

myToys

mirapodo

Ambellis

yomonda

limango

From FACT-Finder to Solr

How we became search professionals within 12 months



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A member of the otto group

Market requirements forced us to switch from Fact-Finder to Solr MYTOYS GROUP



Amazon and Google set standards for the search

Search at myToys.de:

- About 35% of all visits use search
- Conversion rate of visits with search is twice as high as visits without search
- By increasing mobile traffic, absolute searches will play a bigger role

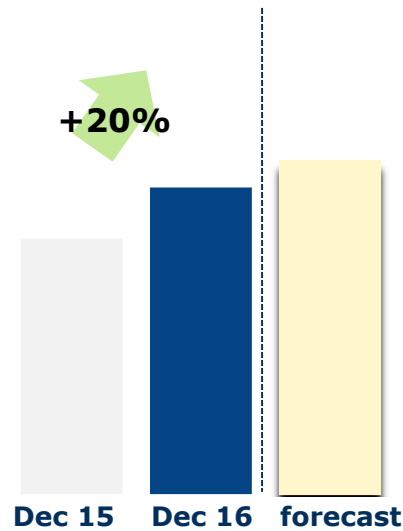
Disadvantages of Fact-Finder for us:

- About 20% irrelevant results
- No possibilities of individualization
- „Black Box“ - Low scalability & limited opportunity to increase the response time

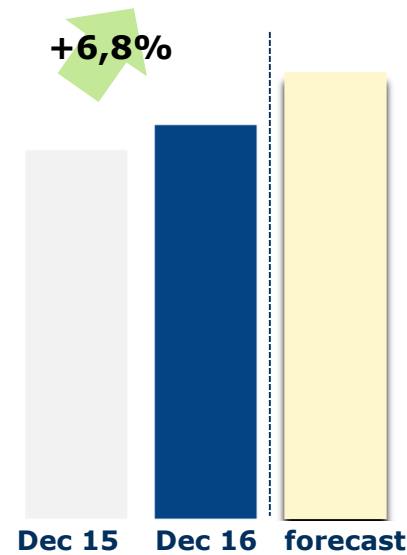
Within the scope of the platform migration in 2016 we switched to Solr (Advantage: Solr-experience at Mirapodo and Otto-Group)

We achieved better results with Solr than with FACT-finder already in the first christmas business

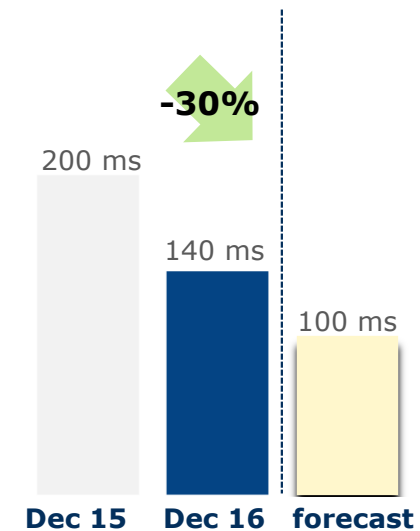
Revenue per Search Visit [in €]



CR-Search Visit [in %]



Response Time [in ms]



Three factors were decisive for the successful development of our Solr search

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Build up a team

- 2 Developers
(Senior Java Developers)
- 1 Productmanager
(4 years experience with Solr as an e-commerce search in Search Usability and Search Design)



External support & exchange

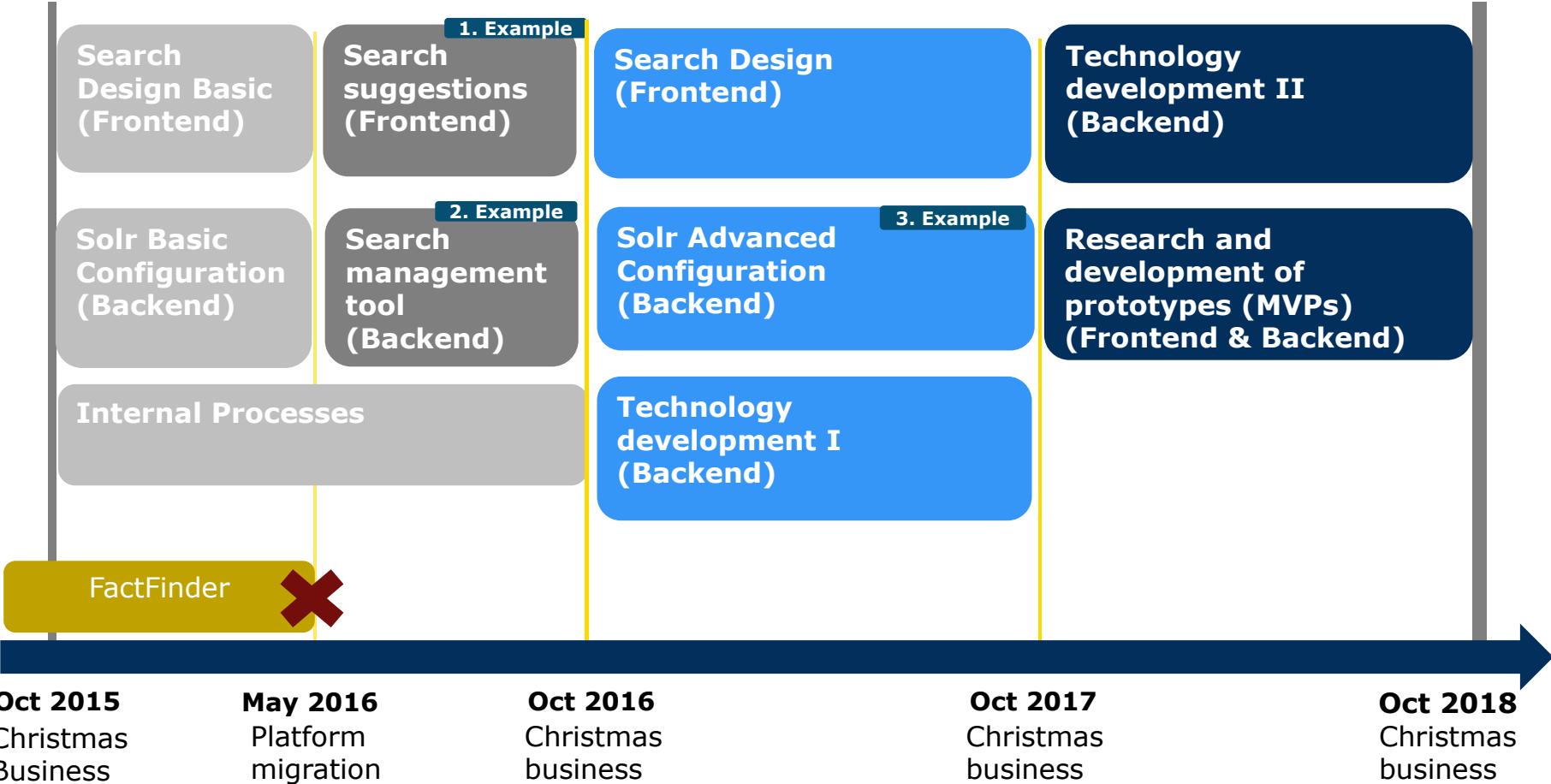
- Jörg Tuschek
(Solr Data processing specialist)
- Michael Schreiner
(Search-management-tool developer)
- René Kriegler
(Search Visionary and Solr Consultant)
- Colleagues of Shopping24
(Workshop: Solr for Professionals)
- Regular professional exchange with Otto SearchLab and Shopping24



Exchange with specialist divisions

- Active exchange with the purchase division
- Training of Search-Key-Users
- Regular feedback to the purchase division
(Reporting & Trends)
- Feedback to the product maintenance division
- Close exchange with SEA/SEO division

A roadmap with significant milestones shows the way to the continuous optimization of the Solr search



To improve the search especially on mobile devices, we optimized the search suggestions

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Combined suggestions

If we recognize a brand or license, we suggest a matching category (and vice versa)

Search log files

Top 100.000 search requests of the last 28 days, normalized and cleaned

Advantages

- Suggestions always have a result
→ Reduction of the „no-result“ quote
- The results become more relevant by the combination of brand and category
→ Filter effect
- Trends from the search log files are reflected in search suggestions
→ Represent customer interest

By our search management tool „Dipsy“ new misspellings can be quickly added to the list without any IT resources

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Configuration Board

Filters

mytoysde listname adidas

Add/Delete Item

Add Item Delete Item Save

searchToken	activated	From =>	To
▼ Fehlschreibweisen			
addas,addi,addias,a	<input checked="" type="checkbox"/>	addas	adidas
		addi	adidas
		addias	adidas
		addid	adidas
		addida	adidas
		addidas	adidas
		addidass	adidas
		addisas	adidas
		adiadas	adidas
		adias	adidas

„Dipsy“ features:

- Multi client capability
- Read-access for all employees
- Easy maintenance
- Preview function
- Search within lists
- Import/export function
- Automatic validation

Search Analysis-Suite:

- Easy research for the search request
- Compare up to three different search algorithms

Zero Hits Reports:

- Analysis of the 0 hit search requests
- Automatic creation of reports
- Download as Excel file
- Automatic reporting by mail

By combining fields and reducing the logic, the response time was further improved

Basic Analysekette für die Suche nach „kickschuhe“

```
BoostedQuery(boost(+((searchText_bookTheme:kickschuh searchText_bookTheme:fussballschuh searchText_bookTheme:kickschuh searchText_bookTheme:fussballschuh searchText_bookTheme:fussballschuh searchText_bookTheme:fussballschuh) | ((searchText_form_of_sport:kickschuhe searchText_form_of_sport:fussballschuhe searchText_form_of_sport:kickschuh searchText_form_of_sport:fussballschuh searchText_form_of_sport:kickschuh searchText_form_of_sport:fussballschuhe)^1.5) | (searchText_color:kickschuhe searchText_color:fussballschuhe searchText_color:kickschuh searchText_color:fussballschuh searchText_color:fussballschuh searchText_color:fussballschuhe) | (searchText_occasion:kickschuhe searchText_occasion:fussballschuhe searchText_occasion:kickschuh searchText_occasion:fussballschuh searchText_occasion:kickschuh searchText_occasion:fussballschuhe) | (searchText_genderAge:kickschuh searchText_genderAge:fussballschuh searchText_genderAge:kickschuh searchText_genderAge:fussballschuhe) | (searchText_fashion_attributes:kickschuh searchText_fashion_attributes:fussballschuh searchText_fashion_attributes:kickschuh searchText_fashion_attributes:fussballschuhe)^0.001) | ((searchText_global_attributes:kickschuh searchText_global_attributes:fussballschuh searchText_global_attributes:kickschuh searchText_global_attributes:fussballschuhe)^0.001) | ((searchText_hardware_attributes:kickschuh searchText_hardware_attributes:fussballschuh searchText_hardware_attributes:kickschuh searchText_hardware_attributes:fussballschuhe)^0.001) | (searchText_productSubtypeKey:kickschuh searchText_productSubtypeKey:fussballschuh searchText_productSubtypeKey:kickschuh searchText_productSubtypeKey:fussballschuhe) | (searchText_productSubtypeKey2:kickschuh searchText_productSubtypeKey2:fussballschuh searchText_productSubtypeKey2:kickschuh searchText_productSubtypeKey2:fussballschuhe) | (searchText_material:kickschuhe searchText_material:fussballschuhe searchText_material:kickschuh searchText_material:fussballschuhe) | (searchText_filterColor:kickschuhe searchText_filterColor:fussballschuhe searchText_filterColor:kickschuh searchText_filterColor:fussballschuhe) | ((searchText_name:kickschuh searchText_name:fussballschuhe searchText_name:kickschuhe searchText_name:fussballschuhe)^2.0) | (searchText_sku:kickschuhe searchText_sku:fussballschuhe searchText_sku:kickschuhe searchText_sku:fussballschuhe) | (searchText_series:kickschuhe searchText_series:fussballschuhe) | (searchText_hierarchicalFacetCriteria_3:kickschuh searchText_hierarchicalFacetCriteria_3:fussballschuhe searchText_hierarchicalFacetCriteria_3:kickschuh searchText_hierarchicalFacetCriteria_3:fussballschuhe) | (searchText_hierarchicalFacetCriteria_2:kickschuh searchText_hierarchicalFacetCriteria_2:fussballschuhe searchText_hierarchicalFacetCriteria_2:kickschuh searchText_hierarchicalFacetCriteria_2:fussballschuhe) | (searchText_awards_displayName:kickschuhe searchText_awards_displayName:fussballschuhe searchText_awards_displayName:kickschuhe searchText_awards_displayName:fussballschuhe) | (searchText_art_type:kickschuh searchText_art_type:fussballschuh searchText_art_type:kickschuhe searchText_art_type:fussballschuhe) | ((searchText_salesCat:kickschuh searchText_salesCat:fussballschuhe searchText_salesCat:kickschuh searchText_salesCat:fussballschuhe)^0.001) | ((searchText_license_displayName:kickschuhe searchText_license_displayName:fussballschuhe searchText_license_displayName:kickschuhe searchText_license_displayName:fussballschuhe)^5.0) | (searchText_ean:kickschuhe searchText_ean:fussballschuhe searchText_ean:kickschuhe searchText_ean:fussballschuhe) | ((searchText_brand_displayName:kickschuhe searchText_brand_displayName:fussballschuhe searchText_brand_displayName:kickschuh searchText_brand_displayName:fussballschuhe)^4.0) | (searchText_articleGroupSku:kickschuhe searchText_articleGroupSku:fussballschuhe searchText_articleGroupSku:kickschuhe searchText_articleGroupSku:fussballschuhe) | (searchText_size:kickschuhe searchText_size:fussballschuhe searchText_size:kickschuhe searchText_size:fussballschuhe) | (searchText_publisher:kickschuhe searchText_publisher:fussballschuhe searchText_publisher:kickschuhe searchText_publisher:fussballschuhe) | ((searchText_subBrand_displayName:kickschuhe searchText_subBrand_displayName:fussballschuhe searchText_subBrand_displayName:kickschuhe searchText_subBrand_displayName:fussballschuhe)^2.0) | (searchText_genre:kickschuhe searchText_genre:fussballschuhe searchText_genre:kickschuhe searchText_genre:fussballschuhe) | ((searchText_authors:kickschuhe searchText_authors:fussballschuhe searchText_authors:kickschuhe searchText_authors:fussballschuhe)^0.01))) ,double(boost_criteria)))
```

795 Results in 234 ms

Advanced Analysekette für die Suche nach „kickschuhe“

```
BoostedQuery(boost(+((searchText_brand_2:kickschuhe^0.01 | searchText_brand_3:kickschuhe | searchText_unit_2:fussballschuh^0.01 | searchText_brand_4:kickschuhe^2.0 | searchText_unit_3:fussballschuh | searchText_brand_5:kickschuhe^5.0 | searchText_extension_1:fussballschuh^0.001 | searchText_category_4:fussballschuh^2.0 | searchText_category_3:fussballschuh | searchText_category_2:fussballschuh^0.01),double(boost_criteria)))
```

795 Results in 16 ms

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- It's not as easy as it sounds
 - Search is not a project, it's a product
 - Invest time and resources
 - Get help from experts
 - Involve relevant divisions



**KEEP
CALM
AND
DO YOUR
HOMEWORK**

**Thank you for your attention any
Questions?**

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Backup

