

Current Event Page Audit

Hypothesis

If customers can quickly identify the most relevant and valuable deals through smarter personalization and reduced manual scanning, then discovery engagement and deal conversion will increase.

- A

Event Page Hero
 - High visibility but weak prioritization and urgency signaling.
 - Missing real-time context (ending soon, trending now), making top deals harder to identify quickly.
- B

HVE Visual Navigation (PCPO)
 - Low engagement: 1.9% CTR, offers blend into the background and are not driving clicks.
 - Current PCPO lacks clear prioritization and action cues.
- C

Today's Big Deals (Masonry Widget)
 - Strongest module: +10.8% OPS, +85% efficiency, +660bps CTR vs shovellers
 - Performance driven by urgency signals (timers) and deeper discounts (>40%). from PBDD25
- D

Deals Grid Filter
 - Enable personalization and narrowing, but require manual effort and intent upfront.
 - Complex filter interactions create friction, causing customers to rely on browsing and scanning instead of efficient refinement. from PBDD25
- E

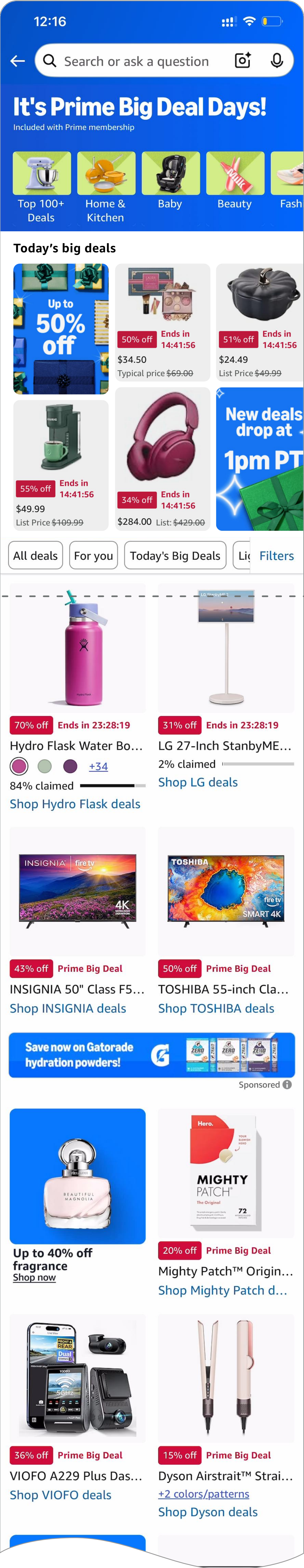
Deals Grid
 - Core discovery surface drives scale: + \$12.8M OPS, +1M units from ranking improvements. (from PBDD25)
 - 46–48% of customers report clutter/friction in dense deal browsing. (from PBDD25)
- F

Single-cell takeover collections
 - Discontinued during PBDD25 due to poor performance (-\$2.5M Deal OPS, PPR = 100%) and replaced with Shovelers (G). (from PBDD25)
- G

Shovelers of Collections
 - Shovelers had an average OPS efficiency of \$1.07 and a CTR of 9.3%.
 - Lack of curation, hierarchy, and prioritization makes it harder for customers to quickly identify high-value deals.

MLP

1.1 PBDD25 Events Page



1.2 PD26 Events Page

