

A/B Test Visual Comparison Report

Side-by-Side Analysis of opt_seg=5 vs opt_seg=6

Generated: August 27, 2025 at 07:57

Executive Summary

Overall Winner: Variant B (opt_seg=6) - Clear winner with 115 wins

Metric	Variant A (opt_seg=5)	Variant B (opt_seg=6)
Total Wins	74	115
Win Percentage	37.0%	57.5%
Average Score	6.41/10	6.91/10
Average Duplicates	1.12	1.10
High Confidence Wins	36	52

Recommendation:

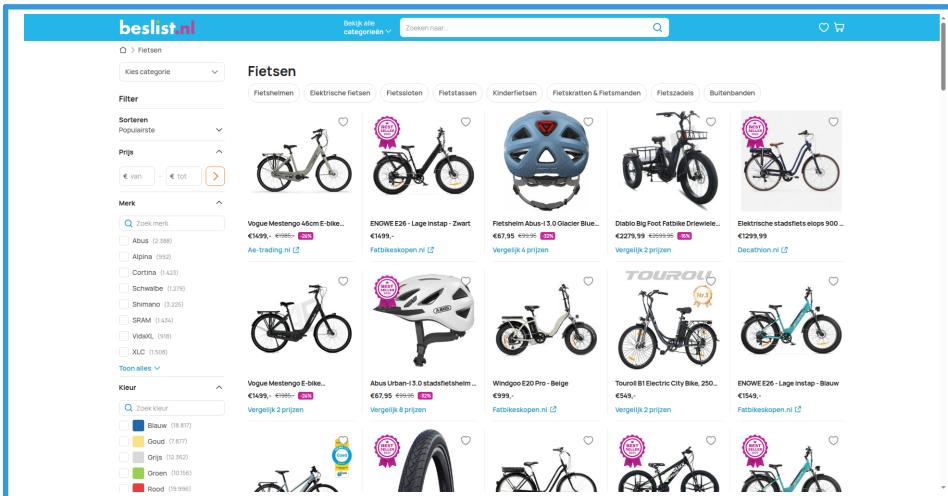
STRONG RECOMMENDATION: Implement opt_seg=6 (Variant B) | Variant B shows 55.4% better performance | Variant B has 0.5 points higher quality score | High confidence wins: A=36, B=52

URL #1 - Visits: 0

Category: fietsen

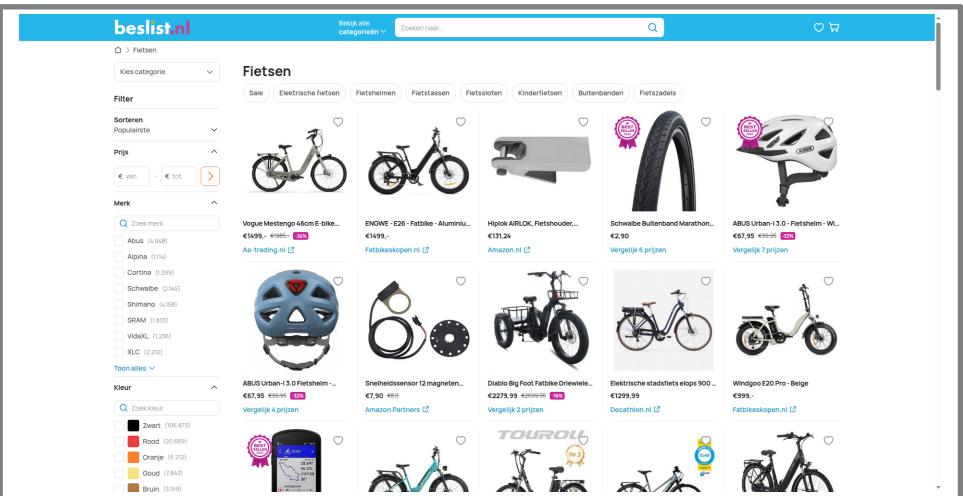
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 0

Key Differences:

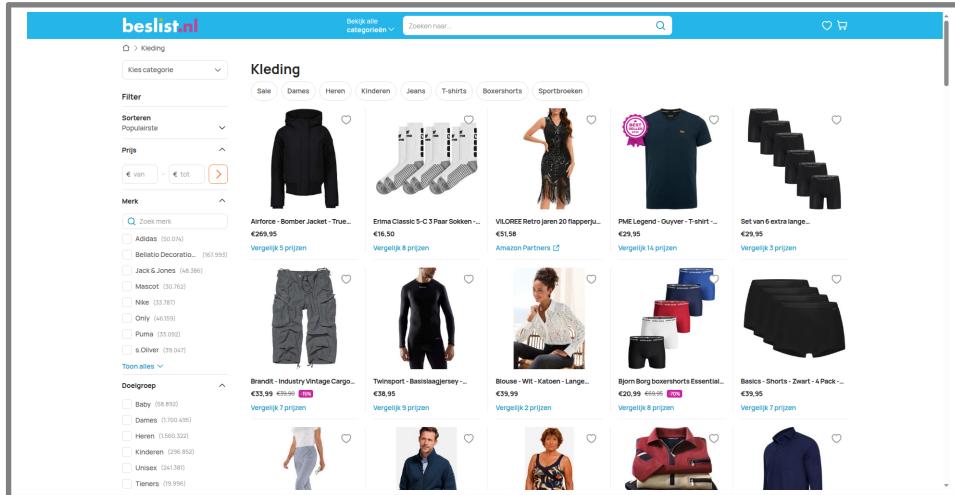
A prioritizes actual bikes and popular bike models in top positions; B returns more accessories/parts early (tyre, lock, sensor), lowering immediate relevance and perceived ranking quality for the que...

URL #2 - Visits: 0

Category: mode

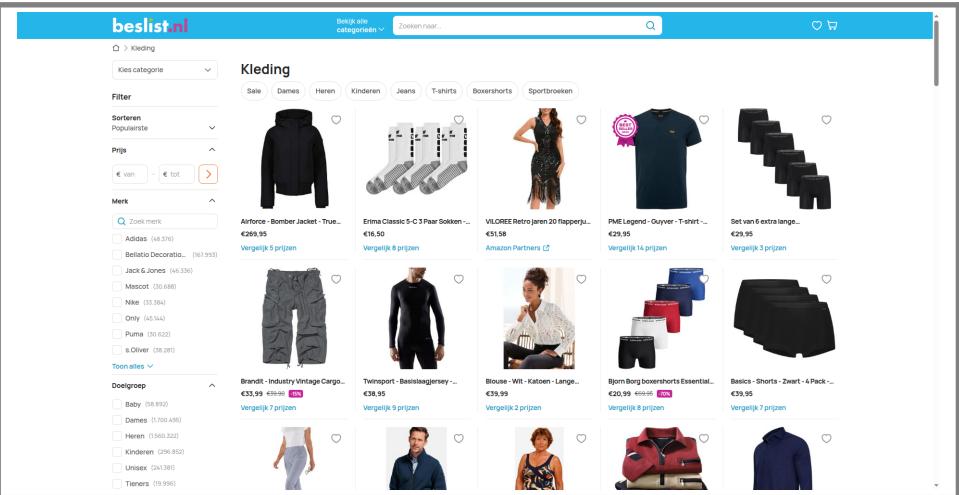
TIE - Both scored 8/10 - Confidence: 90%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 0

Key Differences:

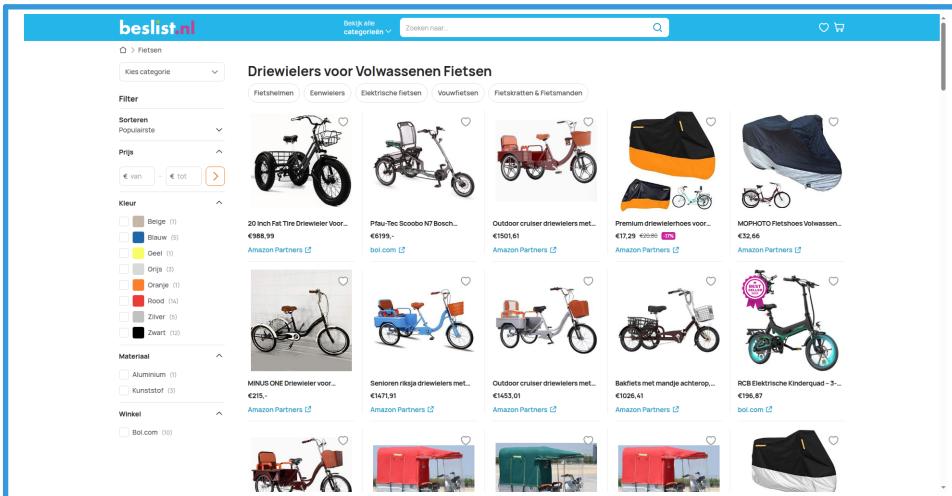
No meaningful differences observed in the first viewport — ordering, item types and visual prominence are effectively the same, so neither algorithm shows a distinct advantage in ranking quality.

URL #3 - Visits: 252

Category: driewielers_volwassen

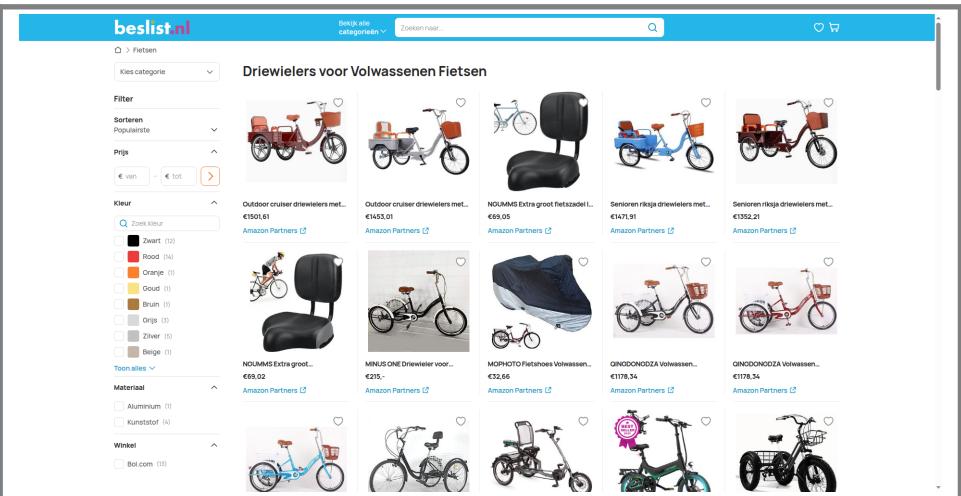
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 5/10 - Confidence: 86%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 5/10 | Duplicates: 2

Key Differences:

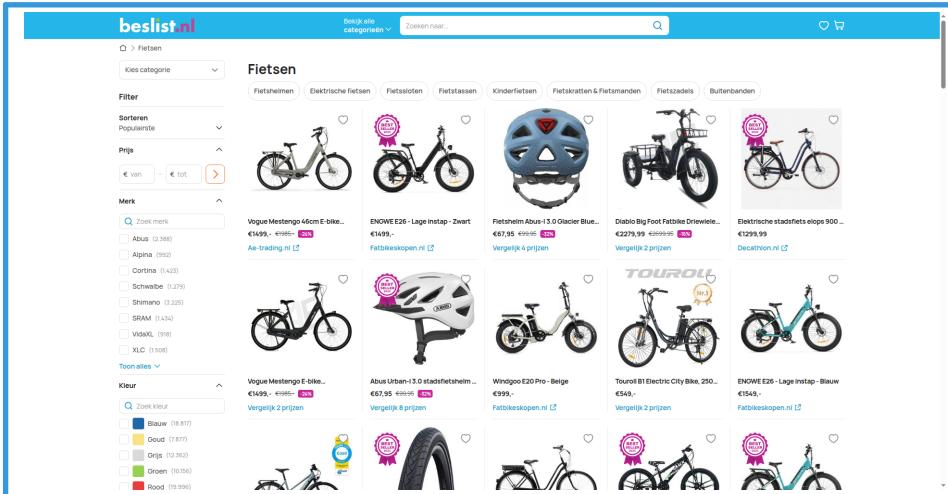
A provides broader, more relevant variety of full adult tricycles in top positions (including electric and cargo options). B over-promotes accessories and repeats the same product image, lowering dive...

URL #4 - Visits: 248

Category: fietsen

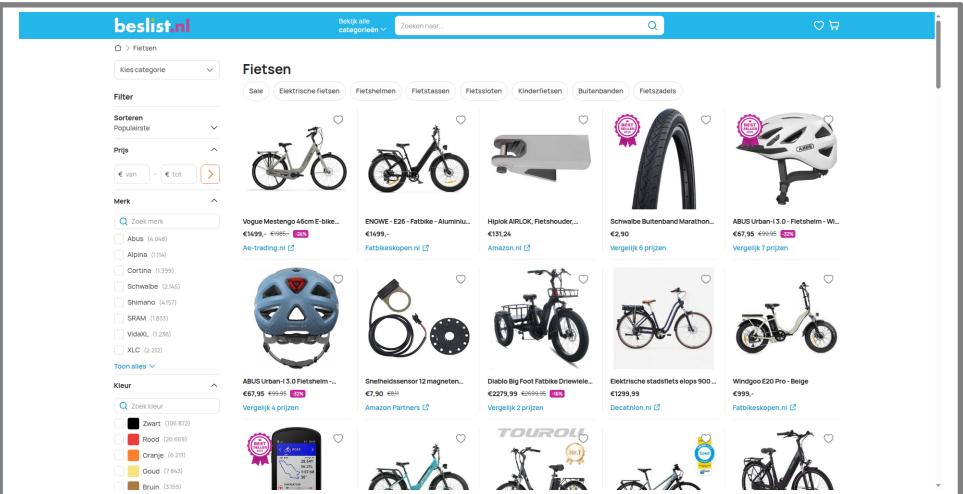
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 1

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 0

Key Differences:

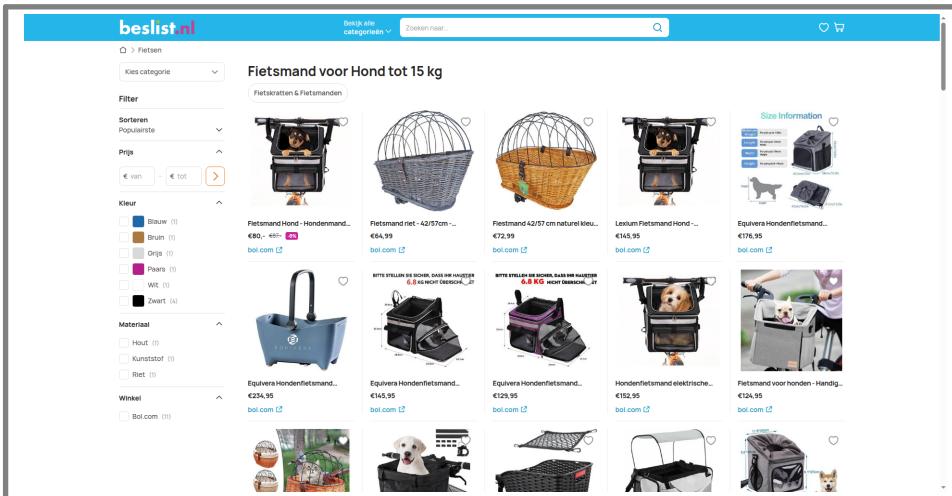
A prioritizes actual bikes and prominent bike models/deals in top positions (higher relevance). B produces greater product-type diversity (accessories included) but at the cost of query relevance and ...

URL #5 - Visits: 238

Category: fietsmand_hond_15_kg

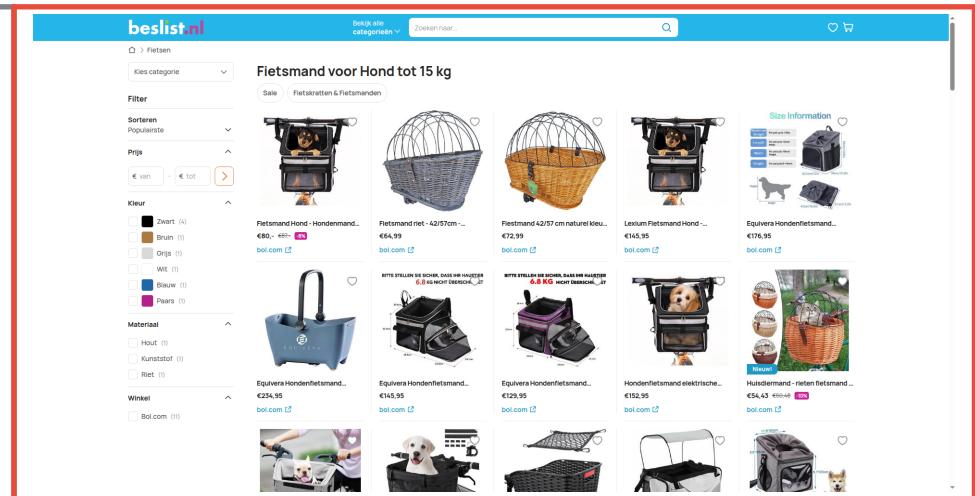
WINNER: Variant B (opt_seg=6) - Score: 7/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 6/10 | Duplicates: 1

Variant B (opt_seg=6)



Score: 7/10 | Duplicates: 1

Key Differences:

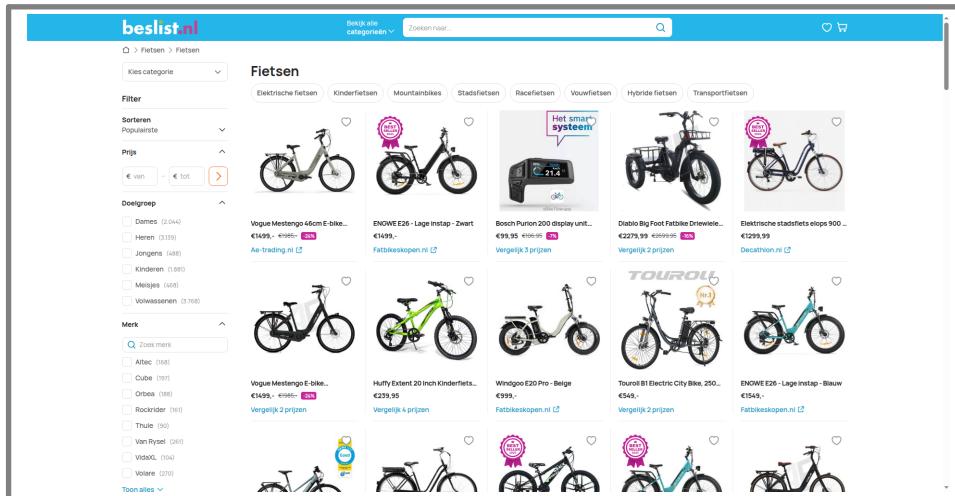
A shows the same black front-mounted carrier image twice in the top row leading to reduced perceived diversity. B keeps that duplicate but fills the rest of the top-8 with more visually distinct items...

URL #6 - Visits: 203

Category: fietsen_484520

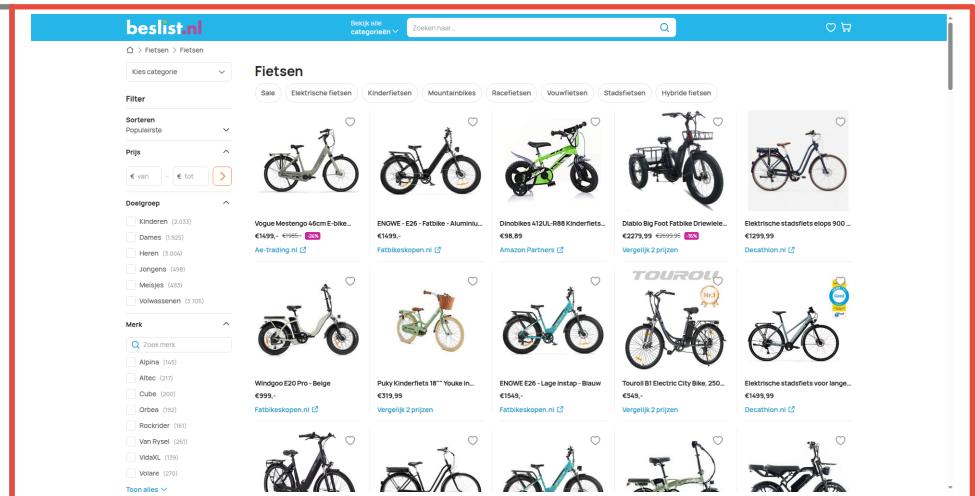
WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 86%

Variant A (opt_seg=5)



Score: 6/10 | Duplicates: 1

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 0

Key Differences:

B prioritizes actual bike products across multiple segments in the top slots (adult e-bikes, kids' bikes, city bikes) while A places a bike accessory (Bosch Purion display) high and repeats the same m...

URL #7 - Visits: 199

Category: c

WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)

Score: 6/10 | Duplicates: 2

Variant B (opt_seg=6)

Score: 8/10 | Duplicates: 2

Key Differences:

A surfaces the higher-priced Avon listings prominently and repeats that model, reducing visible variety. B shows a wider spread of kid-specific models and price points in the top results, improving re...

URL #8 - Visits: 196

Category: fietsen_484519_23808019

WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)

Score: 6/10 | Duplicates: 0

Variant B (opt_seg=6)

Score: 8/10 | Duplicates: 0

Key Differences:

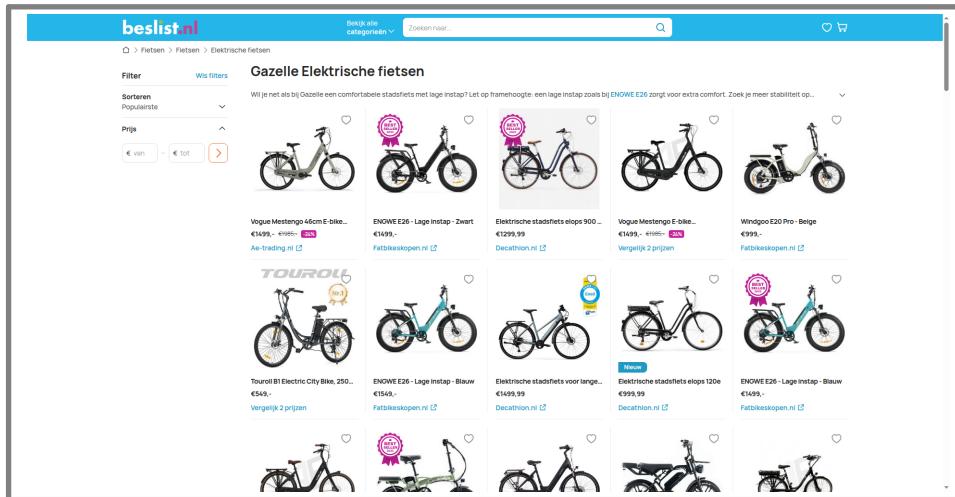
B prioritizes higher-recognition brands and a broader mix of styles near the top (better perceived quality and user value). A surfaces more generic/budget-style panniers early, giving less brand varie...

URL #9 - Visits: 178

Category: c

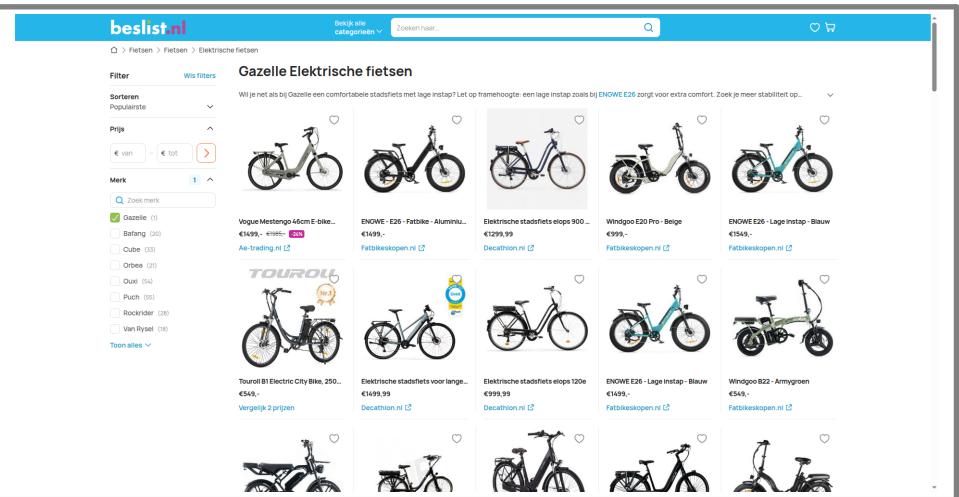
TIE - Both scored 5/10 - Confidence: 75%

Variant A (opt_seg=5)



Score: 5/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 5/10 | Duplicates: 0

Key Differences:

Visually the two rankings are nearly identical in product order and diversity. The main operational difference is that B shows the Gazelle brand filter active in the sidebar (better for navigation), w...

URL #10 - Visits: 175

Category: c

WINNER: Variant B (opt_seg=6) - Score: 7/10 vs 5/10 - Confidence: 80%

Variant A (opt_seg=5)

Dames Elektrische fietsen

Sorteren: Populairste

Prijs: € van - tot

Type: Electricke balkfietsen, Electricke fatbikes, Electricke hybride fiets..., Electricke mountainb..., Electricke stadsfiets..., Electricke transportfi..., Electricke vouwfietsen, Speed Pedelecs

Merk: Zoek merk: Altec, B'Twin, Bafang, Elips, Ouxi, Puch, Rockrider

Score: 5/10 | Duplicates: 0

Variant B (opt_seg=6)

Dames Elektrische fietsen

Sorteren: Populairste

Prijs: € van - tot

Type: Electricke balkfietsen, Electricke fatbikes, Electricke hybride fiets..., Electricke mountainb..., Electricke stadsfiets..., Electricke transportfi..., Electricke vouwfietsen, Speed Pedelecs

Merk: Zoek merk: Amigo, Bafang, B'Twin, Elips, Ouxi, Puch, Rockrider

Score: 7/10 | Duplicates: 0

Key Differences:

A includes non-bike products and accessories high in the ranking which harms relevance and top-result quality. B places actual electric bikes higher and offers better immediate variety of bike models,...

URL #11 - Visits: 163

Category: fietsen_484520_484533

WINNER: Variant B (opt_seg=6) - Score: 7/10 vs 5/10 - Confidence: 85%

Variant A (opt_seg=5)

The screenshot shows a search results page for "Elektrische Fiets" on beslist.nl. The results are filtered by popularity. The top result is a "Vogue Mestengo 46cm E-bike" from Ae-trading.nl at €1499,-. Other results include an ENOWE E26 - Lage Instap - Zwart, a Bosch Purion 200 display unit, a "Het smart systeem" badge, a "Vogue Mestengo E-bike" from Decathlon.nl, a "TOUROL" badge, an ENOWE E26 - Lage Instap - Blauw, and an "Electrische stadsfiets voor lange afstanden" from Decathlon.nl.

Score: 5/10 | Duplicates: 0

Variant B (opt_seg=6)

The screenshot shows a search results page for "Elektrische Fiets" on beslist.nl. The results are filtered by popularity. The top result is a "Vogue Mestengo 46cm E-bike" from Ae-trading.nl at €1499,-. Other results include an ENOWE E26 - Fatbike - Aluminium, a "Braun MPZ 9 Electrische..." badge, an "Electrische stadsfiets elops 900" from Amazon.nl, a "Windgo E20 Pro - Beige" badge, and a "TOUROL" badge.

Score: 7/10 | Duplicates: 0

Key Differences:

B has fewer non-bike items among the top results and therefore higher relevance and better topical diversity of electric-bike types; A mixes in unrelated products and less-consistent top results.

URL #12 - Visits: 160

Category: c

WINNER: Variant B (opt_seg=6) - Score: 7.5/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)

The screenshot shows a product listing for 'Elektrische fietsen Lage instap' (Electric bicycles with integrated battery). The interface includes a sidebar with filters for Type (Electric fatbikes, Electric mountainbikes, Electric citybikes, Electric foldingbikes), Brand (Amigo, Ouxi, Villette), Series (Giant Entour, Ouxi V8, Vogue Premium), and Audience Group (Dames, Heren, Volwassenen). The main area displays 12 products, mostly ENOWE models, with some featuring a pink ribbon badge. The products are arranged in two columns.

Score: 6/10 | Duplicates: 3

Variant B (opt_seg=6)

The screenshot shows the same product listing as Variant A, but with a different filter configuration. The sidebar includes filters for Type (Electric fatbikes, Electric mountainbikes, Electric citybikes, Electric foldingbikes), Brand (Amigo, Ouxi, Villette), Series (Giant Entour, Ouxi V8, Vogue Premium), and Audience Group (Dames, Heren, Volwassenen). The main area displays 12 products, including ENOWE, Windgo, and Vogue models, with some featuring a pink ribbon badge. The layout is identical to Variant A, but the filtering options are more comprehensive.

Score: 7.5/10 | Duplicates: 2

Key Differences:

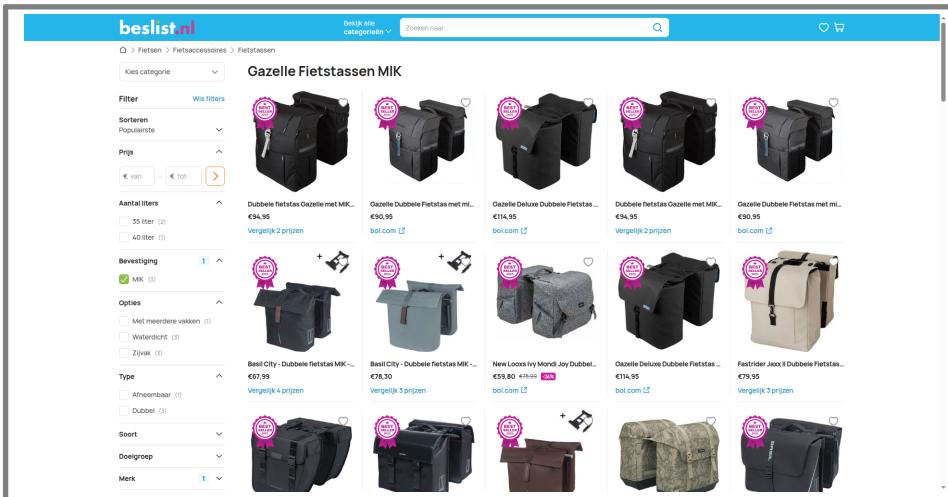
B shows more varied product types and price points within the first page and places a broader set of brands/models higher. A is more focused on the same popular model(s) repeated near the top, which r...

URL #13 - Visits: 153

Category: c

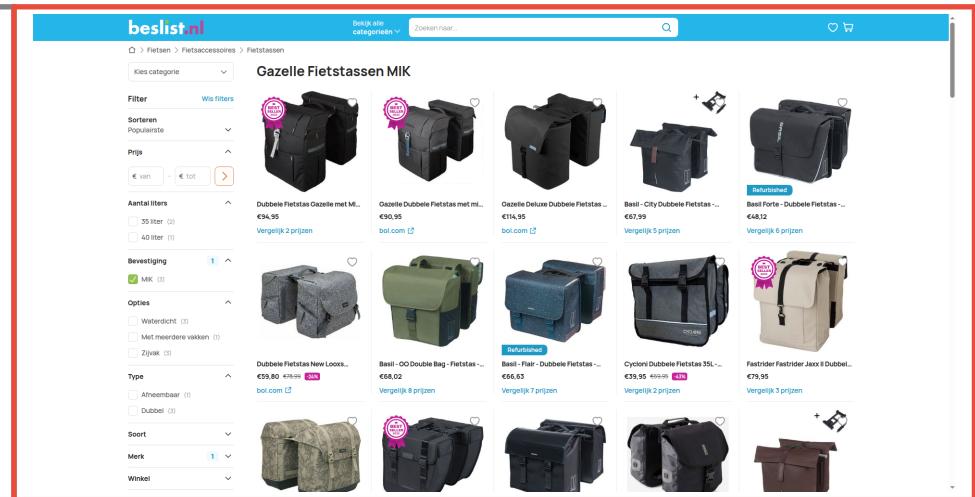
WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 6/10 | Duplicates: 4

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 0

Key Differences:

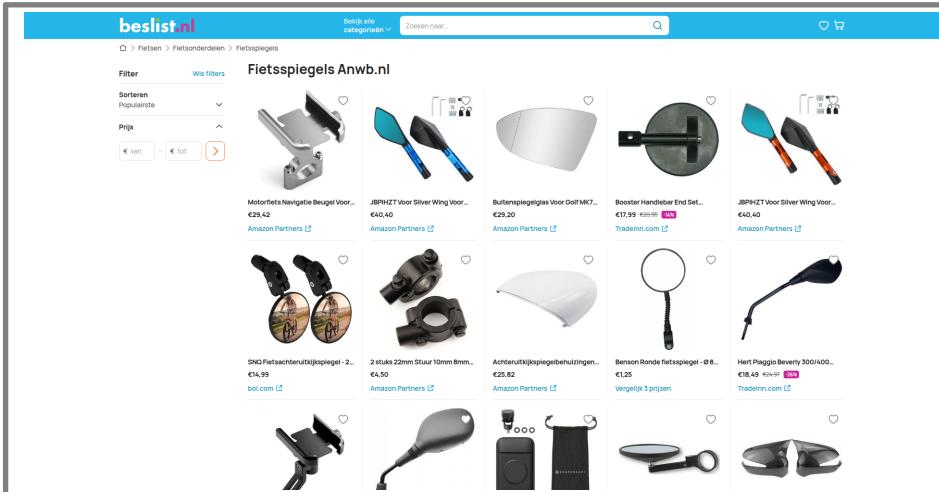
A shows multiple identical product images (same Gazelle photos repeated) which hurts diversity and exploration. B keeps the top results more image-unique and varied (different models/brands/prices) wh...

URL #14 - Visits: 139

Category: c

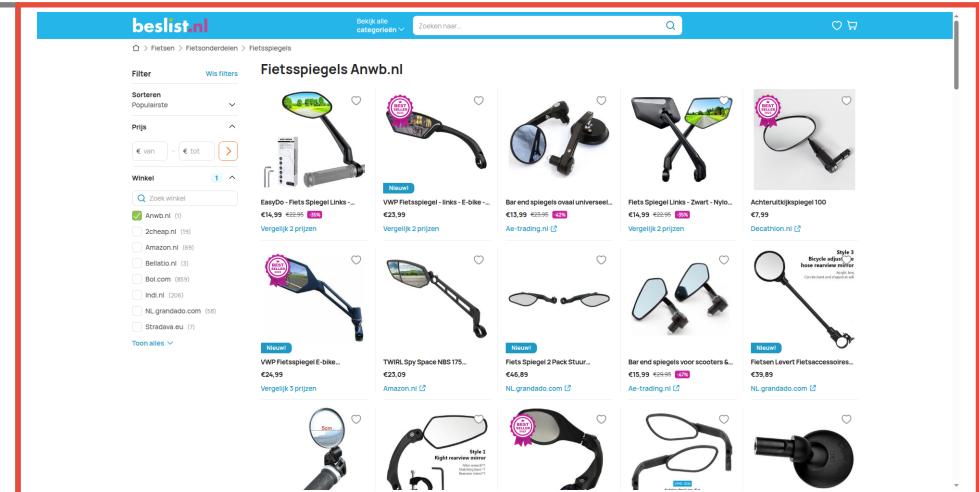
WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 4/10 - Confidence: 90%

Variant A (opt_seg=5)



Score: 4/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 0

Key Differences:

B ranks relevant bicycle mirrors higher and presents a clearer, more focused mix of mirror types and user-value signals; A mixes non-mirror and car/motorcycle items into top slots, hurting relevance a...

URL #15 - Visits: 131

Category: elektrische_fiets_met_middenmotor

WINNER: Variant A (opt_seg=5) - Score: 7/10 vs 6/10 - Confidence: 82%

Variant A (opt_seg=5)

Score: 7/10 | Duplicates: 2

Variant B (opt_seg=6)

Score: 6/10 | Duplicates: 2

Key Differences:

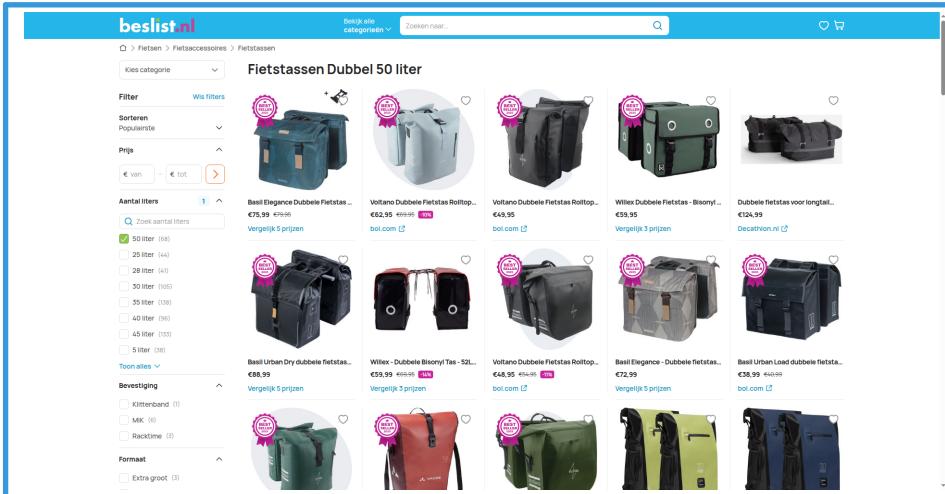
A prioritizes full e-bikes in the top results and places accessories/parts lower, improving top-result quality and user intent match. B places a motor kit higher (top 3), reducing immediate relevance,...

URL #16 - Visits: 129

Category: c

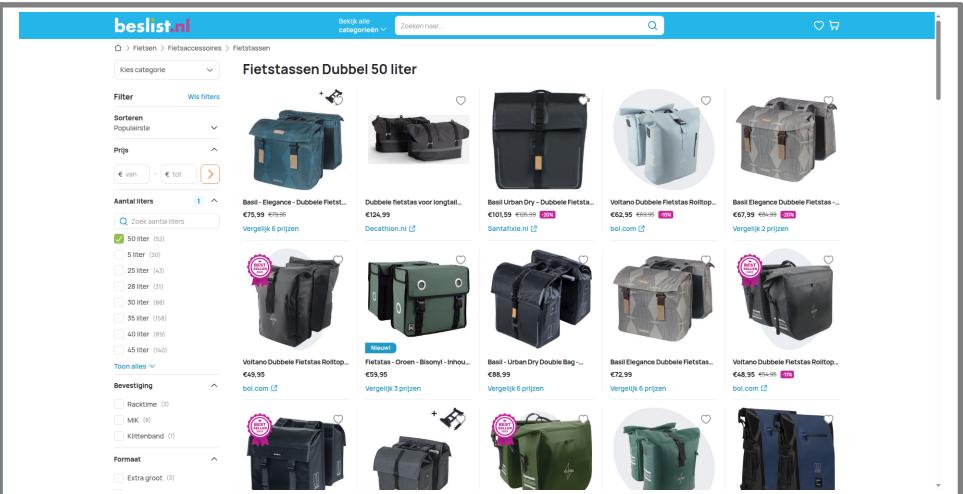
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 7/10 - Confidence: 82%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 7/10 | Duplicates: 0

Key Differences:

A prioritizes waterproof roll-top and popular/best-seller panniers higher (better immediate relevance and perceived value). B shows a few bulkier or more expensive variants earlier and is slightly less...

URL #17 - Visits: 125

Category: c

WINNER: Variant B (opt_seg=6) - Score: 7/10 vs 5/10 - Confidence: 80%

Variant A (opt_seg=5)

Kijk goed wat bij jouw wensen past. Als je een betrouwbaar oplader zoekt, kun je kiezen voor de OO SOLIDI® Oplader voor Batavus Lucca E-go of de variant voor Altec via deze link. [Ben]...

Sorteren Populairste

Prijs € van € tot

Merk

Zoek merk

Toon alle...

Score: 5/10 | Duplicates: 0

Variant B (opt_seg=6)

Kijk goed wat bij jouw wensen past. Als je een betrouwbaar oplader zoekt, kun je kiezen voor de OO SOLIDI® Oplader voor Batavus Lucca E-go of de variant voor Altec via deze link. [Ben]...

Sorteren Populairste

Prijs € van € tot

Merk

Zoek merk

Batavus (1)

Toon alle...

Score: 7/10 | Duplicates: 0

Key Differences:

B applies brand-level filtering/priority so results are more focused on the queried brand and display a more relevant mix of city-style e-bikes and likely Batavus matches; A shows a broader, less-targeted...

URL #18 - Visits: 124

Category: c

WINNER: Variant B (opt_seg=6) - Score: 7/10 vs 6/10 - Confidence: 75%

Variant A (opt_seg=5)

Score: 6/10 | Duplicates: 0

Variant B (opt_seg=6)

Score: 7/10 | Duplicates: 0

Key Differences:

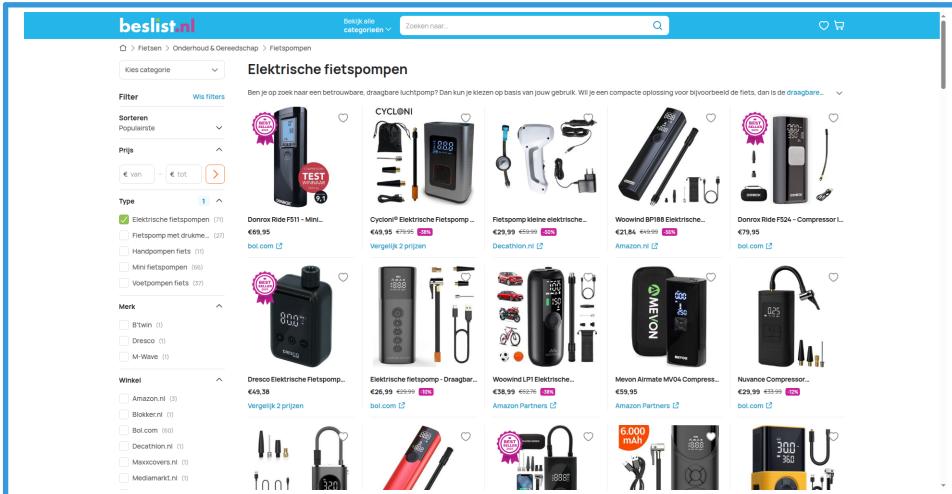
B provides better product variety in the top results (different brands, styles and price points) and places popular/recognizable items earlier. A clusters similar models/brand variants near the top, r...

URL #19 - Visits: 123

Category: c

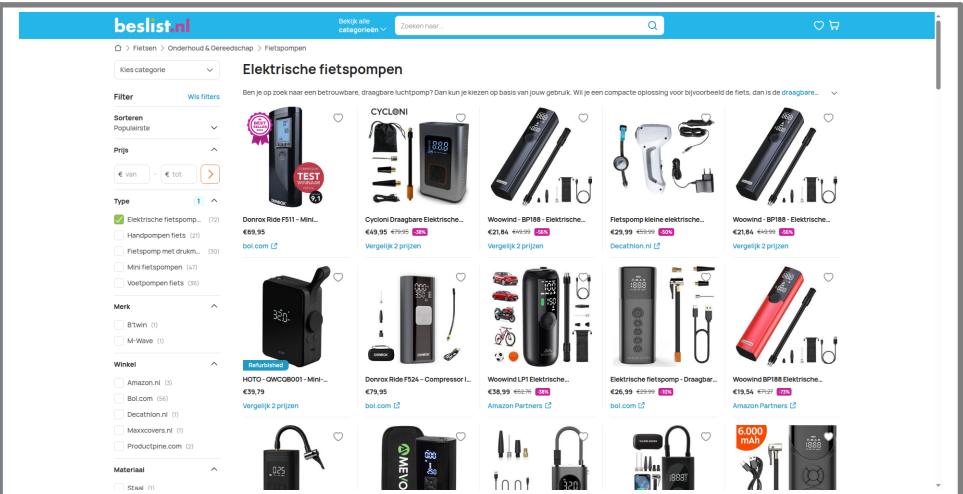
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 1

Key Differences:

A shows greater product variety and more distinct top items; B repeats an identical product image in the top results (reducing diversity) and therefore offers lower perceived value at the very top of ...

URL #20 - Visits: 123

Category: fietsen_484520_484535

WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 82%

Variant A (opt_seg=5)

Score: 6/10 | Duplicates: 2

Variant B (opt_seg=6)

Score: 8/10 | Duplicates: 0

Key Differences:

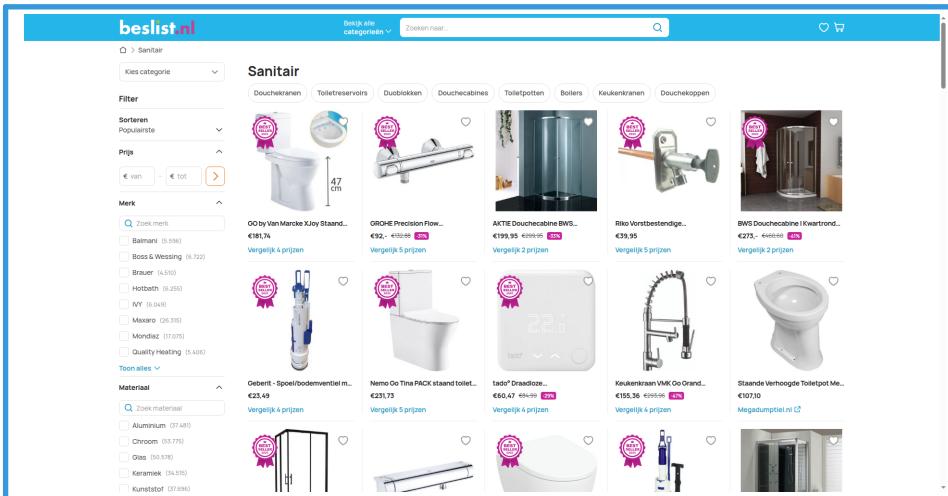
B shows better product variety and less image repetition in the first page: more distinct adult mountain/e-bikes and clearer deal badges. A has repetitive images of the same model and more child/road-...

URL #21 - Visits: 121

Category: main_sanitair

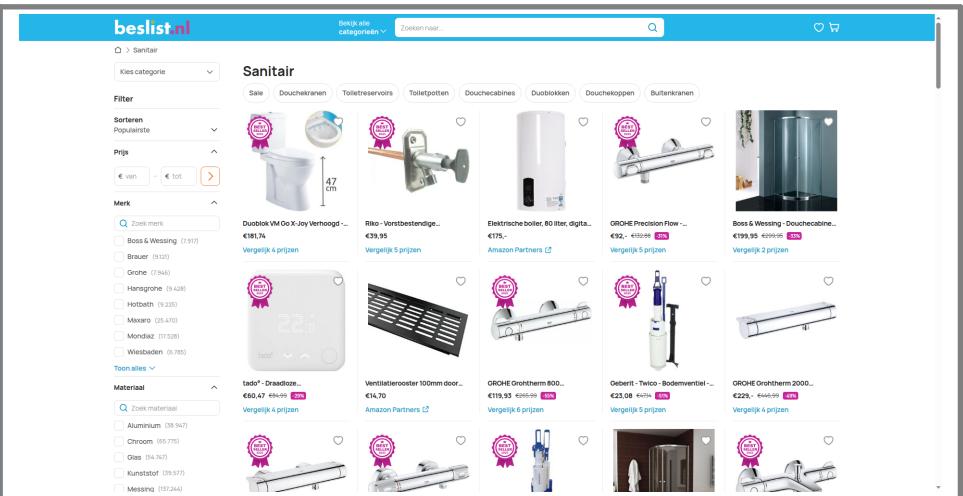
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 1

Key Differences:

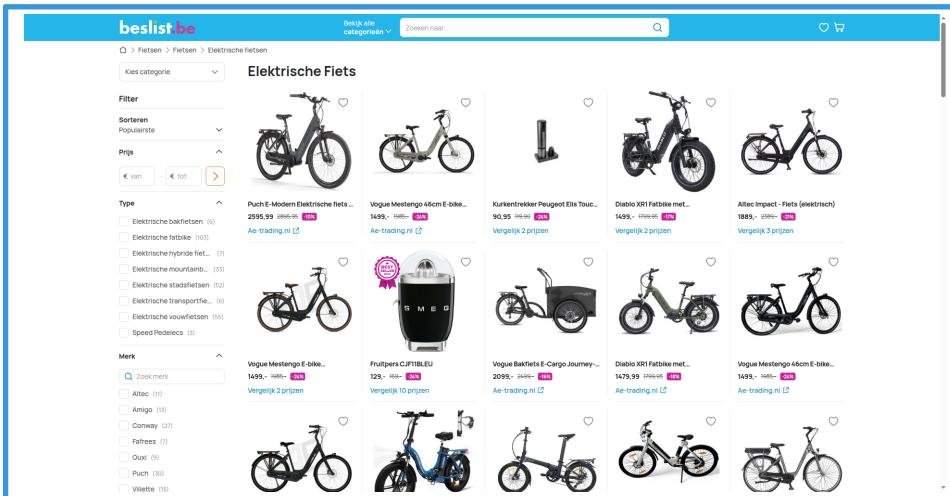
A provides greater product variety and category coverage in the top results, improving exploration for general sanitary shopping. B shows more repeated product imagery and similar product types (therm...)

URL #22 - Visits: 121

Category: fietsen_484520_484533

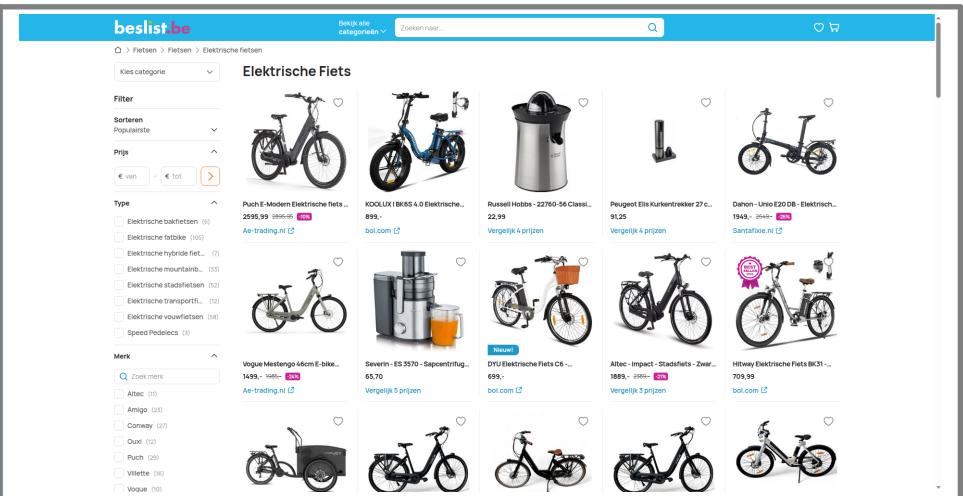
WINNER: Variant A (opt_seg=5) - Score: 7/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 7/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 0

Key Differences:

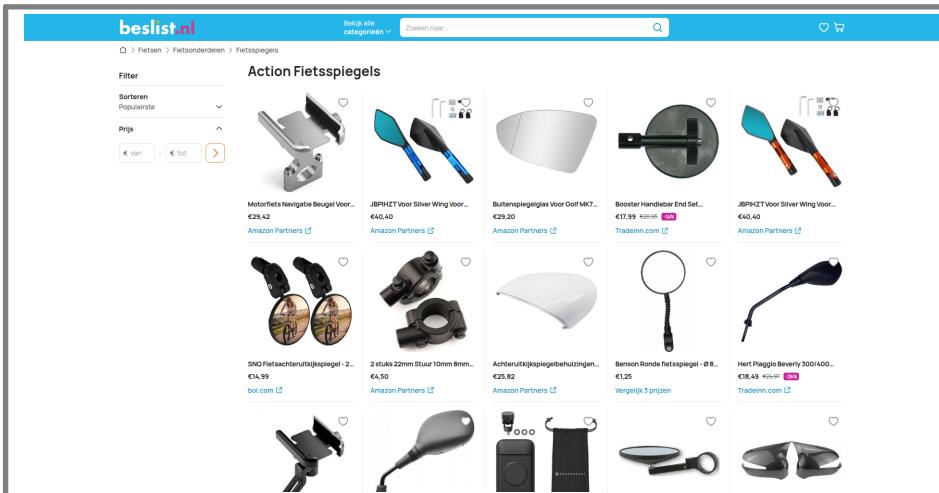
A prioritizes full-size electric bikes and bike-relevant variants in the top results; B surfaces more non-bike items and small/novelty items higher, creating noise and lower immediate relevance.

URL #23 - Visits: 120

Category: action

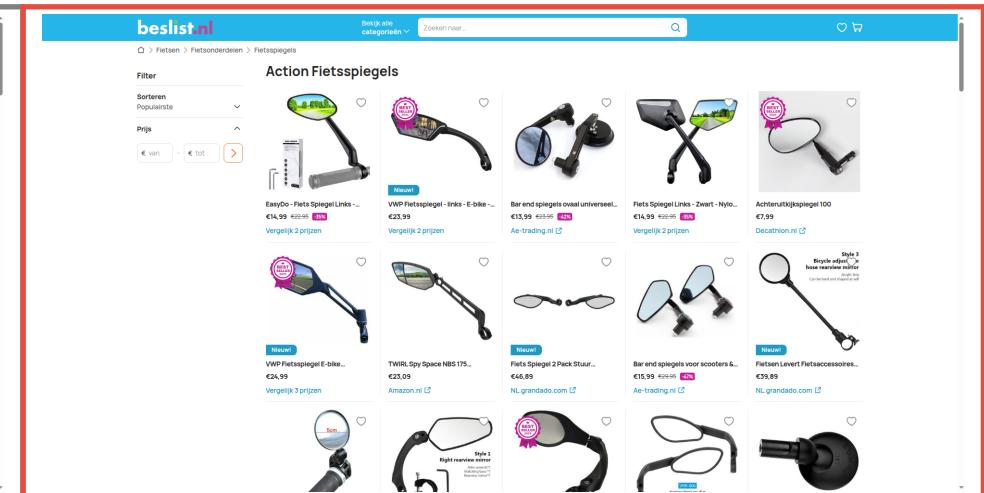
WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 3/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 3/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 0

Key Differences:

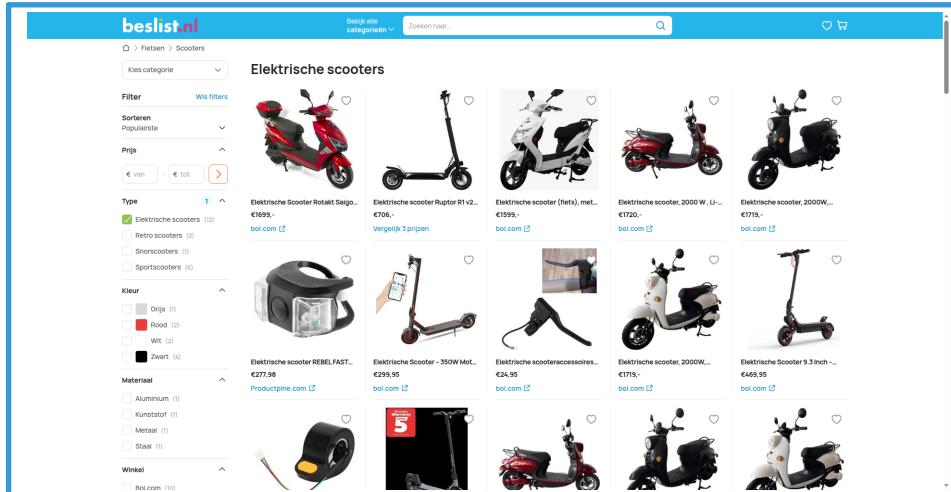
A includes several unrelated or marginal items in top positions (phone mount, car mirror glass, generic parts), hurting relevance and user value. B focuses the top ranks on actual bicycle mirrors, sho...

URL #24 - Visits: 118

Category: c

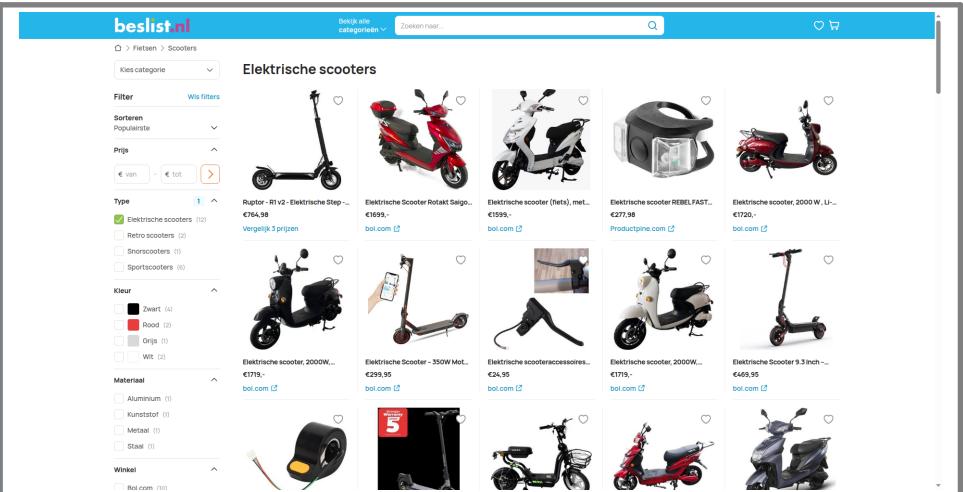
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 0

Key Differences:

A keeps vehicle listings (mopeds and kick-scooters) in top positions and therefore feels more relevant; B interleaves accessories early, reducing topical relevance and perceived quality of top results...

URL #25 - Visits: 117

Category: c

WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 87%

Variant A (opt_seg=5)

This screenshot shows a search results page for 'Elektrische vouwfietsen' (electric folding bicycles) on beslist.nl. The interface includes a top navigation bar with categories like 'Fietassen > Fietzen > Elektrische fietsen'. Below the navigation is a search bar and a 'Kies categorie' dropdown. The main content area displays a grid of 15 product cards, each featuring a thumbnail image, the product name, and its price. The products shown include various models from brands like Windgoo, Keenso, and Engwe. The sidebar on the left contains filters for 'Type' (with 'Elektrische vouwfietsten' selected), 'Sorteren' (sorted by popularity), 'Prijs' (price range from € van - tot € tot), and 'Merk' (brands like Adore, Altec, B'Twin, Dahon, Ouxi, and Puch). The overall layout is clean and organized.

Score: 6/10 | Duplicates: 0

Variant B (opt_seg=6)

This screenshot shows the same search results page for 'Elektrische vouwfietsten' as Variant A, but with a different filter configuration. The 'Type' filter now includes 'Elektrische vouwfietsten' and 'Elektrische fietsen'. The rest of the interface and product listing are identical to Variant A. A red border highlights the right side of the page, indicating a visual difference between the two variants.

Score: 8/10 | Duplicates: 0

Key Differences:

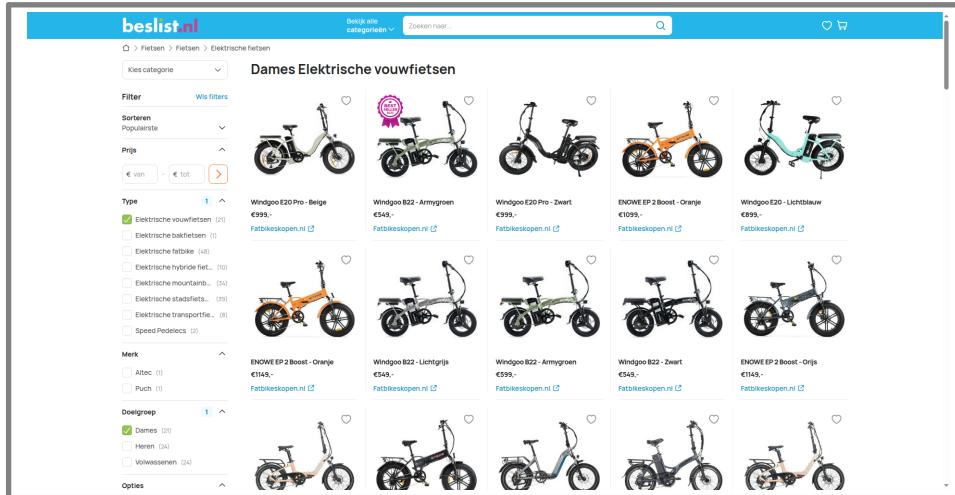
B reduces prominence of irrelevant accessory content in the top slots and surfaces a wider variety of distinct folding-bike models and brands earlier; A has an irrelevant product in the top 3 and show...

URL #26 - Visits: 115

Category: c

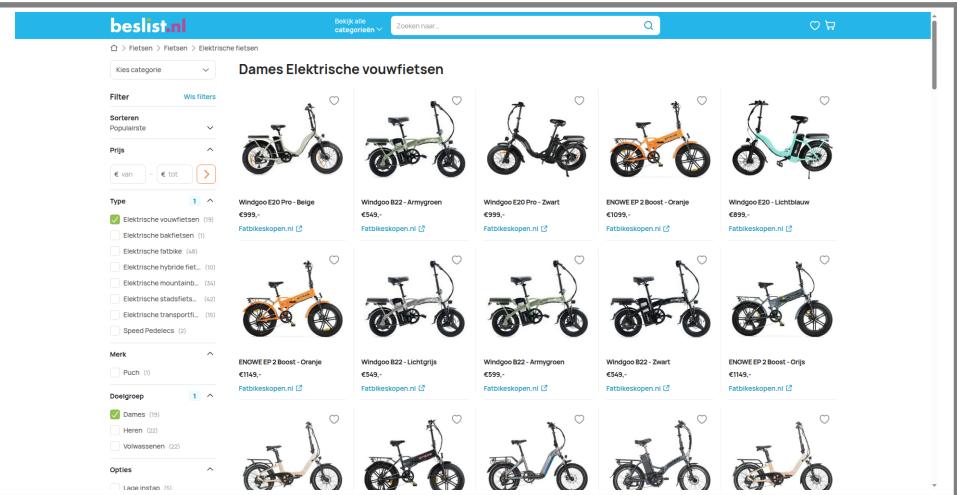
TIE - Both scored 7/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 7/10 | Duplicates: 4

Variant B (opt_seg=6)



Score: 7/10 | Duplicates: 4

Key Differences:

Practically no meaningful difference in ranking quality — both algorithms surface the same set of models in the top positions and prioritize similar price points and popular models. Any differences ar...

URL #27 - Visits: 106

Category: c

WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 7/10 - Confidence: 80%

Variant A (opt_seg=5)

The screenshot shows a search results page for 'Fatbikes' on the website beslist.be. The page header includes the website name, a search bar, and navigation links. On the left, there are several filter options: 'Kies categorie' dropdown, 'Sorteren' dropdown set to 'Populairste', and a 'Prijs' range selector. Below these are filters for 'Type' (Electriche fatbike, Electriche bakfiets, Electriche hybride fiel...), 'Merk' (Altec, Ouxi, Villette), and 'Serie' (Ouxi Q8, Ouxi V1). The main content area displays 10 product cards for different electric fatbikes, each with an image, model name, price, and a 'Vergelijk 2 prijzen' button. The products shown include models like 'Diablo XRI Fatbike met...', 'Engwe ENGINE PRO - Blauw 2.0...', 'Engwe ENGINE PRO - Zwart 2.0...', 'Diablo Storm Fatbike Vouwfets...', 'Engwe M20 - Fatbike - Oren - 13...', 'Coloreway BK851 Elektrische Fiet...', 'Coloreway Fatbike 20 x 4.0 - Fatbi...', 'Windgo FI Elektrische Fiets 7.5...', 'Fatbike - Zwart - 250W - Met...', and 'Diablo XRS Fatbike met...'. The page has a clean, modern design with a blue header and white background.

Score: 7/10 | Duplicates: 0

Variant B (opt_seg=6)

The screenshot shows a search results page for 'Fatbikes' on the website beslist.be, identical in structure to Variant A. The page header, filters, and product cards are all present. The products shown are the same as in Variant A, including 'Diablo XRI Fatbike met...', 'Engwe ENGINE PRO - Blauw 2.0...', 'Engwe ENGINE PRO - Zwart 2.0...', 'Diablo Storm Fatbike Vouwfets...', 'Engwe M20 - Fatbike - Oren - 13...', 'Coloreway BK851 Elektrische Fiet...', 'Coloreway Fatbike 20 x 4.0 - Fatbi...', 'Windgo FI Elektrische Fiets 7.5...', 'Fatbike - Zwart - 250W - Met...', and 'Diablo XRS Fatbike met...'. The main difference is the visual presentation, where some products are more prominently displayed or highlighted compared to Variant A. For example, the 'HITWAY Elektrische Fiets - E-BIKE...' model is highlighted with a green circle.

Score: 8/10 | Duplicates: 0

Key Differences:

B prioritizes a wider variety of distinct models in the top positions (more unique silhouettes and types), while A clusters multiple color/variant listings of the same model near the top, reducing div...

URL #28 - Visits: 104

Category: c

WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 7/10 - Confidence: 80%

Variant A (opt_seg=5)

This screenshot shows the search results for 'Glazen Douchewanden' on beslist.nl. The results are filtered by material: Glass (5,950), Aluminum (1,763), Chrome (1,348), and Brass (186). The top results include various shower wall models like 'Douchewand met schuifdeur...', 'Zijwand inloopdouche Wiesbaden...', 'Saxo Solo Douchewand - Incl...', and 'Douchewand met schuifdeur...'. The page has a clean layout with product cards showing images, names, prices, and links to external sites.

Score: 7/10 | Duplicates: 2

Variant B (opt_seg=6)

This screenshot shows the search results for 'Glazen Douchewanden' on beslist.nl using Variant B. The results are more spread out across the page, showing a better price/format spread. The top results include walk-in panels, sliding doors, and full enclosures. The page layout is similar to Variant A but with a different arrangement of products.

Score: 8/10 | Duplicates: 2

Key Differences:

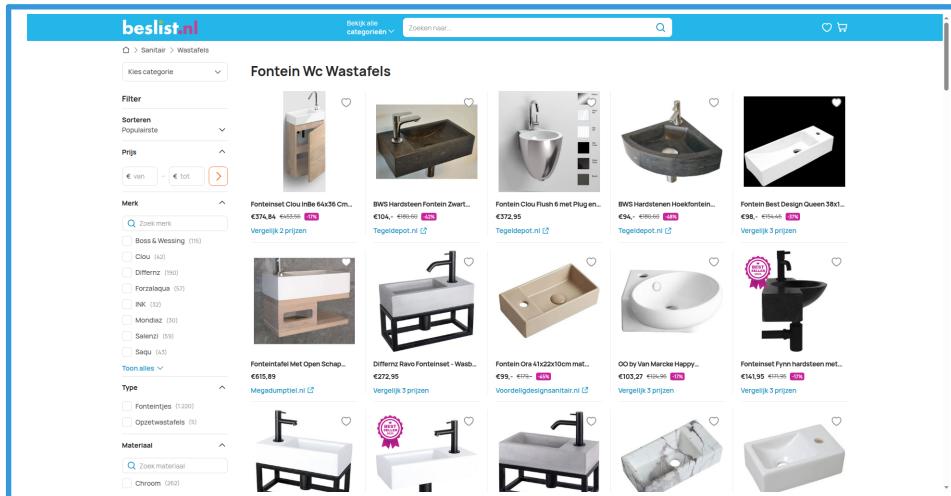
B shows greater immediate variety in the top results (walk-in panels, sliding doors, full enclosures) and better price/format spread. A clusters similar product types higher up and places some lower-up.

URL #29 - Visits: 103

Category: fontein_wc

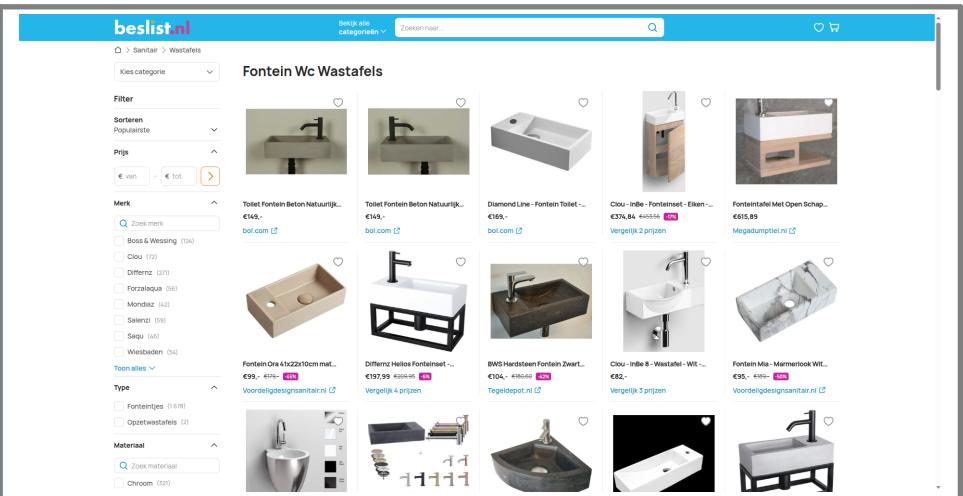
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 90%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 1

Key Differences:

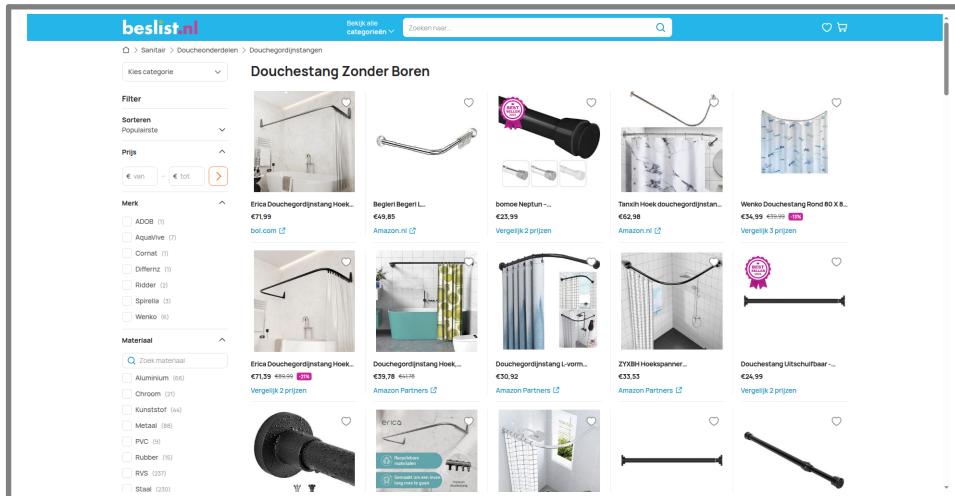
A offers better visual variety and more useful top results for discovery; B suffers from an identical image repeated in the top positions which reduces diversity and likely user value.

URL #30 - Visits: 103

Category: douchestang_zonder_boren

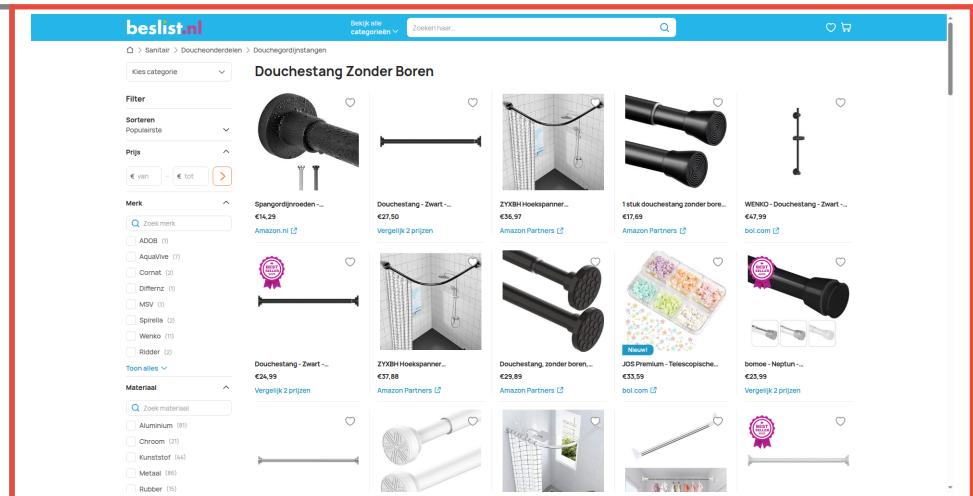
WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 7/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 7/10 | Duplicates: 2

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 4

Key Differences:

B prioritises direct, clearly identifiable no-drill rods and product detail shots up front, improving immediate relevance. A shows more varied installed-room lifestyle shots and comparison links but a...

URL #31 - Visits: 102

Category: c

WINNER: Variant B (opt_seg=6) - Score: 7/10 vs 6/10 - Confidence: 70%

Variant A (opt_seg=5)

Score: 6/10 | Duplicates: 4

Variant B (opt_seg=6)

Score: 7/10 | Duplicates: 4

Key Differences:

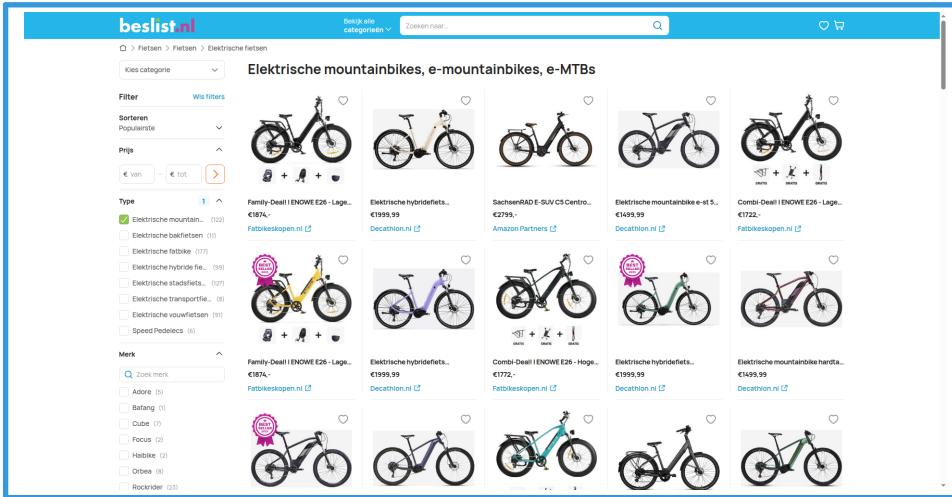
B places a Diablo fatbike earlier and mixes different fatbike models among the top slots, improving perceived variety and top-result quality. A shows more repeated ENOWE listings near the top which re...

URL #32 - Visits: 98

Category: c

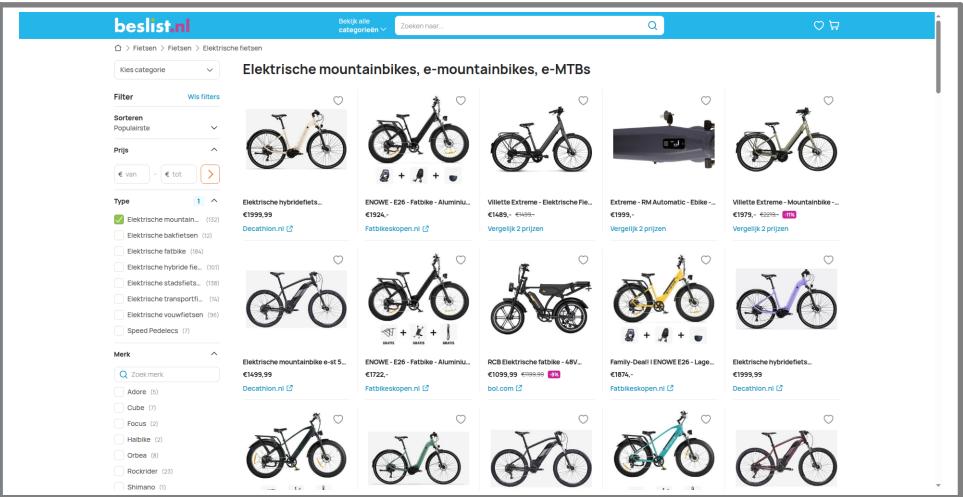
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 82%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 2

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 2

Key Differences:

A emphasizes full-product images and a broader mix of frame styles and perceived product quality in the top slots. B places some less-informative images (close-up / cropped views) and lower perceived ...

URL #33 - Visits: 98

Category: c

WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 86%

Variant A (opt_seg=5)

Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)

Score: 6/10 | Duplicates: 2

Key Differences:

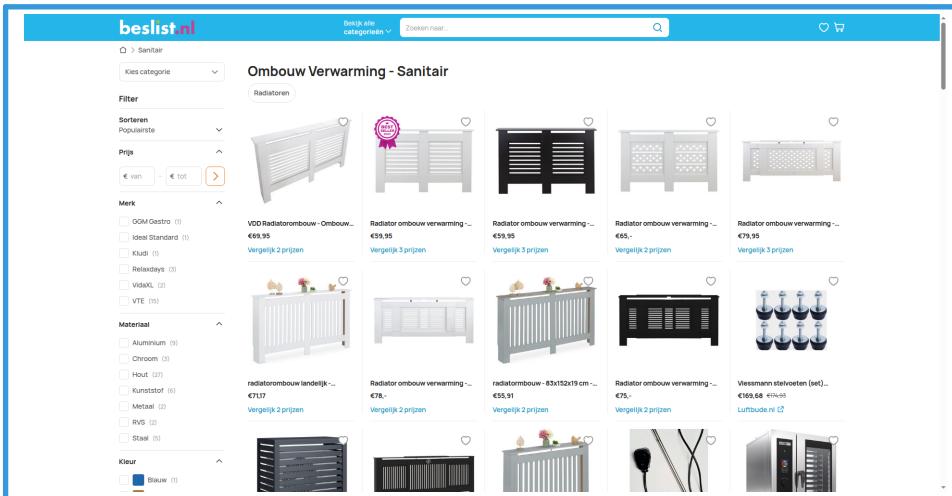
A provides greater product diversity and a better mix of popular/quality items at the top; B shows repeated visual entries and less variety in the first page, making the top results feel more redundant...

URL #34 - Visits: 97

Category: ombouw_verwarming

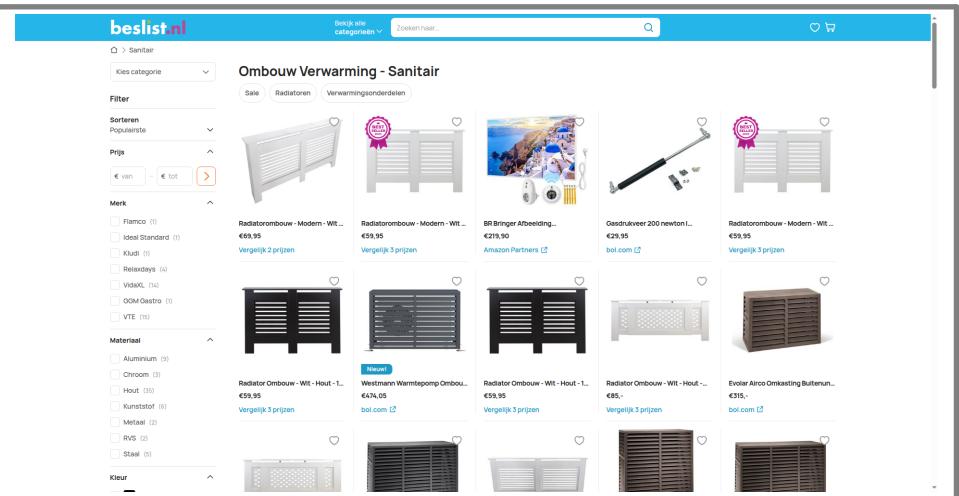
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 4

Key Differences:

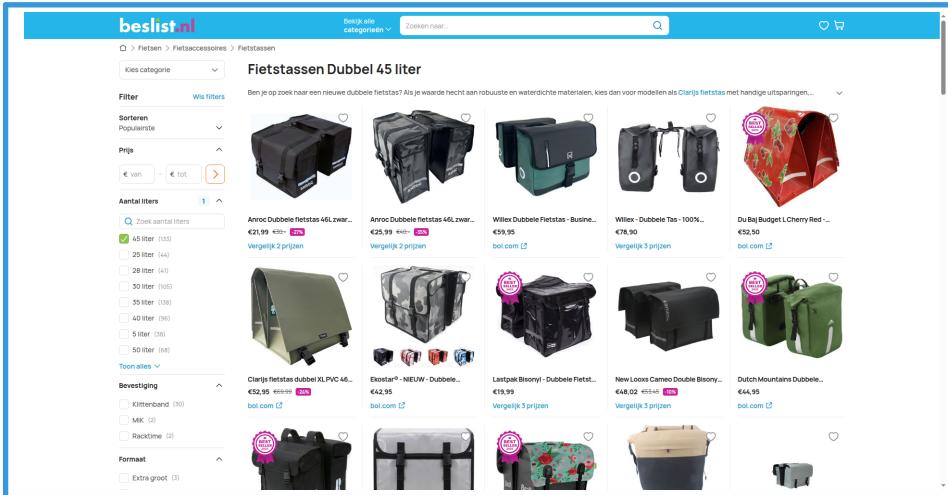
A ranks directly relevant radiator covers consistently in the top positions, providing better variety of models and clear product photos. B shows more duplicates and a few off-target items among the t...

URL #35 - Visits: 97

Category: c

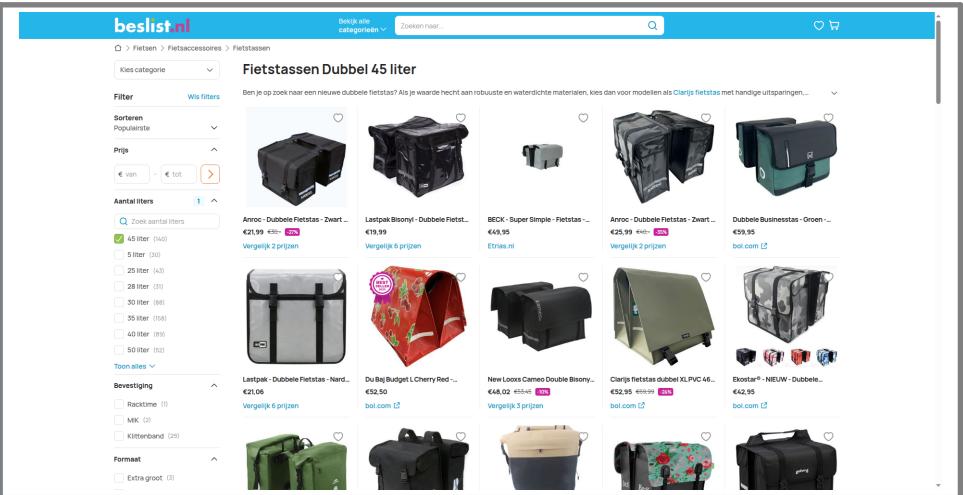
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 7/10 - Confidence: 75%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 7/10 | Duplicates: 0

Key Differences:

A biases toward larger-capacity / clearly pannier-styled products (46L Anroc, tent-style Clarijs, waterproof models) and shows a slightly broader variety of form-factors in the top slots. B surfaces s...

URL #36 - Visits: 96

Category: lichtgewicht_damesfiets_lage_instap

WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)

The screenshot shows a search results page for 'Lichtgewicht Damesfiets Lage Instap' on beslist.nl. The results are filtered to show electric bicycles (Elektrische fietsen). The sidebar on the left contains various filters: 'Sorteren' (Populariteit), 'Prijs' (Price range from € van - tot € tot), 'Doelgroep' (Target group: Dames, Vrouwen), 'Merk' (Brand: Amigo), 'Wielmaat' (Wheel size: 28 inch), 'Kleur' (Color: Blauw, Oranje, Wit, Zilver, Zwart), 'Materiaal' (Material), and 'Aantal versnellingen' (Number of gears). The results display several bicycle models with their names, prices, and 'Vergelijk 2 prijzen' (Compare 2 prices) buttons.

Score: 8/10 | Duplicates: 5

Variant B (opt_seg=6)

The screenshot shows the same search results as Variant A, but with a different segmentation (opt_seg=6). This results in fewer distinct product variants being displayed. Most of the bicycles shown are from the Amigo brand, specifically the E-Alvor model in various colors (Blue, Orange, White, Silver, Black). The sidebar filters remain the same as in Variant A.

Score: 6/10 | Duplicates: 6

Key Differences:

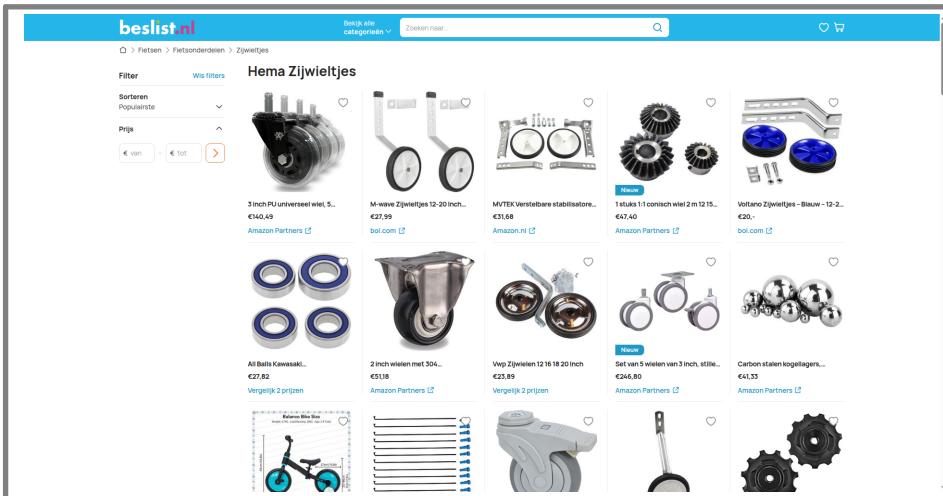
A has stronger product variety and higher-quality top results (different models/brands visible), while B over-promotes identical product images (multiple sellers of the same bike) which reduces divers...

URL #37 - Visits: 95

Category: c

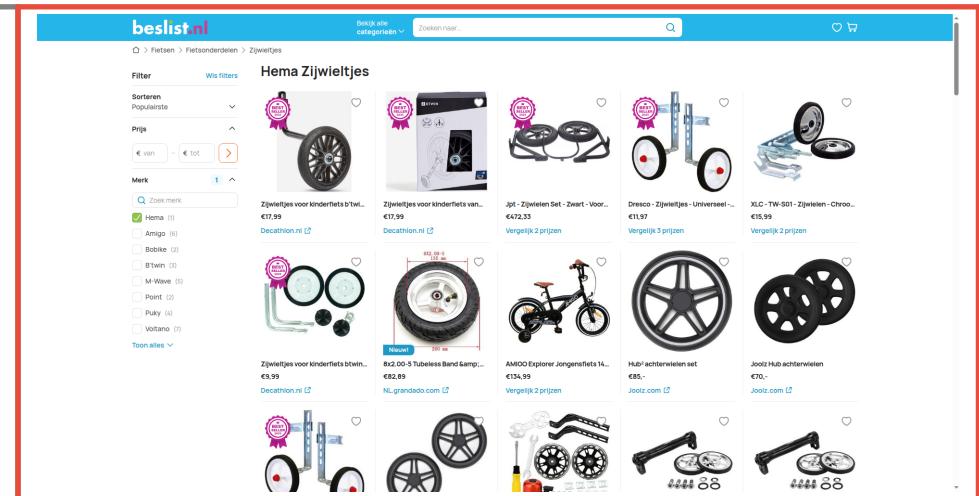
WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 4/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 4/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 0

Key Differences:

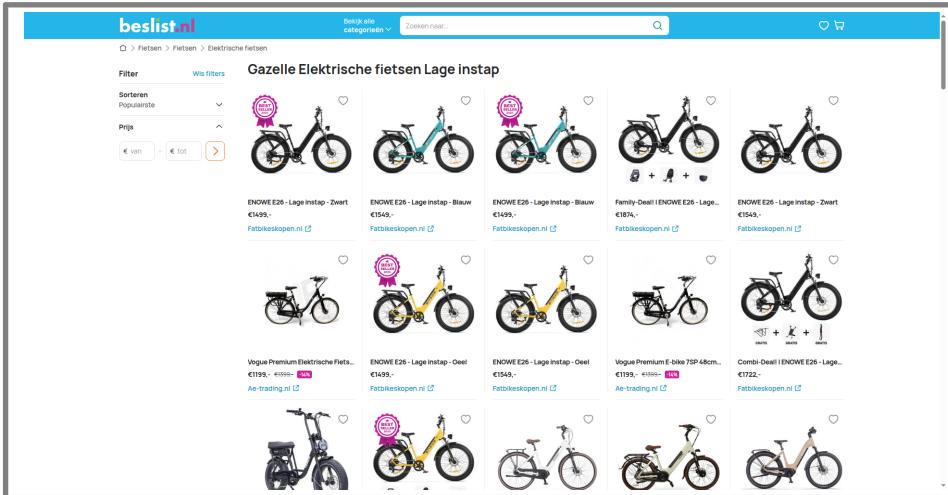
B is more focused on training wheels and presents recognizable product images and shopping signals (packaging, badges, brand items) near the top. A shows higher variety but much of it is offquery (in...)

URL #38 - Visits: 93

Category: c

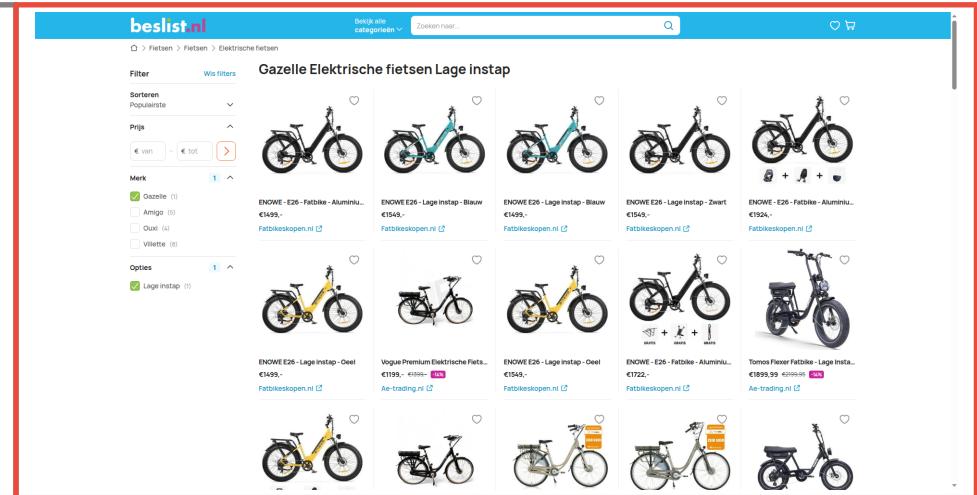
WINNER: Variant B (opt_seg=6) - Score: 6/10 vs 4/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 4/10 | Duplicates: 6

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 4

Key Differences:

Algorithm A surfaces many near-duplicate ENGWE E26 thumbnails near the top, reducing diversity and exploration value. Algorithm B shows fewer immediate repeats and a slightly broader set of models (in...)

URL #39 - Visits: 93

Category: fietsen_484519_23808019

WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)

Score: 6/10 | Duplicates: 0

Variant B (opt_seg=6)

Score: 8/10 | Duplicates: 0

Key Differences:

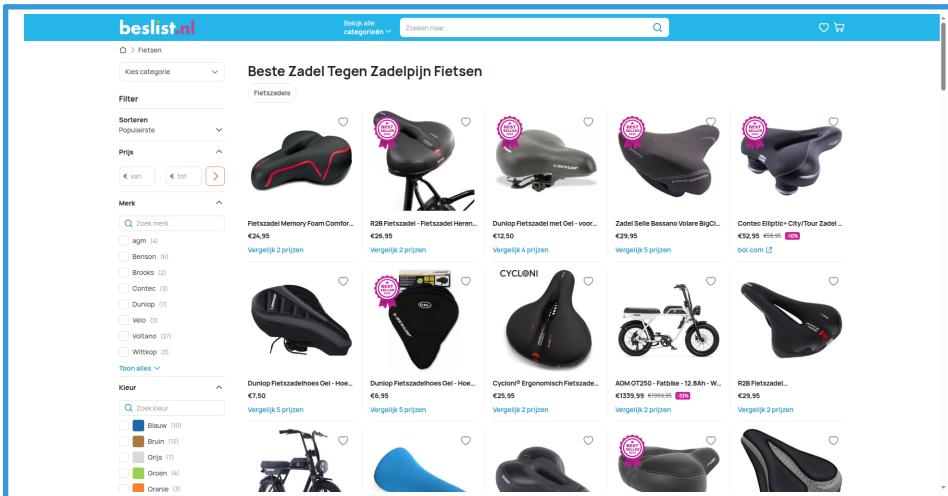
B prioritizes popular panniers and strong brands early (better relevance and trust signals). A surfaces smaller accessories and less typical top-of-list items first, reducing immediate relevance and p...

URL #40 - Visits: 92

Category: beste_zadel tegen_zadelpijn

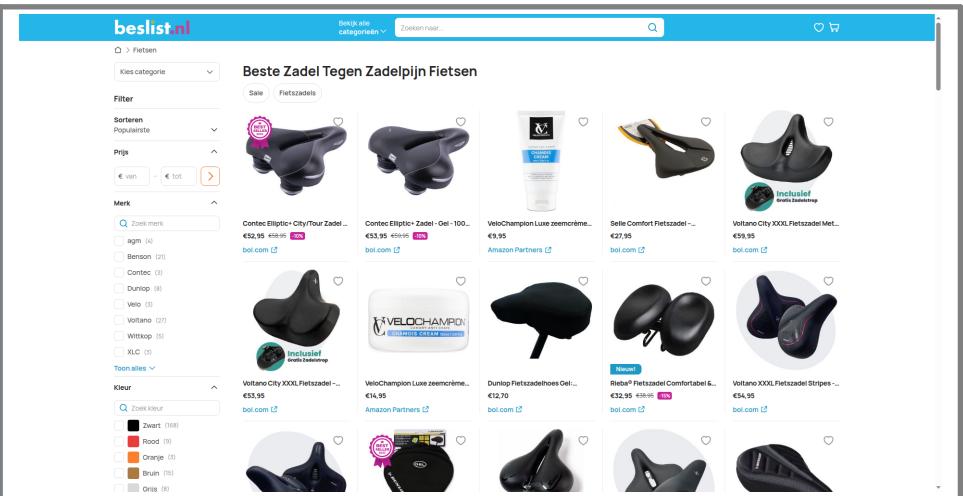
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 2

Key Differences:

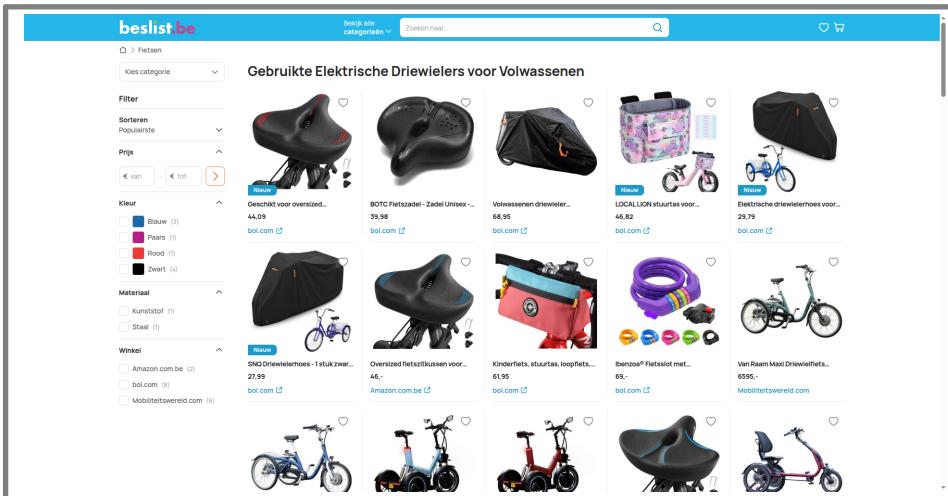
A offers better topical coverage of comfort-oriented saddle types (memory foam, gel, ergonomic cut-outs) and a wider variety of distinct models in the top slots, improving relevance and choice. B plac...

URL #41 - Visits: 91

Category: gebruikte_elektrische_driewielers_volwassenen

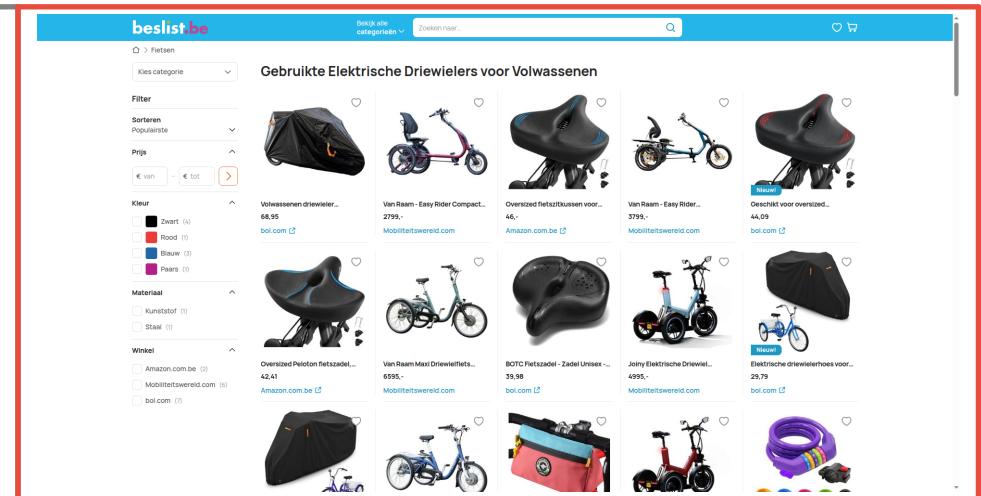
WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 4/10 - Confidence: 85%

Variant A (opt_seg=5)



Score: 4/10 | Duplicates: 1

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 1

Key Differences:

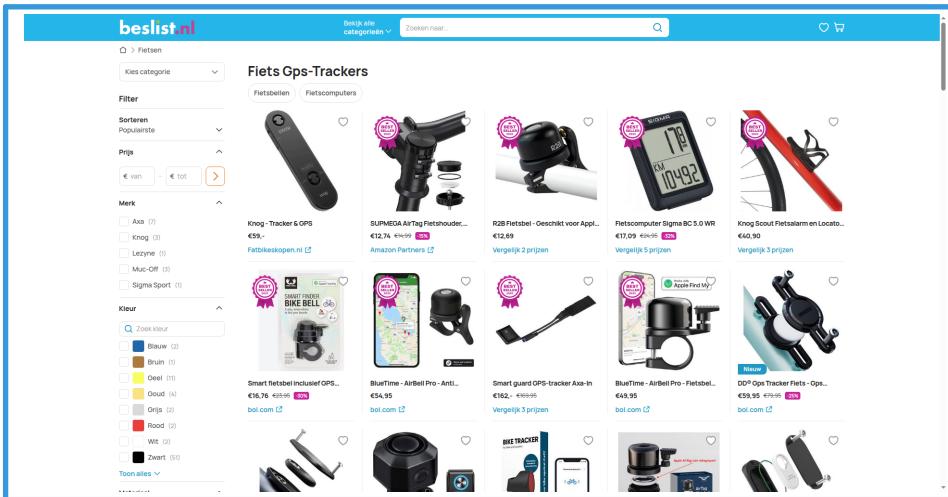
B ranks full adult electric tricycles higher and earlier; A emphasizes accessories and smaller items in top positions. B offers better immediate relevance and higher-quality top results, while A has m...

URL #42 - Visits: 88

Category: gps-tracker

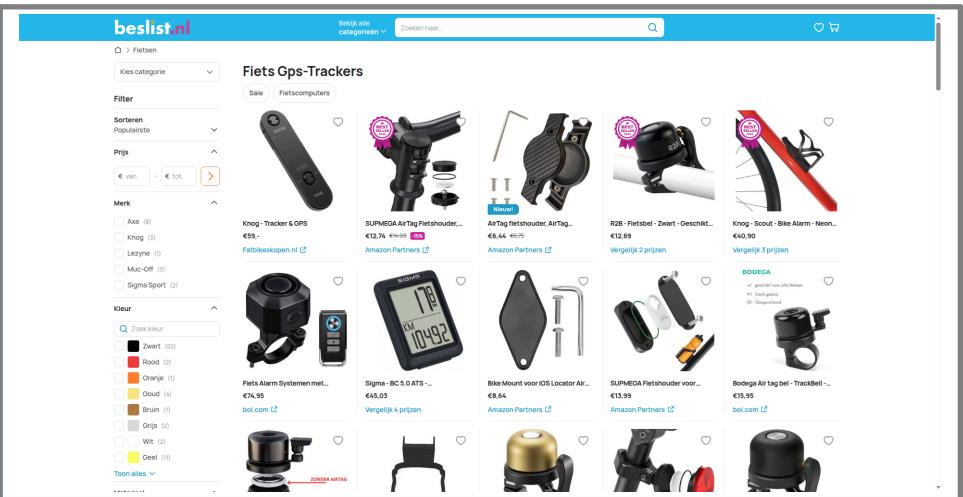
WINNER: Variant A (opt_seg=5) - Score: 7/10 vs 6/10 - Confidence: 75%

Variant A (opt_seg=5)



Score: 7/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 0

Key Differences:

A prioritizes dedicated trackers and a bike computer earlier; B favors accessory items (AirTag holders-mounts) at the top, reducing immediate relevance. A therefore has slightly better top-result qual...

URL #43 - Visits: 88

Category: c

WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)

This screenshot shows the search results for 'Basil Fietsassen MIK' on beslist.nl. The results are heavily filtered by the 'MIK' format, which is selected in the sidebar. This filtering has led to a lack of variety, with many similar City-style pannier models appearing at the top. The sidebar also shows other filter options like 'Vergelijk 4 prijzen' and 'Vergelijk 2 prijzen'.

Score: 6/10 | Duplicates: 0

Variant B (opt_seg=6)

This screenshot shows the same search results for 'Basil Fietsassen MIK' but with a different segmentation ('opt_seg=6'). The results are more diverse, displaying a wider range of Basil pannier models, including various colors and styles. The sidebar also includes additional filters like 'Refurbished' and 'Vergelijk 5 prijzen'.

Score: 8/10 | Duplicates: 0

Key Differences:

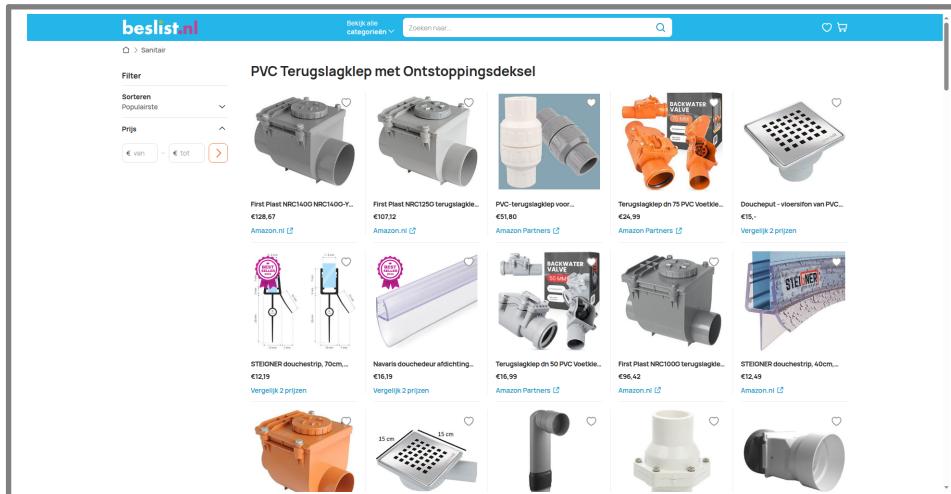
A tends to cluster similar City-style panniers (including color variants) at the top, reducing variety. B surfaces a wider set of models and styles among the first results, improving discovery and use...

URL #44 - Visits: 86

Category: pvc_terugslagklep_m...ontstoppingsdeksel

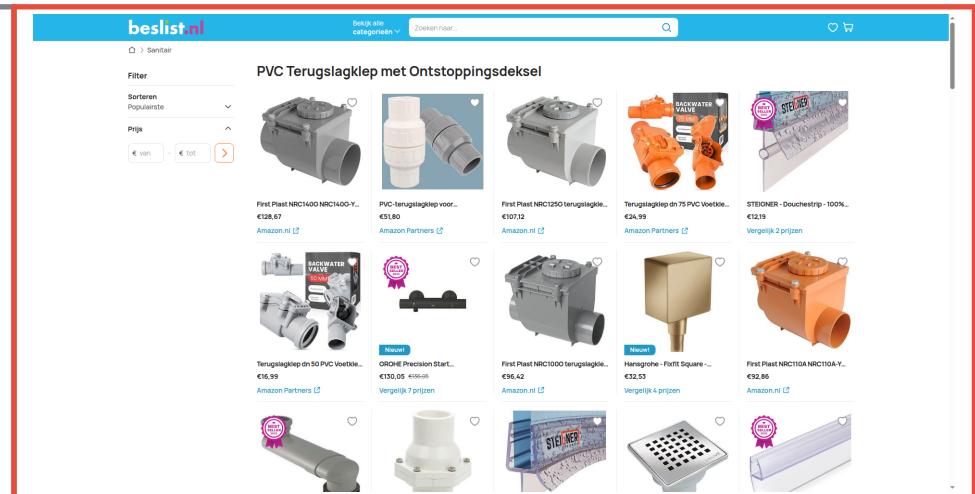
WINNER: Variant B (opt_seg=6) - Score: 7/10 vs 5/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 5/10 | Duplicates: 1

Variant B (opt_seg=6)



Score: 7/10 | Duplicates: 2

Key Differences:

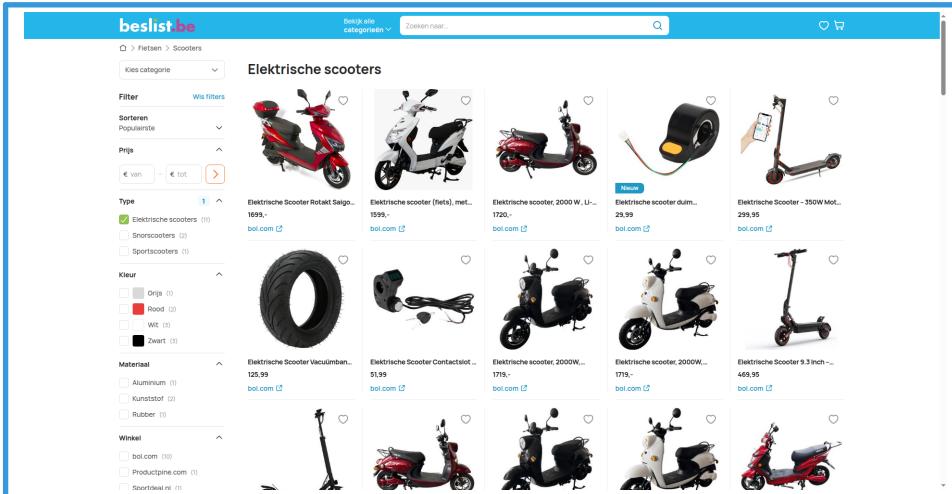
Algorithm A repeats the same prominent grey check-valve image at the top (low diversity); Algorithm B spaces similar items out and shows a more varied set of relevant products in the top positions, im...

URL #45 - Visits: 83

Category: c

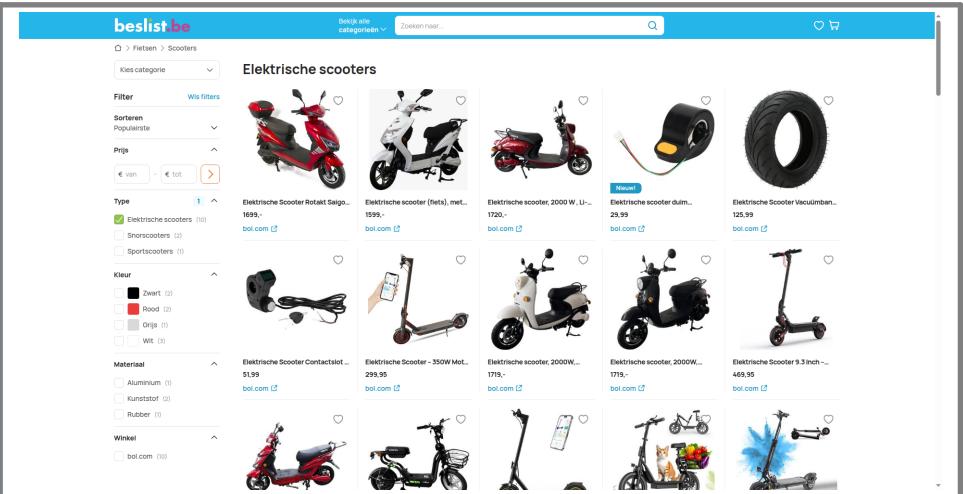
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 7/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 7/10 | Duplicates: 0

Key Differences:

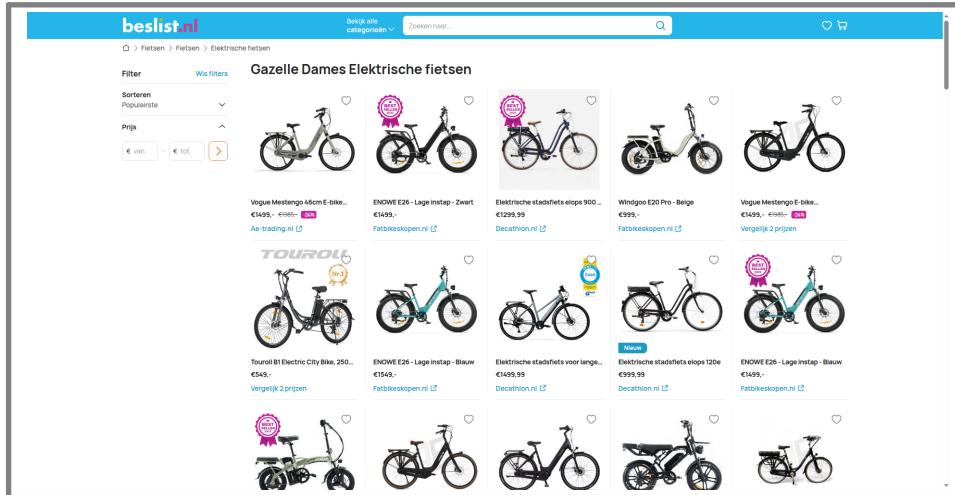
A places the main scooter listings (full-size and a foldable kick scooter) higher in the grid, while B surfaces an accessory/tire earlier. B therefore has slightly lower relevance and user-value at...

URL #46 - Visits: 81

Category: c

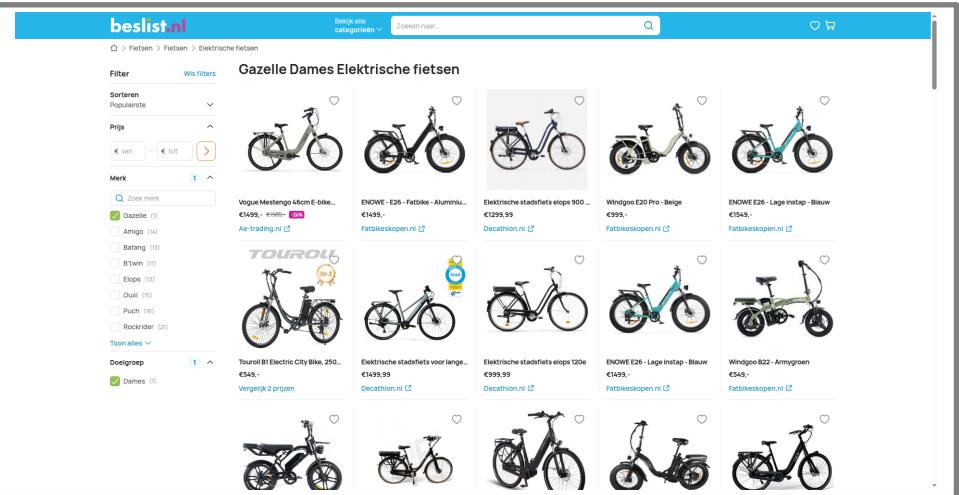
TIE - Both scored 5/10 - Confidence: 75%

Variant A (opt_seg=5)



Score: 5/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 5/10 | Duplicates: 0

Key Differences:

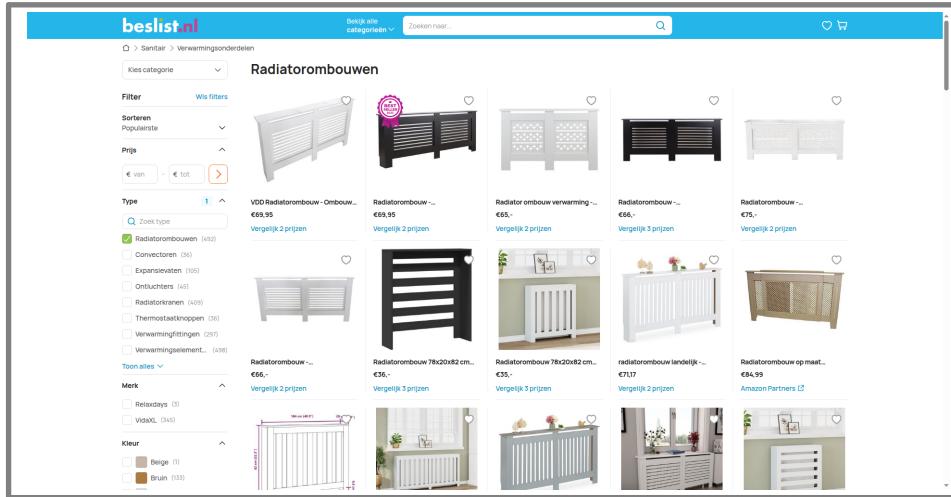
Practically no meaningful difference in relevance or diversity in the top results — both mixes show the same non-Gazelle brands and similar product-types. Version B shows the left-side Gazelle filter ...

URL #47 - Visits: 80

Category: c

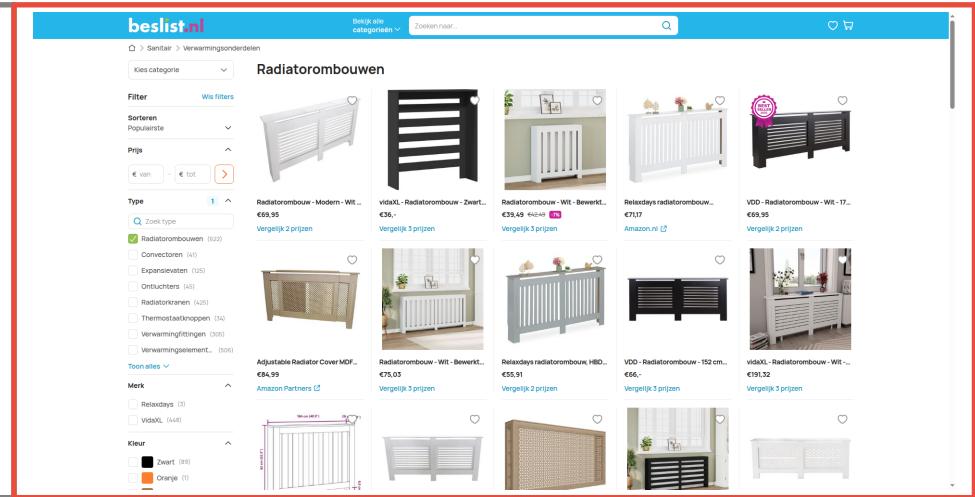
WINNER: Variant B (opt_seg=6) - Score: 8/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 6/10 | Duplicates: 1

Variant B (opt_seg=6)



Score: 8/10 | Duplicates: 1

Key Differences:

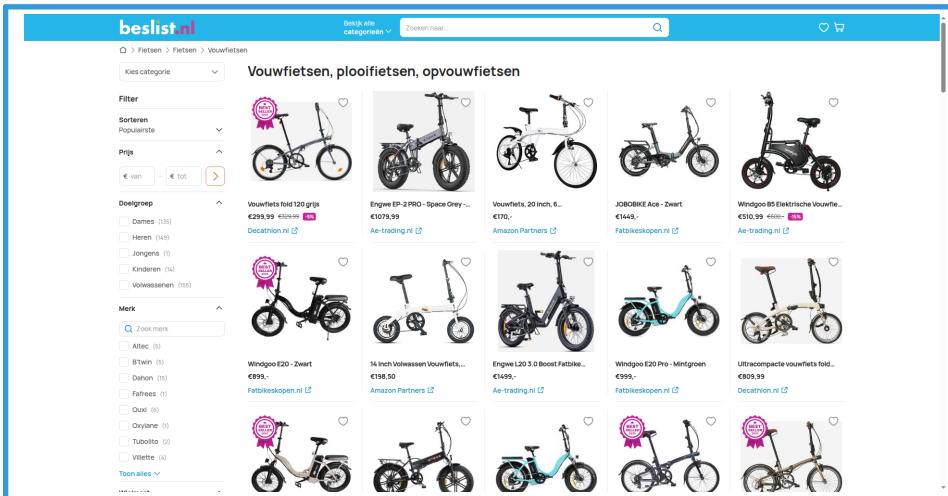
B ranks a low-cost/popular model and a discounted item higher (better value-first ordering) and delivers slightly more useful variety up front. A emphasizes a best-seller badge but repeats a large whi...

URL #48 - Visits: 79

Category: fietsen_484520_484540

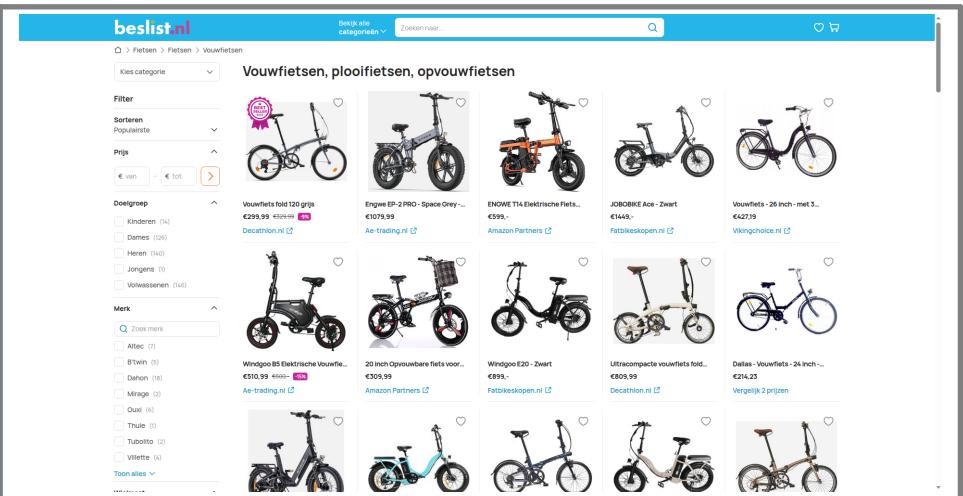
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 6/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 6/10 | Duplicates: 0

Key Differences:

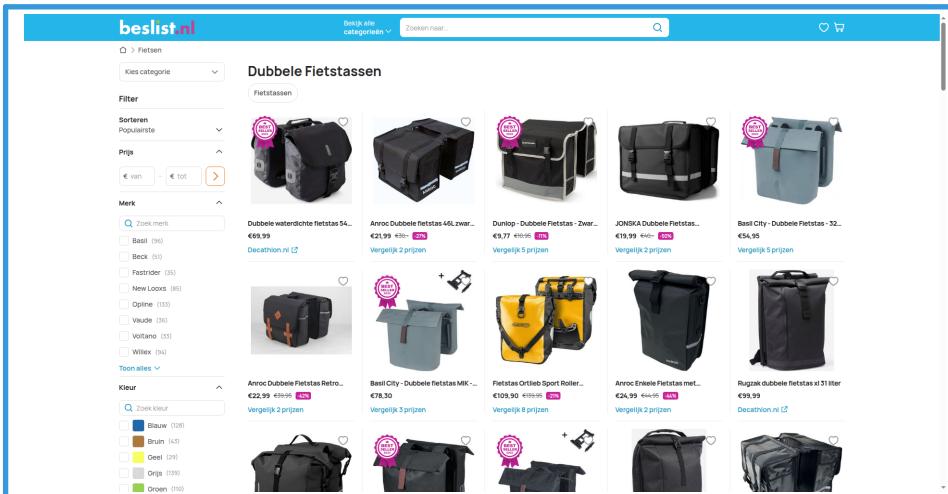
A ranks a clearly useful mix of mainstream affordable folders and popular electric folders higher (better top-quality variety, recognized best-sellers). B shows similar inventory but places some less ...

URL #56 - Visits: 73

Category: dubbele_fietstassen

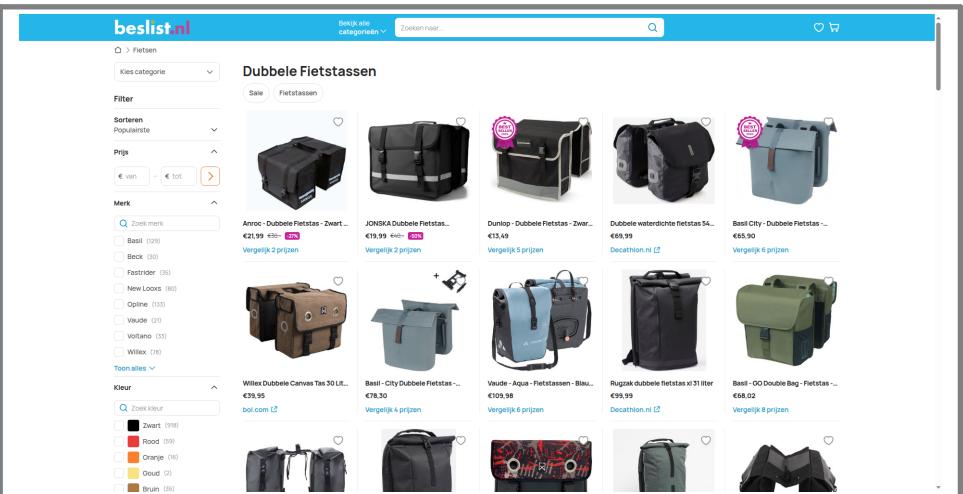
WINNER: Variant A (opt_seg=5) - Score: 8/10 vs 7/10 - Confidence: 80%

Variant A (opt_seg=5)



Score: 8/10 | Duplicates: 1

Variant B (opt_seg=6)



Score: 7/10 | Duplicates: 1

Key Differences:

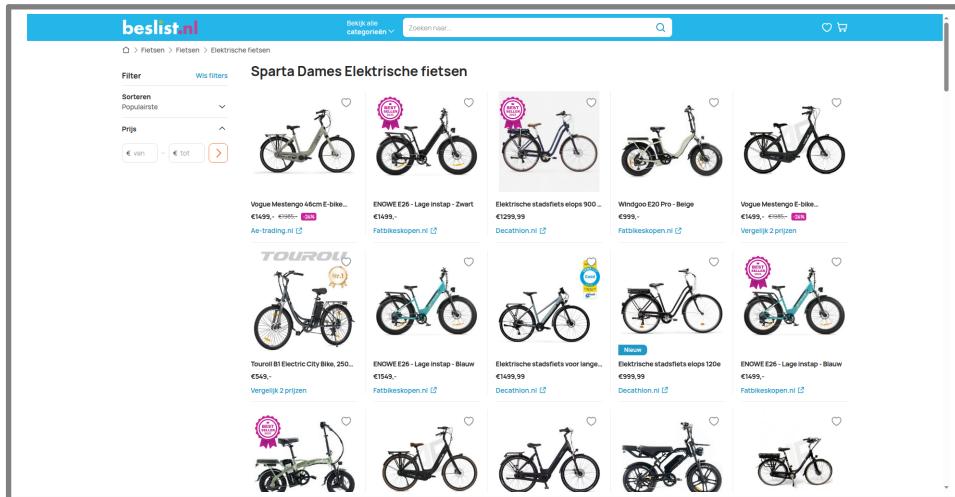
A prioritizes recognizable/higher-quality or popular items higher (better top result quality and perceived trust). B ranks cheaper/commodity listings earlier, giving slightly less emphasis to brand/po...

URL #65 - Visits: 67

Category: c

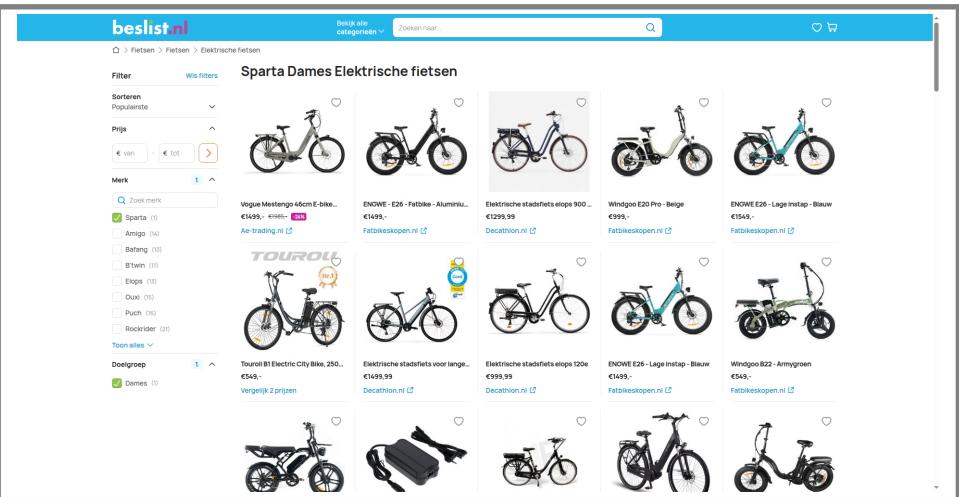
TIE - Both scored 4/10 - Confidence: 78%

Variant A (opt_seg=5)



Score: 4/10 | Duplicates: 0

Variant B (opt_seg=6)



Score: 4/10 | Duplicates: 0

Key Differences:

Minor ordering differences only: Algorithm B places some Engwe variants earlier and shows a slightly broader distribution of city vs fatbikes in the top row; Algorithm A shows a slightly different mix...