# Article information:

SPONSORED\_PRODUCTS\_610119 (Weblab.BarRaiser.SPONSORED\_PRODUCTS\_610119.WebHome) - XWiki
<https://w.amazon.com/bin/view/Weblab/BarRaiser/SPONSORED_PRODUCTS_610119>

# Article summary:

1. Teams should not reuse weblab ids as it is an operational risk.

2. We recommend all weblabs should launch WW within 90-days of a launch in any marketplace.

3. All weblab owners should conduct shopper and advertiser cohort analysis for their weblabs.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "SPONSORED\_PRODUCTS\_610119" provides best practices for conducting weblab experiments, specifically related to reusing weblab ids, keeping C as control in weblabs, defining weblab duration, collecting weblab data accurately, conducting shopper and advertiser cohort analysis, and launching weblabs globally. The article also includes a template for Weblab planning and reporting.

The article appears to be informative and helpful for teams conducting weblab experiments. However, it is important to note that the article is sponsored content and may have biases towards promoting Amazon's interests. Additionally, the article does not provide any evidence or data to support its claims about the benefits of following these best practices.

Furthermore, the article does not explore any potential counterarguments or risks associated with conducting weblab experiments. It also does not present both sides equally as it only provides guidelines for conducting successful experiments without discussing any potential drawbacks or limitations.

Overall, while the article provides useful information for teams conducting weblab experiments, readers should approach it with caution and consider other sources of information before making decisions based solely on this content.

# Topics for further research:

* Risks and limitations of conducting weblab experiments
* Criticisms of weblab methodology
* Alternatives to weblab experiments for testing hypotheses
* Ethical considerations in weblab experiments
* Impact of weblab experiments on user experience and behavior
* Comparison of weblab experiments to other forms of A/B testing

# Report location:

<https://www.fullpicture.app/item/13509237ee8198ef7f743f2ea717486f>