

# XXL

#B2C

#outdoor



*The fact that we can now personalize our product listings and also provide an optimized structure on the site will give customers a better shopping experience online.*

**Kim Andre Nilsen**

*VP eCommerce & Customer Experience*

# Sports retailer XXL increases revenue by 12% with Infinity

XXL's vision is to be the preferred retailer for sports and outdoor activities in Europe. Since its launch in 2001, XXL has turned into a company with an annual turnover of approximately NOK 10 billion (≈ EUR 1 billion). Today XXL has 90 stores in Norway, Sweden, Finland, and Austria and is also the largest online sports retailer in the Nordics.

In total, XXL has more than 5,000 enthusiastic employees and offers its customers a unique mix of great brands, great expertise, great assortment, great accessibility and great prices.

## Background to Category Navigation project

At FactFinder, we continuously work with our customers to further improve the performance of their search and category navigation. XXL had successfully been using FactFinder's eCommerce search and personalization since 2015, when we suggested testing the recently launched Advanced Product Listing Pages against their current solution for category listings based on Apache Solr. Our ambition was to extend the relevant results we were providing for searching visitors to visitors that are browsing categories to find the right products, while increasing conversions and revenue for XXL.

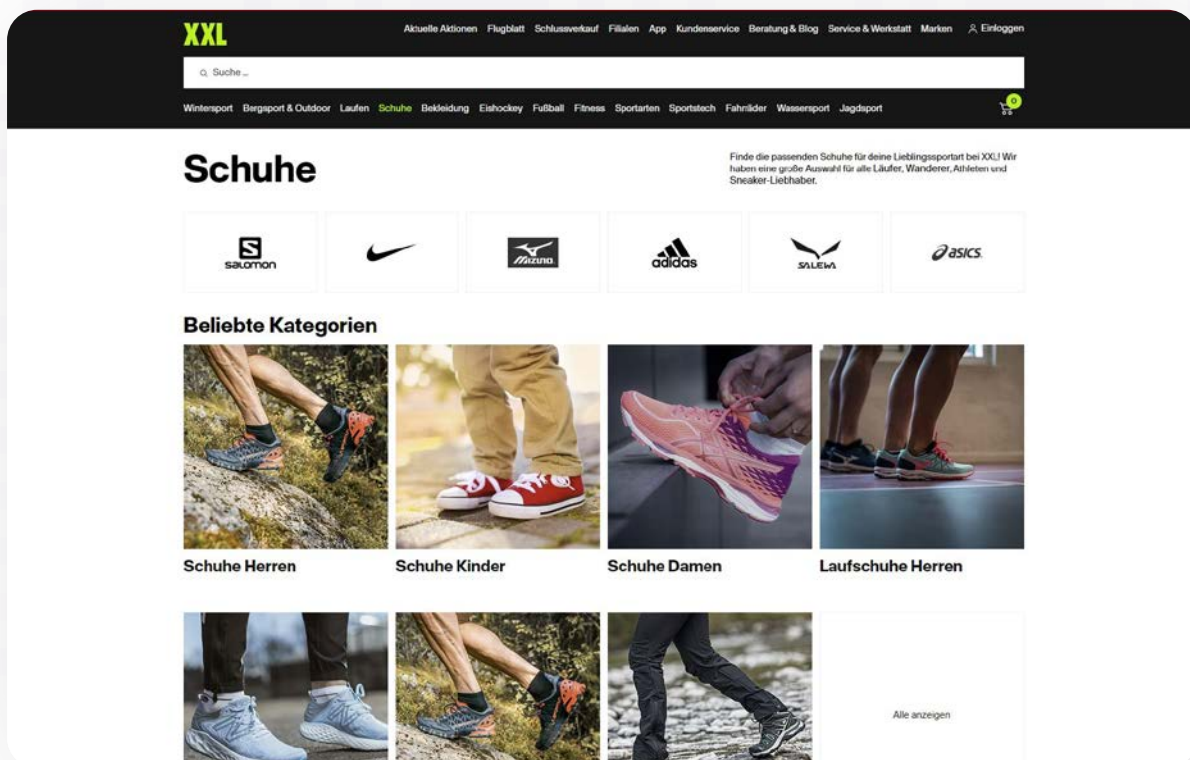
## Advanced Category Listings

Based on the latest version of our AI algorithm, Gas GOLEM, our Advanced Category Listings benefit from an even better understanding of the relationships between products in your catalog, as well as which products best fit each visitor's current intentions. Instead of manual

merchandising, our algorithm automatically ranks and sorts category listings based on factors like general popularity, personal relevance, and business logic. Our product specialists fine-tune the combination of these to find the best engine setup for each individual store.

## The hypothesis of how people want to navigate categories

How visitors navigate categories in an online store varies greatly, not only between different industries but also within, depending on factors like UI design, the size of the device the products are displayed on, and individual user preferences, amongst others. To provide the best setup for each of our customers, our product team developed different hypotheses of user behavior and corresponding engine setups. For XXL, we configured three different variants of the engine to compare to their existing solution for category listings.



# A - Hypothesis - Discovery

The first hypothesis is based on the assumption that the user navigates a category listings page by using facets to narrow down the scope of displayed products. Instead of grouping the products into clusters of the same type, we wanted to maximize the exposure of different product types high up in the listing to give the visitor a sense of the variety of products that the category contains. A category listing for women's clothing would, in this scenario, have displayed a mix of popular trousers, tops, jackets, and boots at the top of the results. The most prominently featured products from each type cluster were determined by a mix of general popularity, personalization, and boost & bury rules.

## The result

**+2.95%**

Average Order  
Value

**+4.98%**

Average Session  
Value

**+1.3%**

Average  
Price

**+3.64%**

Revenue  
Increase

## B - Hypothesis - Lightweight Lucy

For our second scenario, we used the same business logic as XXL's existing solution, testing the hypothesis that boosting campaign products will yield the best results for the retailer. Therefore, we created a stripped-down setup for category listings that ranked products according to a combination of general popularity in the category and overall popularity of the products while boosting campaign products.

### The result

**+6.95%**

Average Order  
Value

**+12.07%**

Average Session  
Value

**+4.92%**

Average  
Price

**+9.75%**

Revenue  
Increase

## C - Boost of campaign products

(XXL's existing solution based on Apache Solr)

As a reference setup, we used XXL's existing solution that applied business logic in the form of boosting campaign products.

## D - Hypothesis - Order & Structure – Winner

The “Order & Structure” hypothesis assumed that visitors scroll through category listings from top to bottom to find the products they are interested in. For this setup, we grouped the different product types in each category into contextual clusters and sorted the various groups from most relevant to least relevant context, based on the intent the user had shown. In this scenario, a category page for women’s clothing might have listed all pants first, followed by all jackets, shoes, etc. Within each product group, the products were sorted based on a combination of popularity, personal relevance, and boost & bury rules. Developing this setup further, products in a cluster can also be further divided into sub-groups using, for example, price or other ways of differentiating the products.

### The result

**+13.6%**

Average Order  
Value

**+13.77%**

Average Session  
Value

**+7.78%**

Average  
Price

**+12.68%**

Revenue  
Increase

# Conclusion

For XXL, the Order & Structure setup performed the best on all metrics during the test period and resulted in a revenue increase from category listings of 12.68% compared to XXL's existing solution. The overall revenue increase was 4.5%. Lightweight Lucy also performed well on revenue but with a decrease in AOV. After completing the A/B/C/D test, XXL decided to continue with the Order & Structure setup for their category listings.



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// *In the past, we have always displayed our campaign products on the top of the category listings page. That's not optimal for all individual customers, so we wanted to see if we could offer the user a more personalized and optimized presentation of the items within each category. We are very pleased with the results. The fact that we now can personalize our product listings and also provide an optimized structure on the site will give customers a better shopping experience online.*



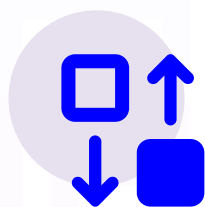
## FactFinder offers truly personalized product search and navigation

Shoppers expect the same level of relevance and personalization online as they experience in-store. Powered by machine learning and built exclusively for eCommerce, FactFinder delivers that exceptional online shopping experience for both mobile and desktop users.



### Automated

Automatically learns words and merchandises search and category listings



### Relevant

Interprets search intent to deliver truly relevant results



### Personalized

Sorts results according to popularity and personal taste

## About FactFinder

FactFinder is the European leader in eCommerce product discovery and search. We help over 2,000 online shops worldwide like MyTheresa, Intersport, OBI, Stihl and Elkjøp Nordic increase revenue by 20-33% with outstanding shopping experiences.

By combining human and artificial intelligence, we understand every shopper's intent from the first click. We call that authentic intelligence. Smarter algorithms and human expertise create a union that will always give a competitive edge.

Every day millions of B2C and B2B shoppers find what they are looking for with FactFinder – fast, personalized and with joy.



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Our eCommerce experts can offer support in multiple languages.

2,000+ online shops grow and excel with FactFinder



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