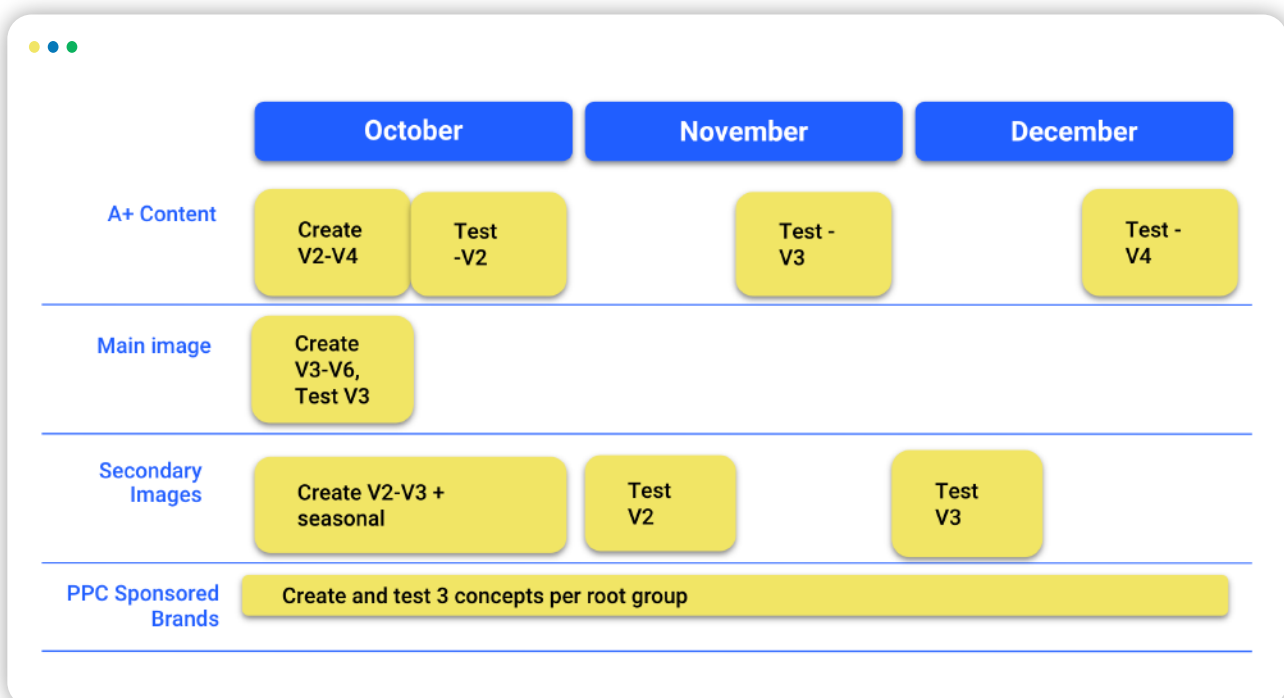**Step 3:** Add new highlight for each new main image variant you test

MONITOR PERFORMANCE AND EXECUTE MONTHLY MYE TESTS

"Manage Your Experiments" are designed to run for at least 4 weeks but can be concluded sooner if a clear winner is identified. Aim to test a new main image every month. If a new main image significantly underperforms compared to your current design, don't hesitate to end the test early and explore another option.

STEP 5: Manage Your Expierements

Test Date:	Status:
10/8	Live
10/22	V2
11/5	V3
11/19	V4
12/3	V5
12/17	V6
12/31	V7

Implementation Timeline (Monthly)

	October	November	December
A+ Content	Create V2-V4 / Test -V2	Test - V3	Test - V4
Main image	Create V3-V6, Test V3		
Secondary Images	Create V2-V3 + seasonal	Test V2	Test V3
PPC Sponsored Brands	Create and test 3 concepts per root group		

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ALTERNATE CTR OPTIMIZATION STRATIGIES

Keep in mind that other factors can also influence Click-Through Rate (CTR).
While this guide doesn't cover those areas in detail, you can explore the resources below for further inspiration.

Step 1: Test price

Step 2: Get more reviews

Step 3: Remove negative reviews

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Do you still have questions about this workflow?

Register to any of our 3X weekly Office Hours sessions and get your questions answered.

TIMES OF OFFICE HOURS ›

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