

Digitec Galaxus

7 Countries

Austria, Belgium, Italy,
France, Germany,
Netherland, Switzerland



200 Million Searches

in 2022



CHF 2.4 billion

revenue in 2022



5 Languages

Dutch, English, Italian,
French, German



Over 1 Million Searches

on Black Friday (2022)



Search volume and filter usage is
calculated for the year 2022

Two teams, one Mission



Motivation for filter suggestions

Results for **umbrella**

3'740 products

Category	Brand	Price
Offers	Umbrella type	Diameter
Target group	Colour	Material group
Weight	Height	Width
Parasol type	Length	Shape
Special features	Base included	Light former type
Compatible brand	Softbox type	Fewer filters

Under CHF 20

Pocket umbrella

Parasol

Walking-stick umbrella

Men

We show up to five Quick filters

umbrella

Results for **umbrella**

3'714 products

Popular filters

Under CHF 20 Pocket umbrella Parasol Walking-stick umbrella Men

Category Brand Price Offers

Umbrella type Diameter Target group Colour


Material group Weight Height Width

Parasol type Length Shape Special features

Base included Light former type Compatible brand Softbox type

Fewer filters

Sort by: Relevance Available: Mail delivery

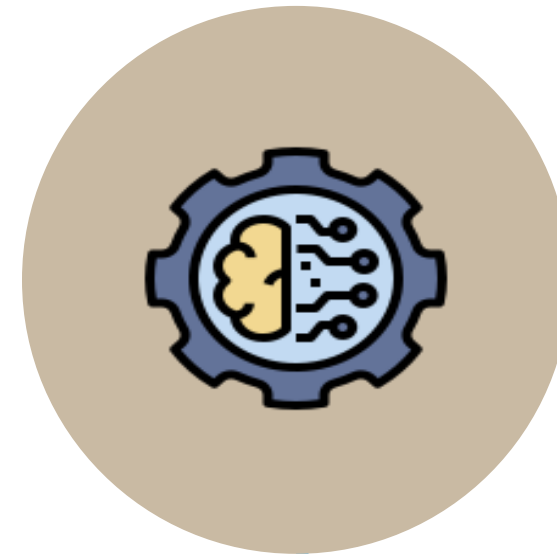


The Quick Filters Journey

Evaluation, iteration, and monitoring are essential

Minimum Viable Product

Leverage behavioral data to create Quick filters



Minimum viable Quick filters

Calculate relevant filter options using behavioral data

Very simple model

- Most popular options from the most popular filter
- Not all types of filters are considered

Quick and dirty

- Hardcoded options
- Simple UI

Ergebnisse für pc

Beliebte Filter (Prozessor-Familie) Most popular options

Core i7 12th Gen Core i7 10th Gen Core i7 11th Gen Core i9 12th Gen Core i9 10th Gen

83'354 Produkte

Kategorie ▼ Marke ▼ Preis ▼ Angebote

PC Typ ▼ Most popular Filter Prozessor-Familie ▼ Grafikkarten Modelle

Arbeitsspeicher ▼ Betriebssystem ▼ Mel

Prozessor-Familie × ▼

<input type="checkbox"/>	Athlon Gold	2
<input type="checkbox"/>	Athlon Silver	2
<input type="checkbox"/>	Atom	1
<input type="checkbox"/>	Celeron	53
<input type="checkbox"/>	Core i3	19
<input type="checkbox"/>	Core i3 10th Gen	61
<input type="checkbox"/>	Core i3 11th Gen	28
<input type="checkbox"/>	Core i3 12th Gen	70
<input type="checkbox"/>	Core i3 13th Gen	8
<input type="checkbox"/>	Core i3 5th Gen	1

Schliessen

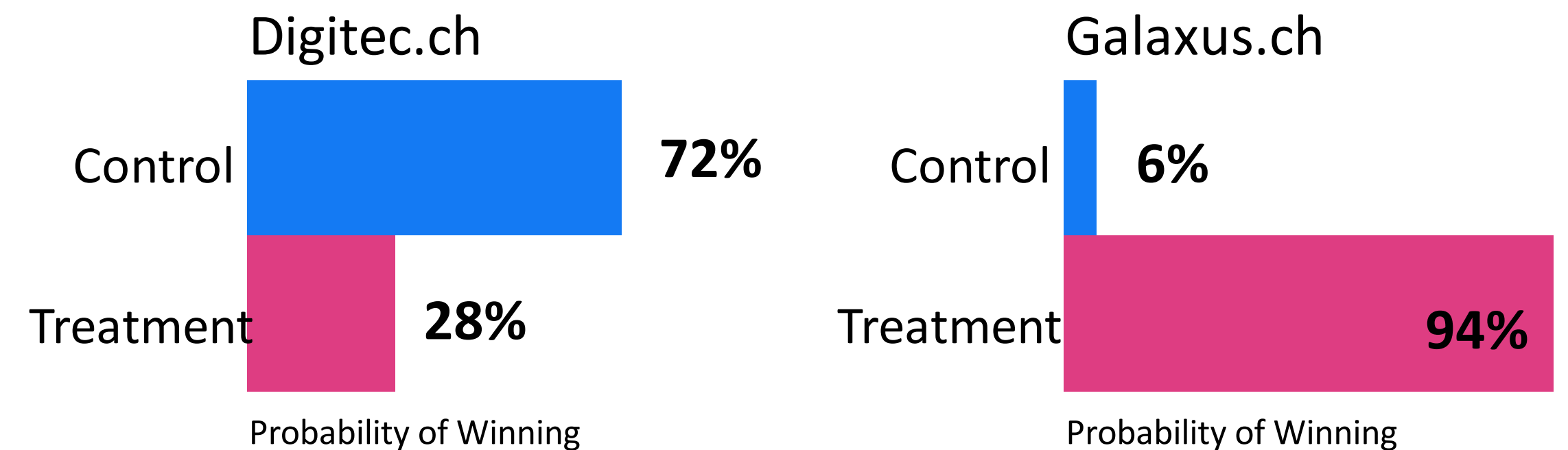
AB Testing the MVP

Most popular options from the most popular filter

Drop in the standard filters usage

Compensated by 7% CTR in the Quick Filters

No clear winner in Click-through-rate on search results

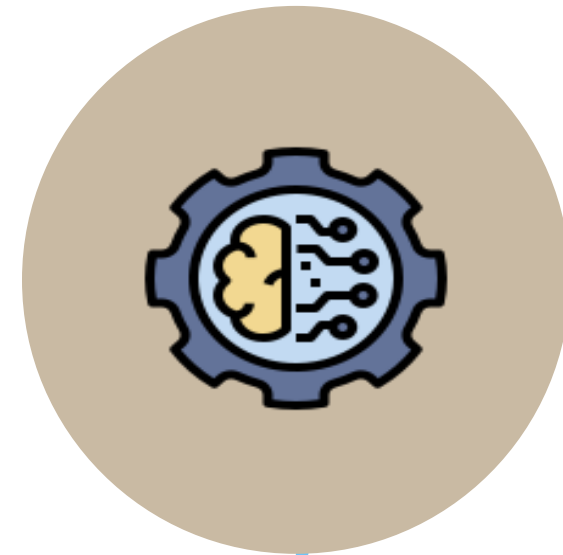


The Quick Filters Journey

Evaluation, iteration, and monitoring are essential

Minimum Viable Product

Leverage behavioral data to create Quick filters



Iteratively refine solution

Optimize MVP-Model leveraging A/B test insights



2nd model - most popular options

Higher quality solution

More complex model

- Most popular options (regardless of the filter)

Not so quick and dirty

- Options are re-calculated daily (not hardcoded)
- Improved UI

Ergebnisse für **pc**

83'888 Produkte

Beliebte Filter

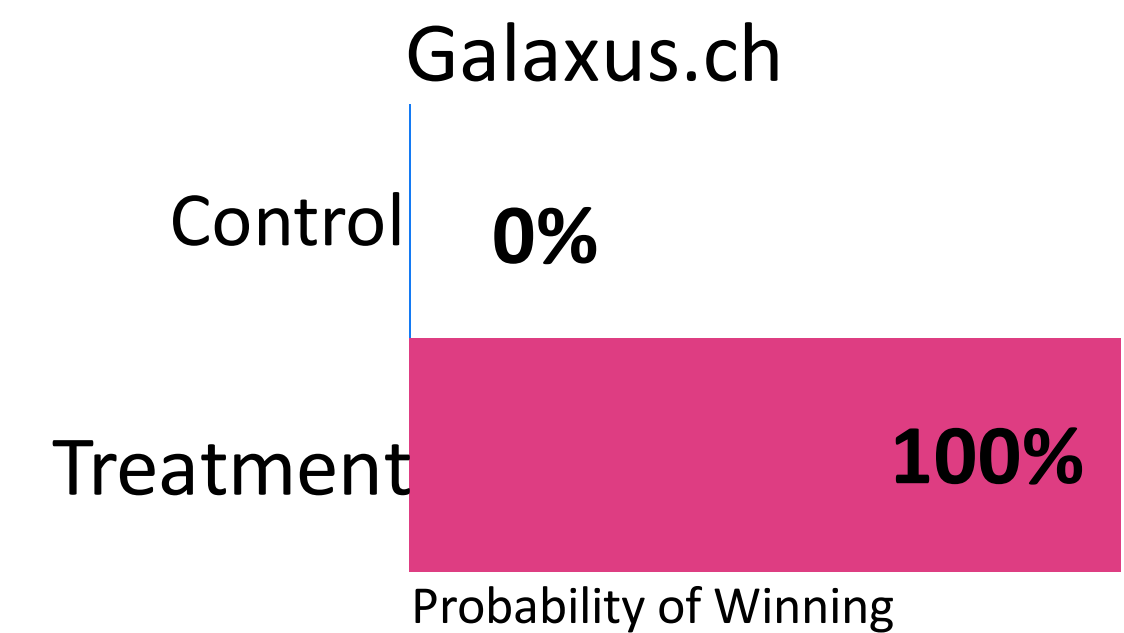
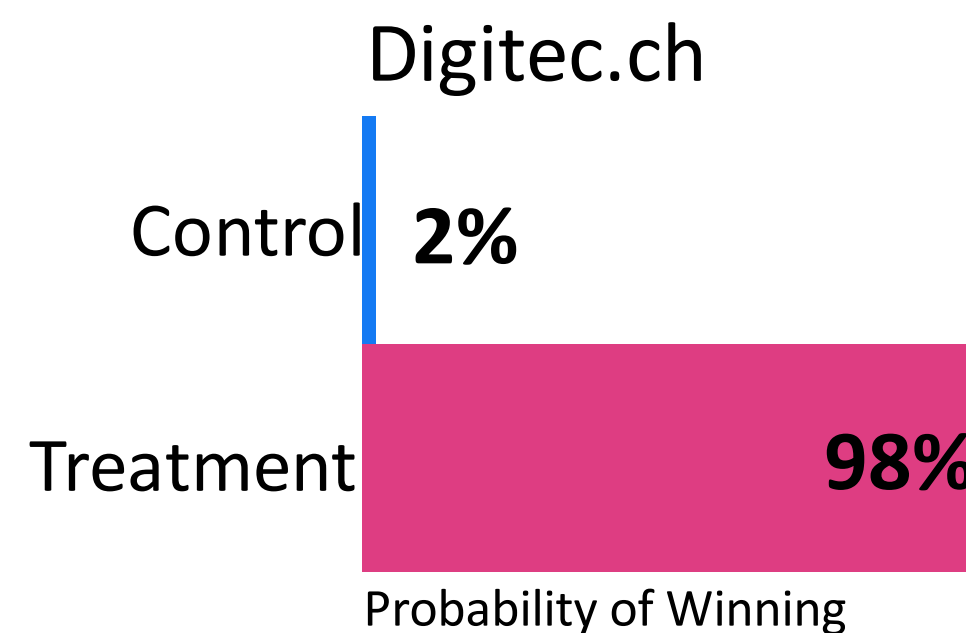
The screenshot shows a filter interface for PCs. At the top, under 'Beliebte Filter', there are five buttons: 'Unter CHF 600', 'Desktop PC', 'Gaming PC', '32 GB', and 'ASUS'. Below these are several dropdown menus: 'Kategorie', 'Marke', 'Preis', 'Angebote', 'PC Typ', 'Prozessor-Familie', 'Prozessortyp', 'Arbeitsspeicher', 'Kapazität SSD', 'Betriebssystem Version', and 'Betriebssystem'. A 'Mehr' button is located at the bottom right of the filter section. Dotted lines connect the 'ASUS' button to the 'Marke' dropdown and the 'Preis' dropdown.

AB Testing the 2nd model

most popular filter options

Similar user behavior as with the MVP -> **Drop** in the **standard filters** usage compensated by **increased CTR** in the **Quick Filters**

Significant increase in **Click-through-rate** on search results on both portals

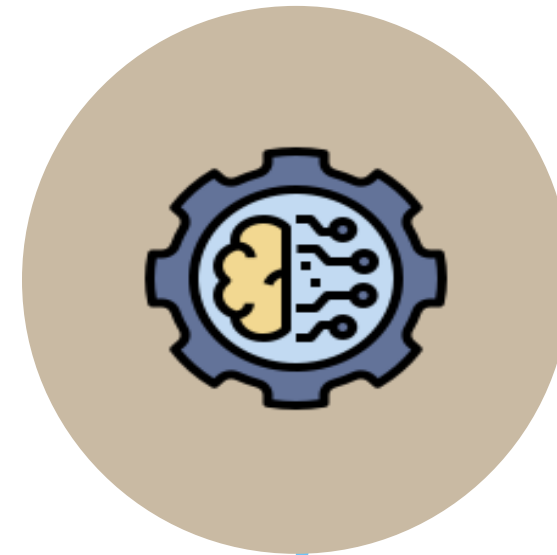


The Quick Filters Journey

Make Quick filters swiftly adapt to hot trends and seasonality

Minimum Viable Product

Leverage behavioral data to create Quick filters



New Signals

Include popularity, new trends, seasonality to the model



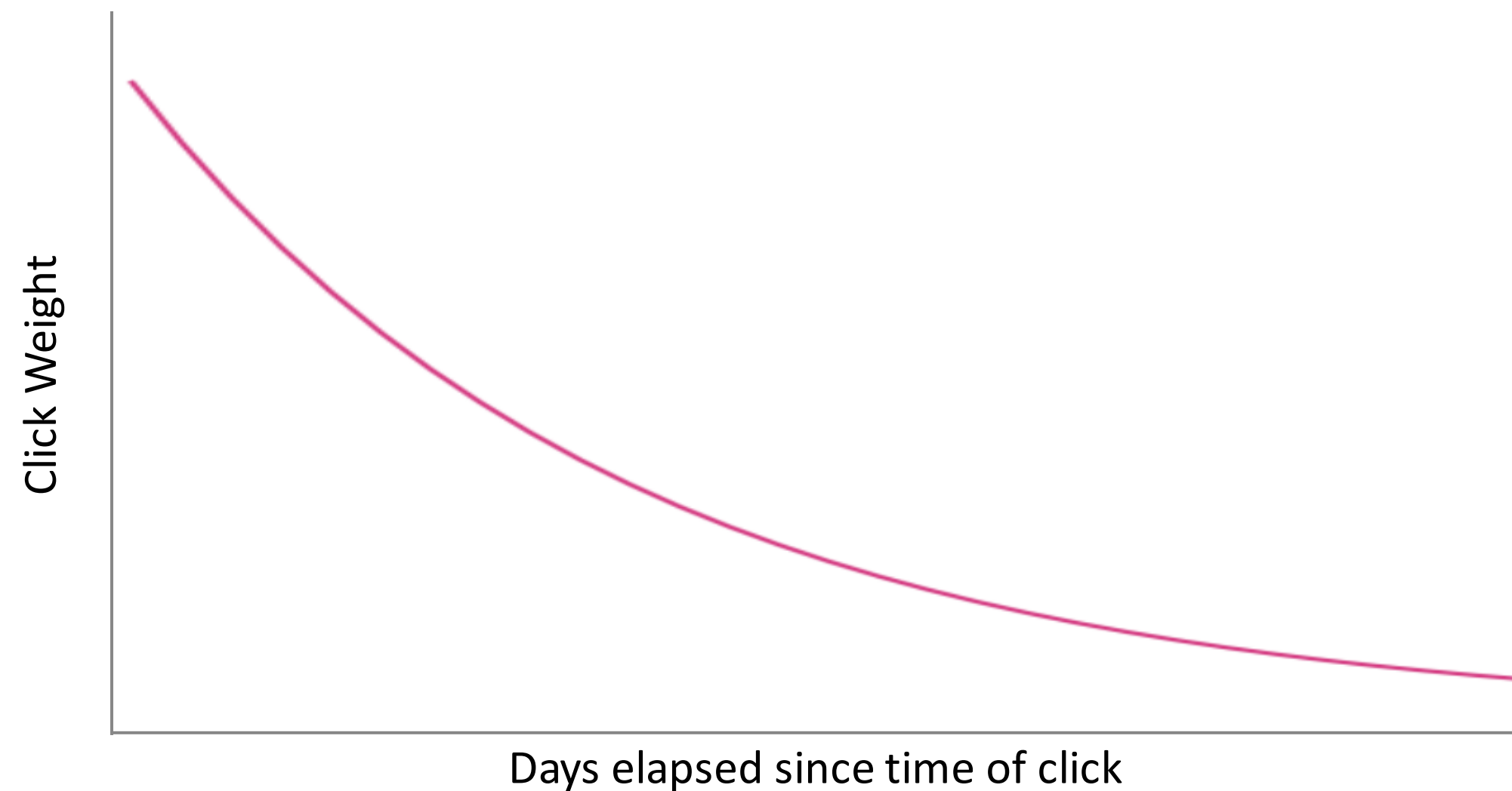
Iteratively refine solution

Optimize MVP-Model leveraging A/B test insights



Not all clicks are alike

Weight clicks based on recency



Popularity ❤️

Example:

Filter option A has 5 clicks from yesterday and 10 clicks from last year.

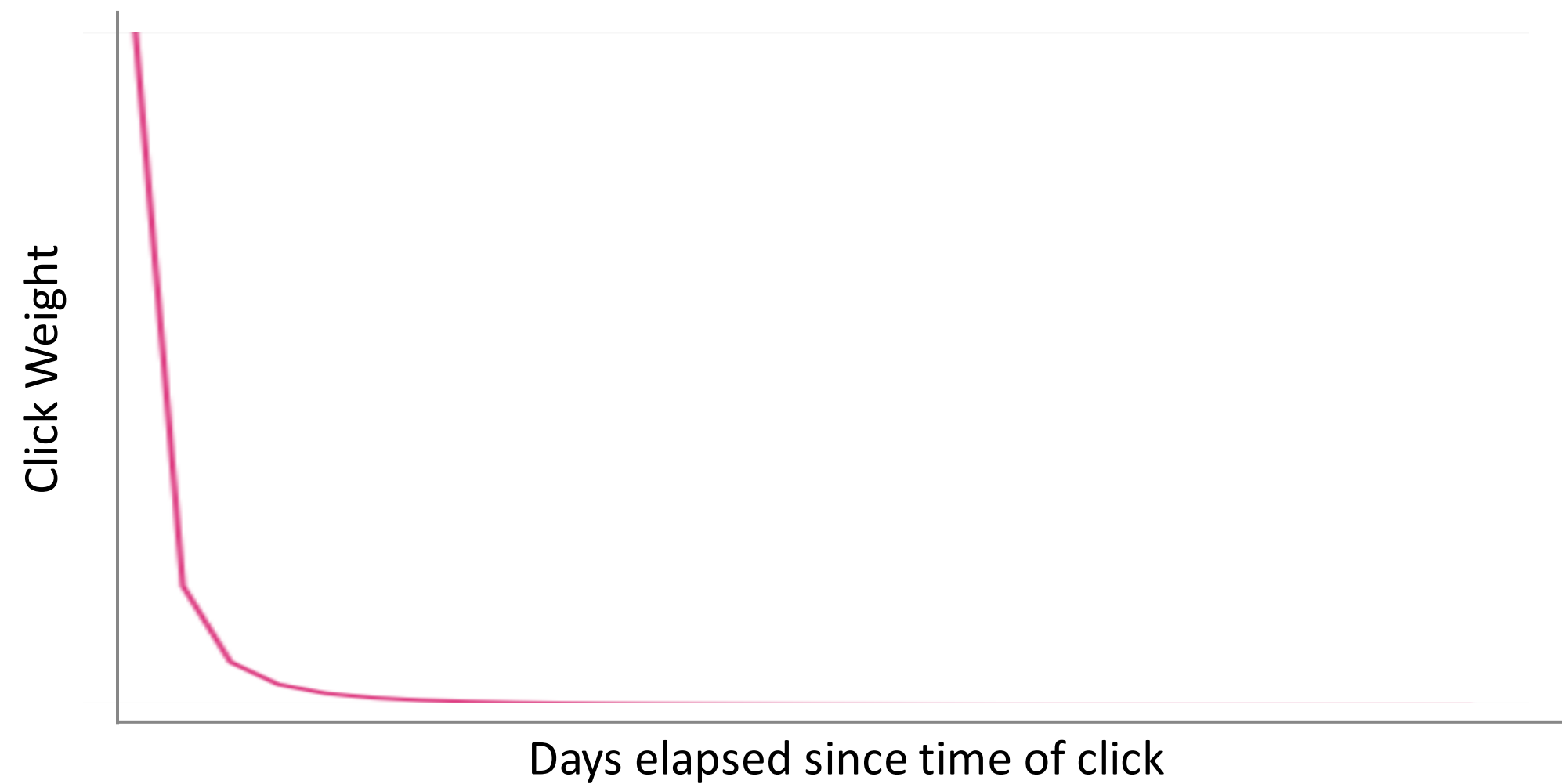
Filter option B has 12 clicks from yesterday.

$$\text{Popularity Score A} = 5 \cdot 1 + 10 \cdot 0.5 = 10$$

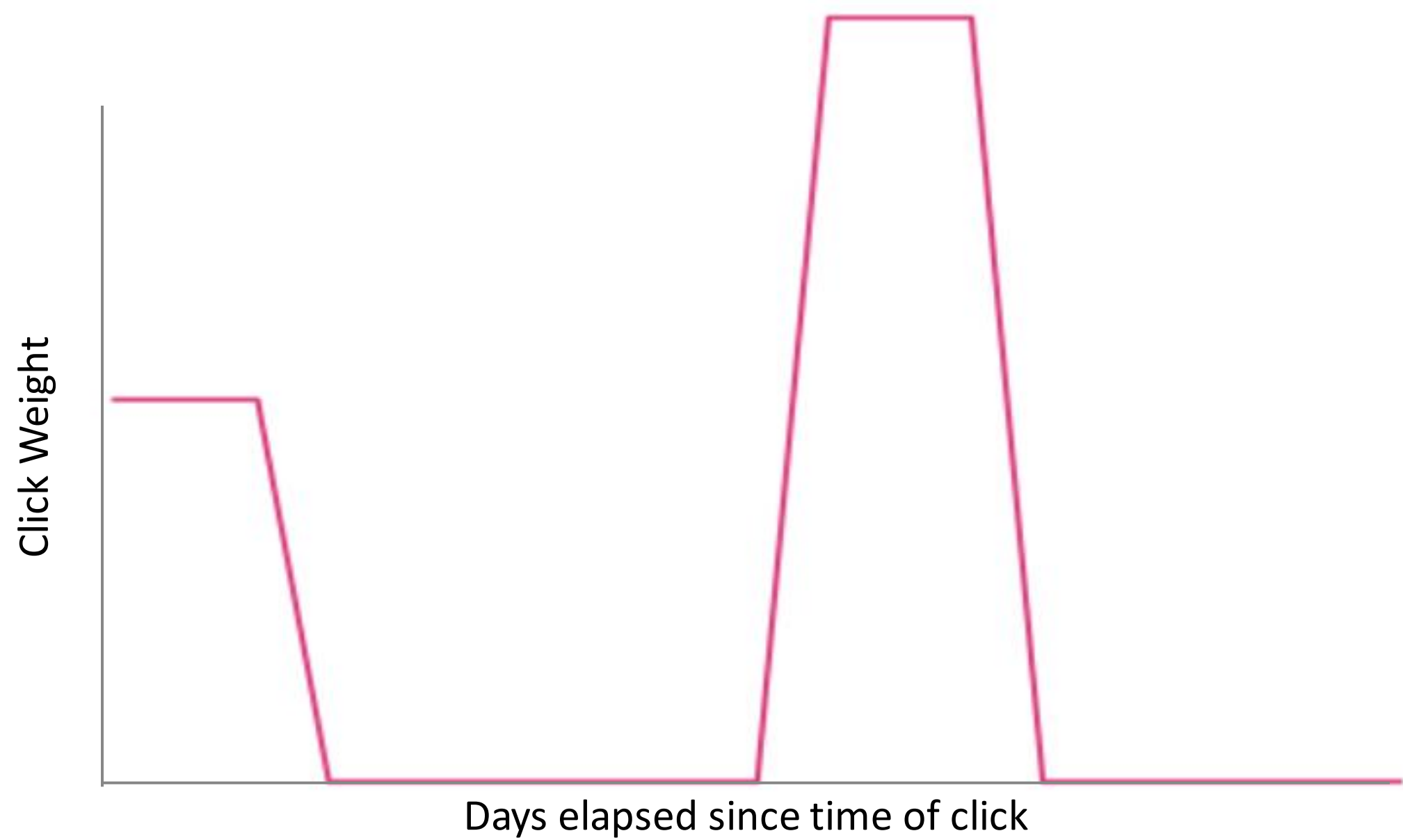
$$\text{Popularity Score B} = 12 \cdot 1 = 12$$

Not all clicks are alike

Weight distributions for trends and seasonality



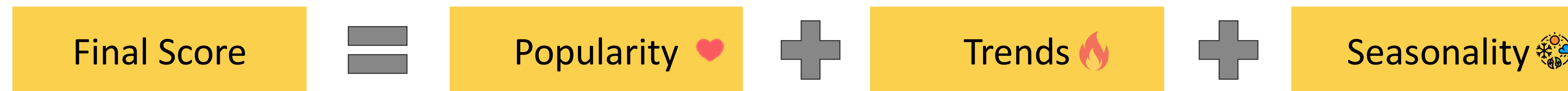
Trends 🔥



Seasonality 🌍

Not all clicks are alike

Combining different signals into one score









Understanding the model

Results for **umbrella**

3'768 products

Popular filters



pocket umbrella			
	Popularity	Trend	Seasonality
parasol			
	Popularity	Trend	Seasonality

Learnings and pitfalls

- Click data can be elevated by assigning weights
 - A simple model is explainable

- No A/B-Test
- Deployed UX changes affecting quick filters at the same time.
 - Released shortly before Christmas season
 - Now we cannot tell what caused the effect.

Rounding off the journey

Monitoring and fixing edge cases

Minimum Viable Product

Leverage behavioral data to create Quick filters



Iteratively refine solution

Optimize MVP-Model leveraging A/B test insights



New Signals

Include popularity, new trends, seasonality to the model



Monitoring & Edge cases

Discover edge cases and fix them



Question time!

We are hiring!



galaxus.ch/en/joboffer