

VersaFeed A/B Testing

Smarter, Faster Feed Experiments

Traditional A/B testing for product feeds has been slow and unreliable because it relied on **pre/post testing**—comparing results from different time periods. VersaFeed's **Dynamic Random Testing** eliminates that problem with a **true randomized approach** that produces cleaner, faster insights.

VersaFeed's Dynamic Random Testing gives you scientifically sound, always-on experiments for feed attributes—so you can optimize without pausing campaigns or guessing what works.

Why It Matters

- **No timing bias:** Results aren't skewed by seasonality, promotions, or algorithm shifts.
- **Continuous testing:** Product groups automatically rotate between test and control, so you always have live, comparable data.
- **Actionable insights:** See which feed changes (titles, descriptions, attributes) actually move the needle on CTR and ROAS using real time Custom Label reporting directly from Google Ads.
- **Flexible speed:** Choose how often test groups rotate — daily, weekly, or custom—to match your campaign velocity.

How It Works

1. Pick what you want to test— the concept and feed attribute (eg. testing [title] attribute with inserting high volume keywords)
2. VersaFeed automatically splits your selected products into test and control groups.
3. Feed changes apply only to the test group, tracked with a custom label.
4. Groups are dynamically reshuffled over time to keep results unbiased.
5. Performance data reveals clear winners you can roll out across your catalog.



Control Title

A

Blair Women's Double Knit
Stitched Crease Pants -
Tan - L - Petite



AI Test Title

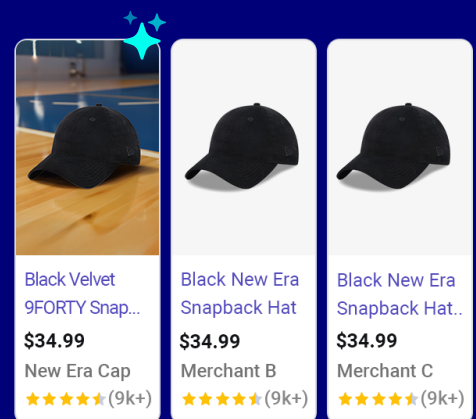
B

Women's **Elastic-Waist**
Stitched Crease Pants in
Sandstone - L Petite | Blair



Blair.com tested AI enhanced
product titles that resulted in

27%
HIGHER ROAS



New Era Cap saw a

15%
HIGHER CTR

on Google Shopping Ads when they
tested product images with
AI-enhanced backgrounds.

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