Case study

Autocomplete Search Suggestions

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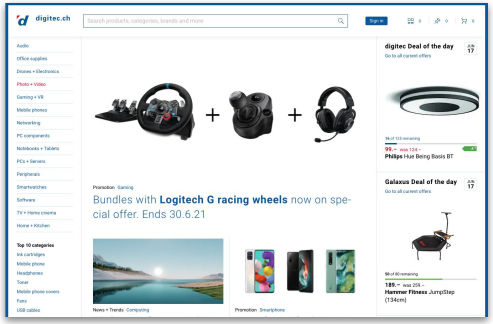
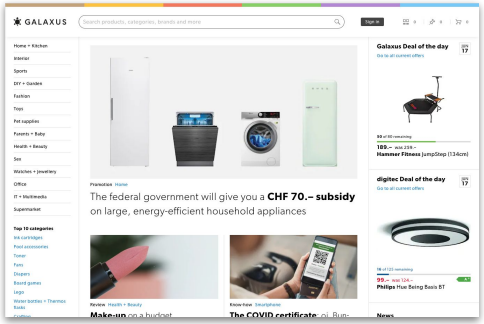
MICES 2021

About Digitec Galaxus

digitec.ch



GALAXUS



3 online shops **2** countries

4 languages **11** physical stores

3m	SKUs
500k	searches/day
1.8bn	revenue CHF (2020)

digitec.ch
Consumer electronics

galaxus.ch
«pretty much everything»

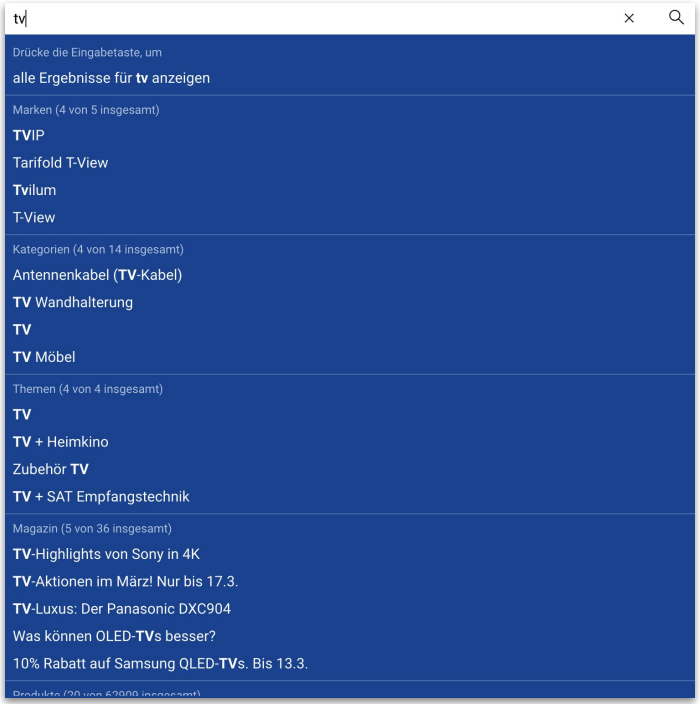
galaxus.de

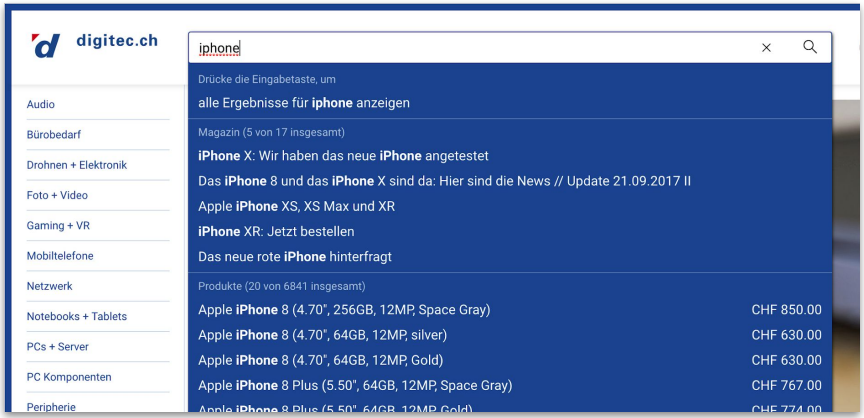
Marketplace

2001 — 2012 — 2016 — 2018 — 2021

The cause
for the case

What was the problem?



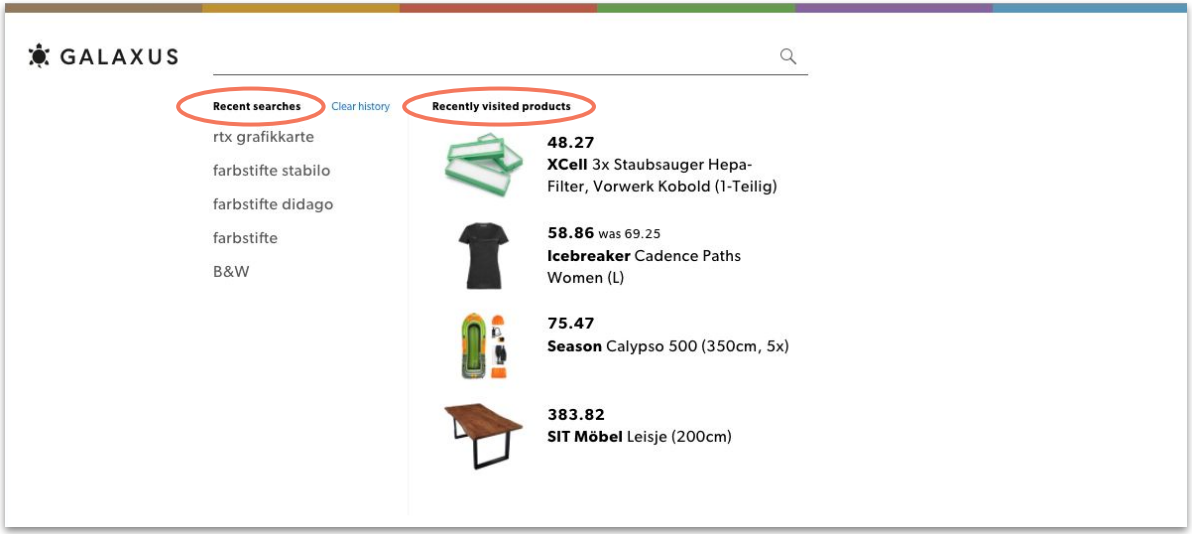


- **Too many results** from different sources
- **Very noisy**: Too much visual change as you type
- Hard to find relevant results (**high cognitive load**)
- Especially **cumbersome on mobile devices**

How can we help users to formulate better queries?

What did we do?

> Help the users to NOT formulate a query



Shortcut for re-visits:
Recent searches &
Recently visited products

Learnings:
*Clicks on **Recently visited products** have the highest Session-CVR compared to all clicks within the search box.*

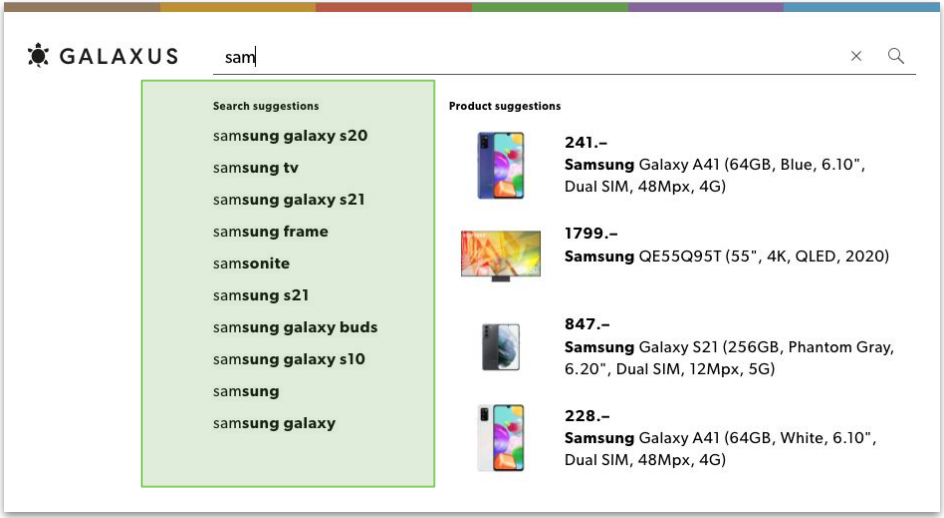
How to help formulating better queries?

Redesigned & reduced

"Don't make me think"

Show autocomplete suggestions to

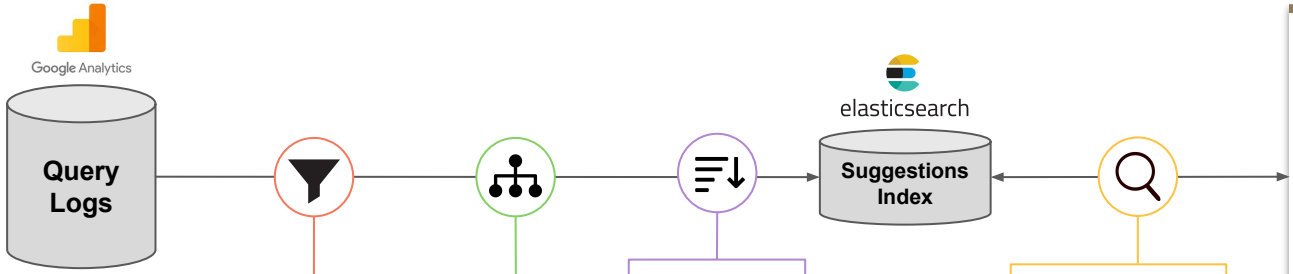
- assist and guide to better queries
- help with domain terminology
- inspire about the types of queries

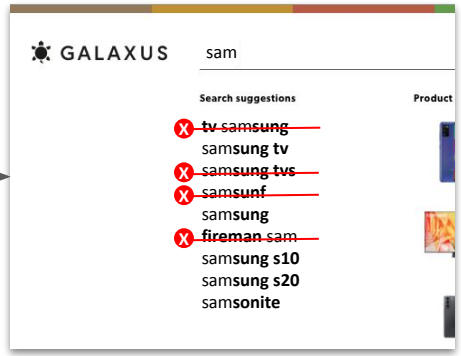


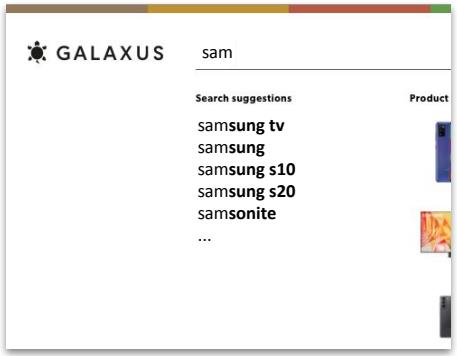
Autocomplete Suggestions from

popular and well performing search queries

Step 1: **Generate & retrieve suggestions**







Step 2: **Rank the suggestions**

Popularity

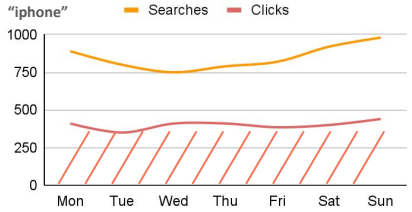
vs

Performance

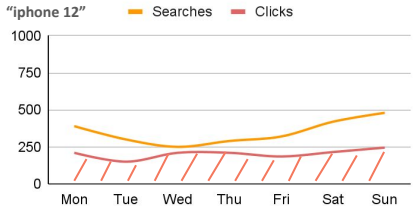
Popularity: Searches *Performance:* Clicks CTR CVR Revenue ...

Our approach:

$\sum$ Clicks $\Rightarrow$ $\sum$ CTR x Searches



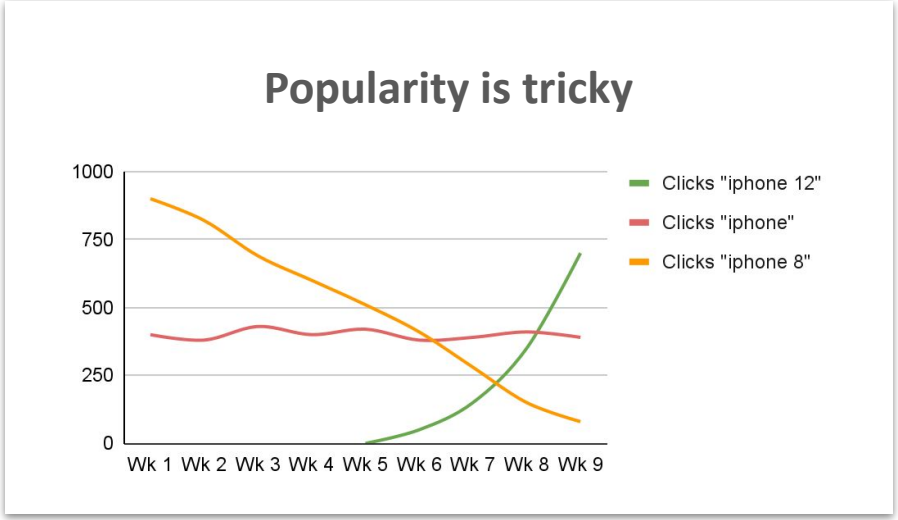
vs.



This approach puts **more weight**

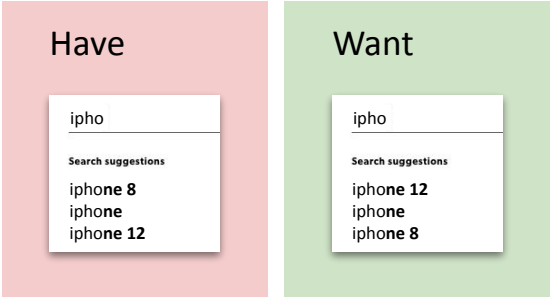
on popularity than on performance.

Step 3: **React to trends and seasonal searches**



Wk 9

New iPhone 12 released



How **sensitively** should we react to trends?

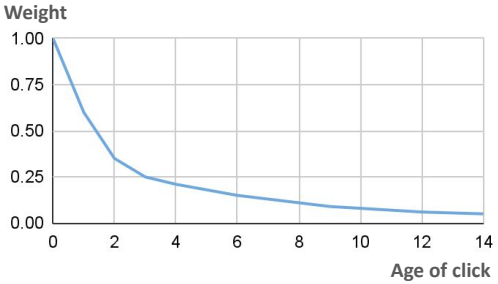
How to **balance** different types of popularities?

Step 3: **React to trends and seasonal searches**

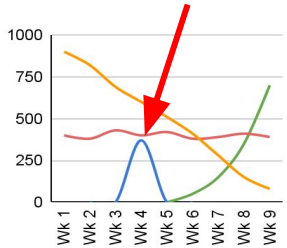
Our approach:

Penalize past clicks (exp. decay)

$\sum$ Clicks x Weight

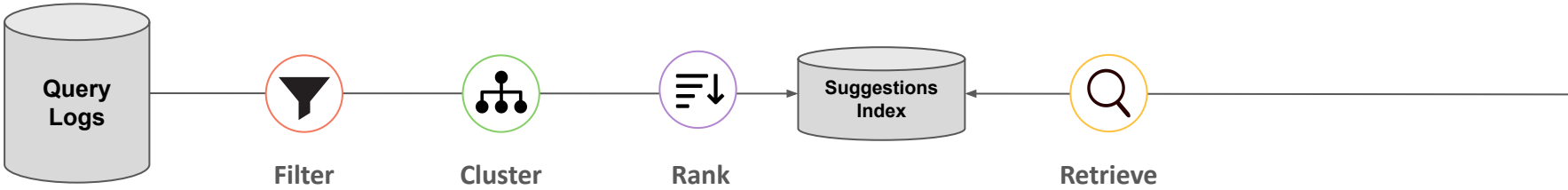


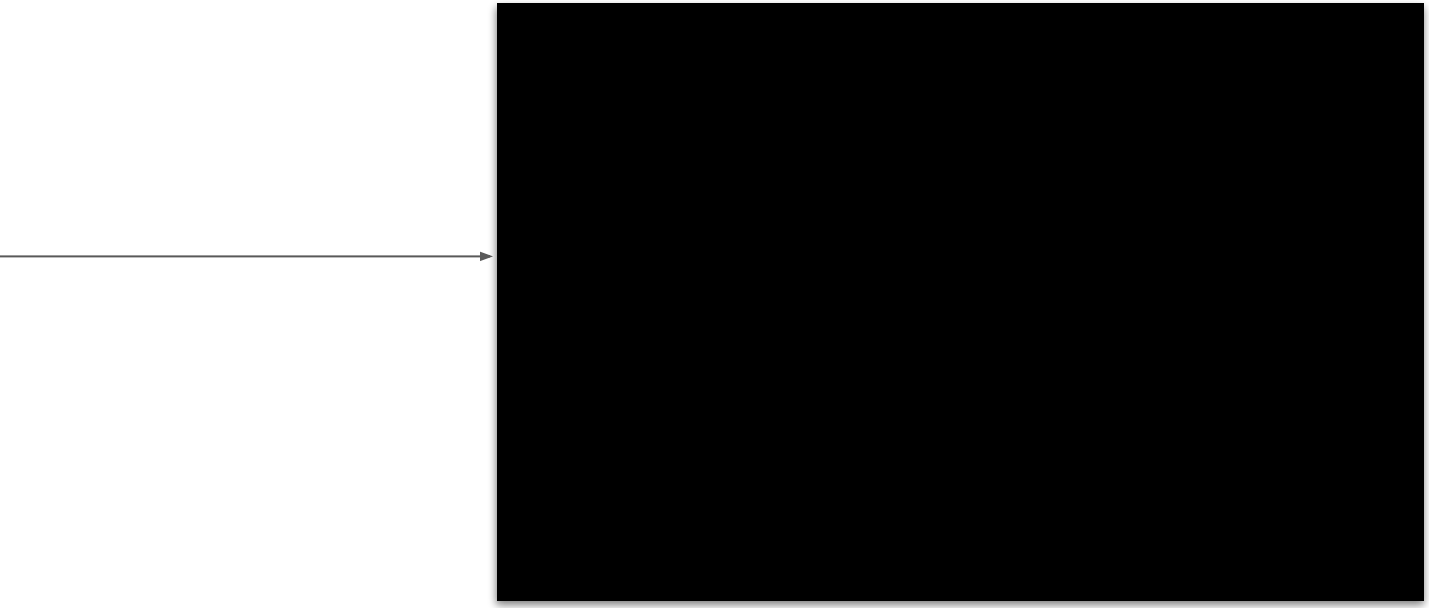
- Simple and effective
- Doesn't deal well with less popular but relatively steep trends
- … and if they end abruptly



> Ready for **further experimentation**

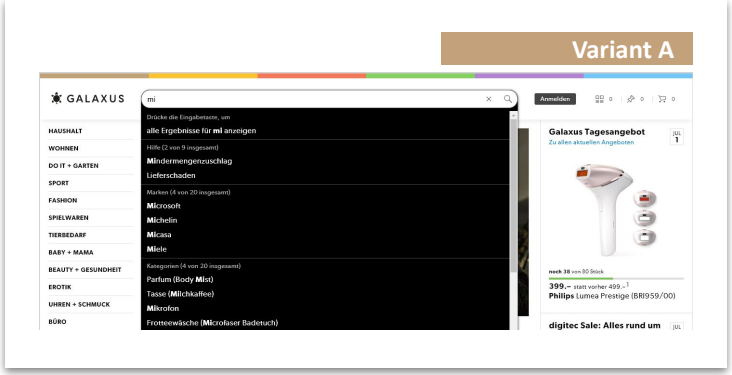
Recap: **All ingredients are in place**

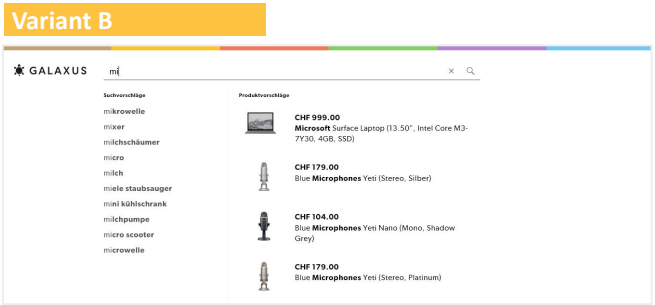




What did we learn?

Conclusions: **Key metrics perform better**

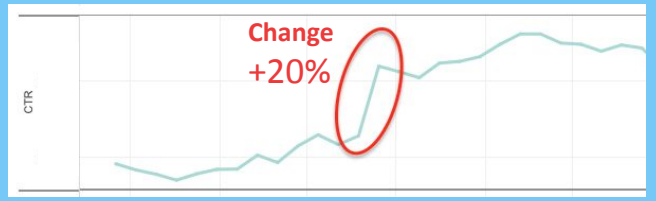




Higher CTR on product results

Lower 0-results rates & exit rates

Significant traffic shift to SERP



Conclusions: **Simple yet effective solution**

Swift

Quick to develop a
viable release candidate

Lean

Suffice to start with
tracking data from Google Analytics

Thanks!
Any questions?

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