search|hub
we help search engines
understand humans
Pavel Penchev
CXP commerce experts

Guten Tag Damen und Herren

Damenetuikleid

Weinkühlschrank

Damenmotorradlederhandschuhe™

Warmduscher

Turnbeutelvergesser

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About me

1. 10+ years at Fredhopper
2. Seen Search from different perspectives
3. Now part of SearchHub@CXP

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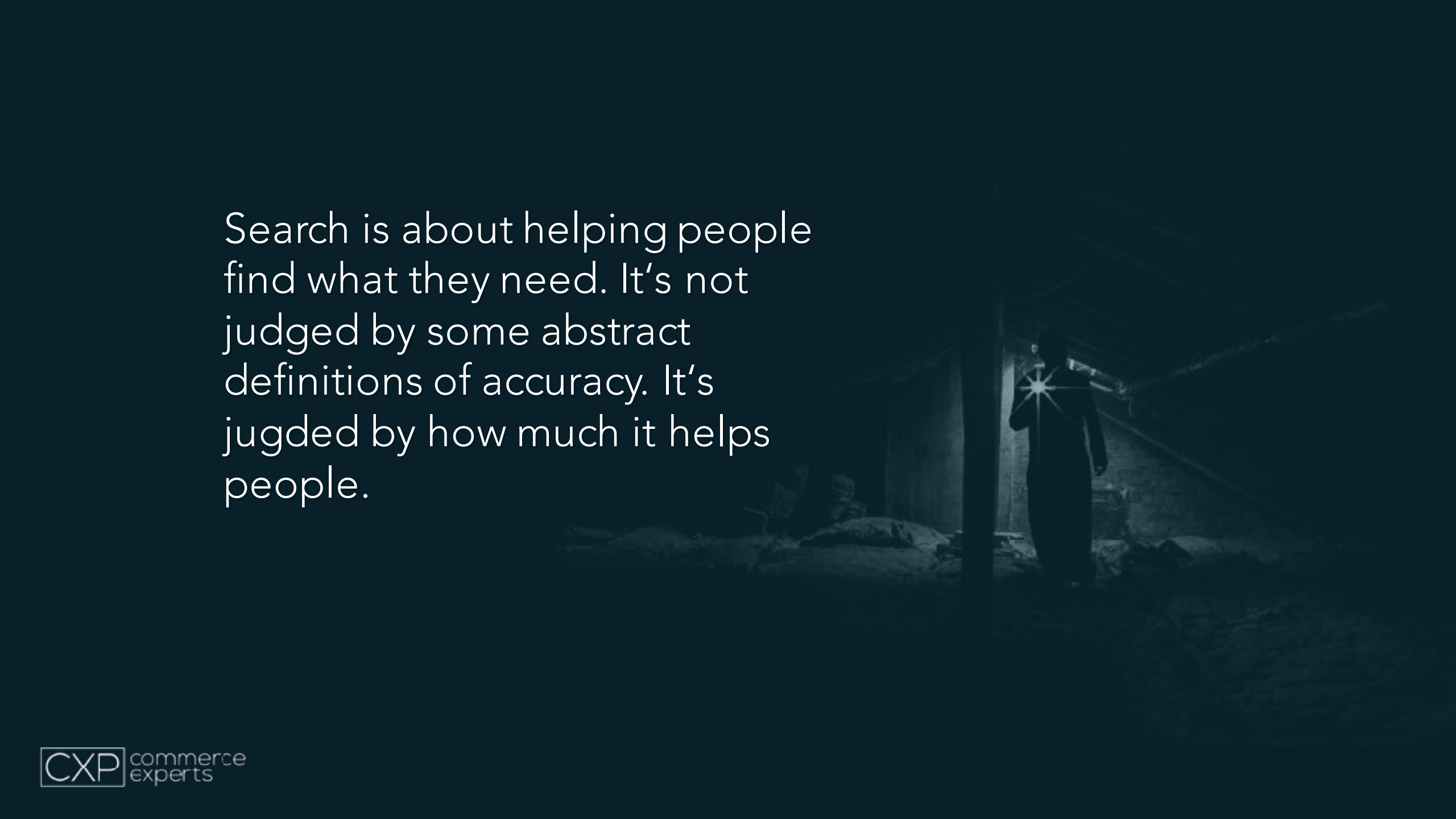
Search is about helping people find what they need. It's not judged by some abstract definitions of accuracy. It's jugded by how much it helps people.



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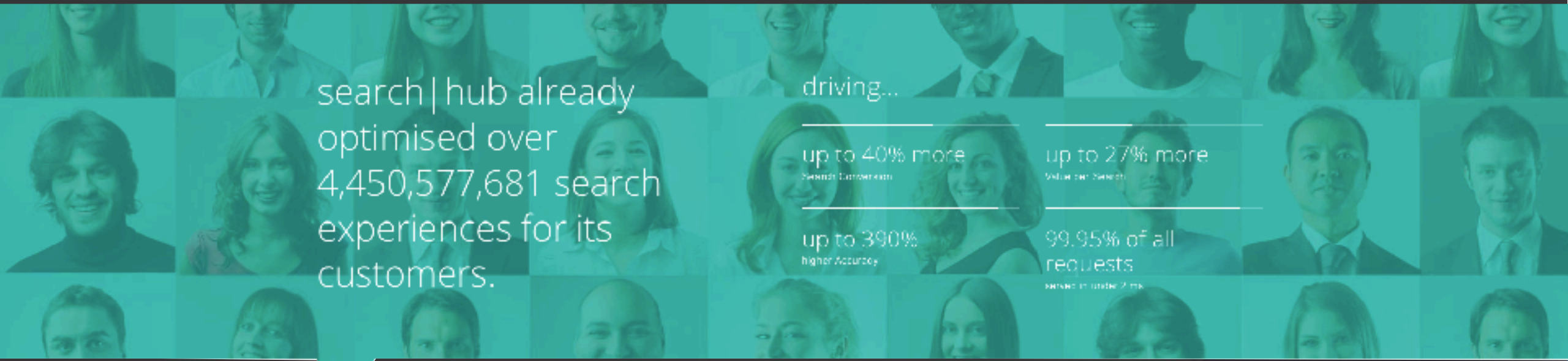

couple of references

BALDUR-Garten

ROLLER

LIDL

KAISER+KRAFT

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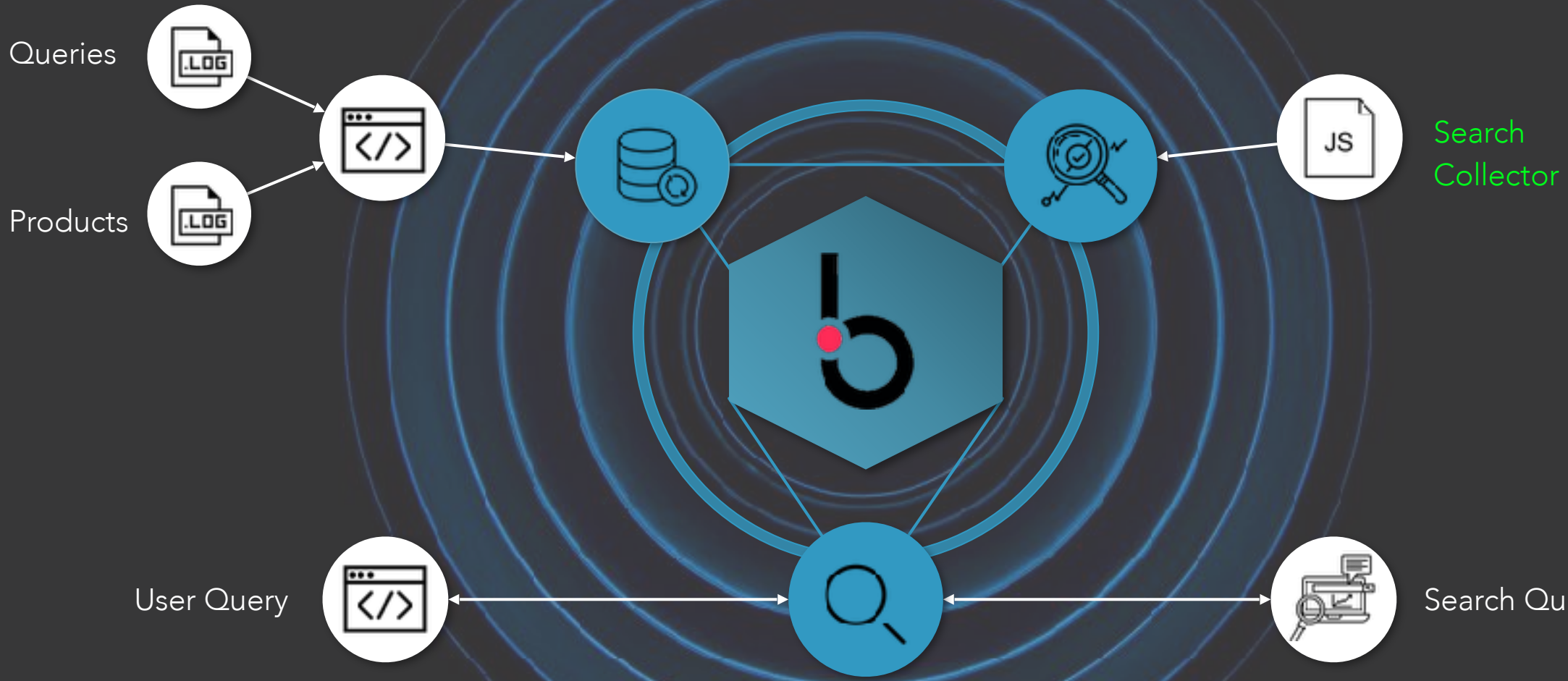
SEARCH|HUB *helps search engines understand humans*



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Why no Search Analytics off-the-shelf?

DISCONNECTED FROM SEARCH

- Different expressivity
- Always requires post-processing
- Lacks search-specific capabilities

REQUIRES CUSTOMER INVESTMENT

- Site changes & Communication
- Access and setup
- Alignment

NO REAL OFF-THE-SHELF OPTIONS

- GA / Econda / PIWIK are great but lack important features
- How to get multivariate query analytics?
- How to cluster, normalise and aggregate query dependent KPIs

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SEARCH COLLECTOR

JavaScript SDK for Search Event collection

Open sourced under MIT license at https://github.com/searchhub/search-collector

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Basic Architecture - Assemble Your Own Solution

COLLECTORS

Collect search specific events from search & navigation pages based on query selectors, events and human interaction with the page

CONTEXT RESOLVERS

A search is not an isolated event, it happens within a context that carries a lot of useful data points

WRITERS

Components for assembling pipelines for writing data in the desired format and endpoint type

Sample integration code

```
var c = new SearchCollector.Collector({
“resolver” : new SearchCollector.SessionCookieResolver(),
“endpoint” : “https://sqs.aws…….amazonws.com"
}

c.add(new ProductClickCollector(“.product-item”, e => e.get(“id”));
c.add(new ImpressionCollector(“.product-item”, e => e.get(“id”));

c.start();
```

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Collectors

- SearchResultCollector
- InstantSearchCollector
- ProductClickCollector
- FilterClickCollector
- ImpressionCollector
- SearchEventCollector
- BrowserCollector

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Resolvers

- QueryResolver
- SessionCookieResolver
- PositionResolver

Writers

- RestEventWriter
- SQSEventWriter
- JSONEnvelopeWriter
- BufferedWriter
- Base64EncodingWriter

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Behind the scenes

DELAYED WRITING

Buffer the events and group them before sending, necessary for things like impressions, data is kept across page reloads

QUERY RESOLVING

The context of the search is of great importance, we resolve the search and the filtering and attach it to each event

IMPRESSION DETECTION

An impression consist of a product rendering entering the viewport

SQS SUPPORT

Writing supported for REST interfaces, SQS and compatible queues

DOM INSERTION DETECTION

Handle not only the elements that are currently rendered on the page but also dynamically inserted elements

HEADLESS TESTS

Unit testing of event collection via Puppeteer headless browser testing framework

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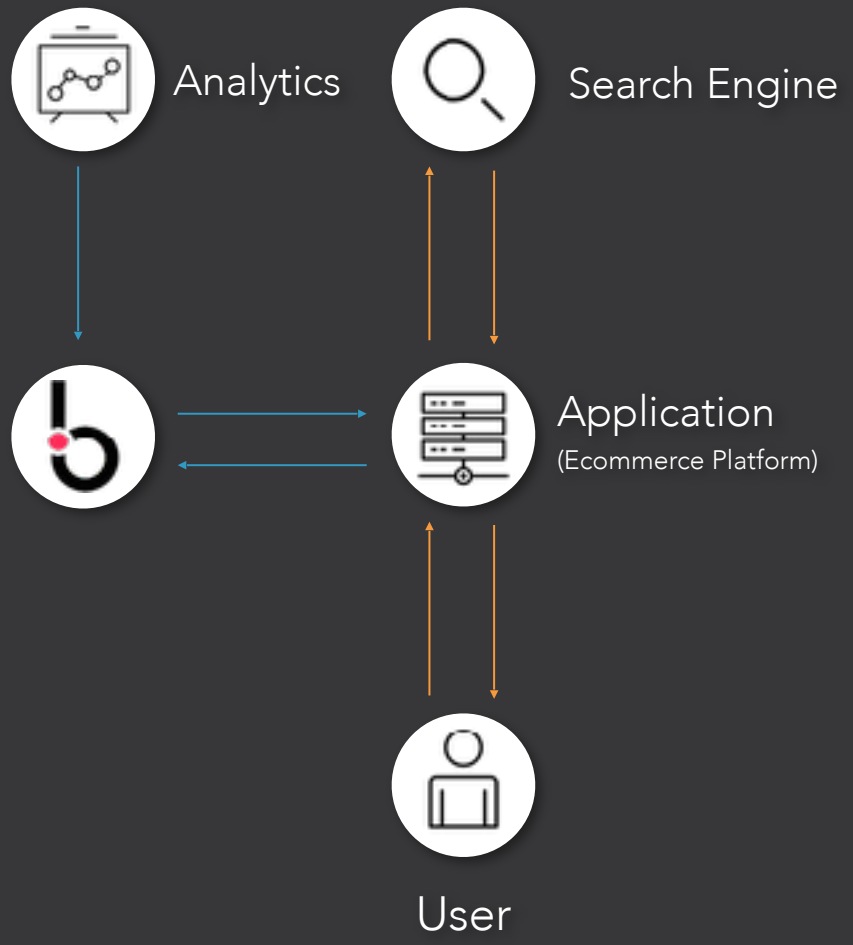
RESOURCES

https://github.com/searchhub/search-collector

The Search Collector source code, published under MIT license

https://searchhub.io

Learn more about SearchHub



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THANK YOU

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