

NP Search Profit Autopilot

Fast local search, controlled ranking experiments,
and evidence that stays inside your store.

Local-first

Fail-open search

Controlled A/A + holdout

User guide · Version 2.13.2 · 9 July
2026

Technical name: `npsearch`

Start here

NP Search replaces the storefront search experience only after its widget mounts successfully. It indexes the catalogue locally, supports merchandising and faceted discovery, and lets you test one ranking signal without claiming more than the evidence proves.

PrestaShop 8.0-9.x

PHP 8.1-8.3

MySQL 5.7+ / MariaDB
10.3+

The safe operating model

Install, build the index, verify desktop and mobile search, schedule the private cron URL, and only then start the A/A instrumentation check. Profit Autopilot is off by default after upgrade.

Install or upgrade

Back up the shop database and files using your normal release process.

In Back Office, open **Modules → Module Manager → Upload a module** and upload `npsearch.zip`.

Open **NP Search → Configure**. Review the detected theme mount and keep the theme's native search available during verification.

Run a full local index rebuild. Confirm the reported product count and that the health workspace has no blocking item.

Open the shop in a private browser window. Test a normal query, a typo, facets, sorting, pagination, a product click, and add-to-cart on desktop and mobile.

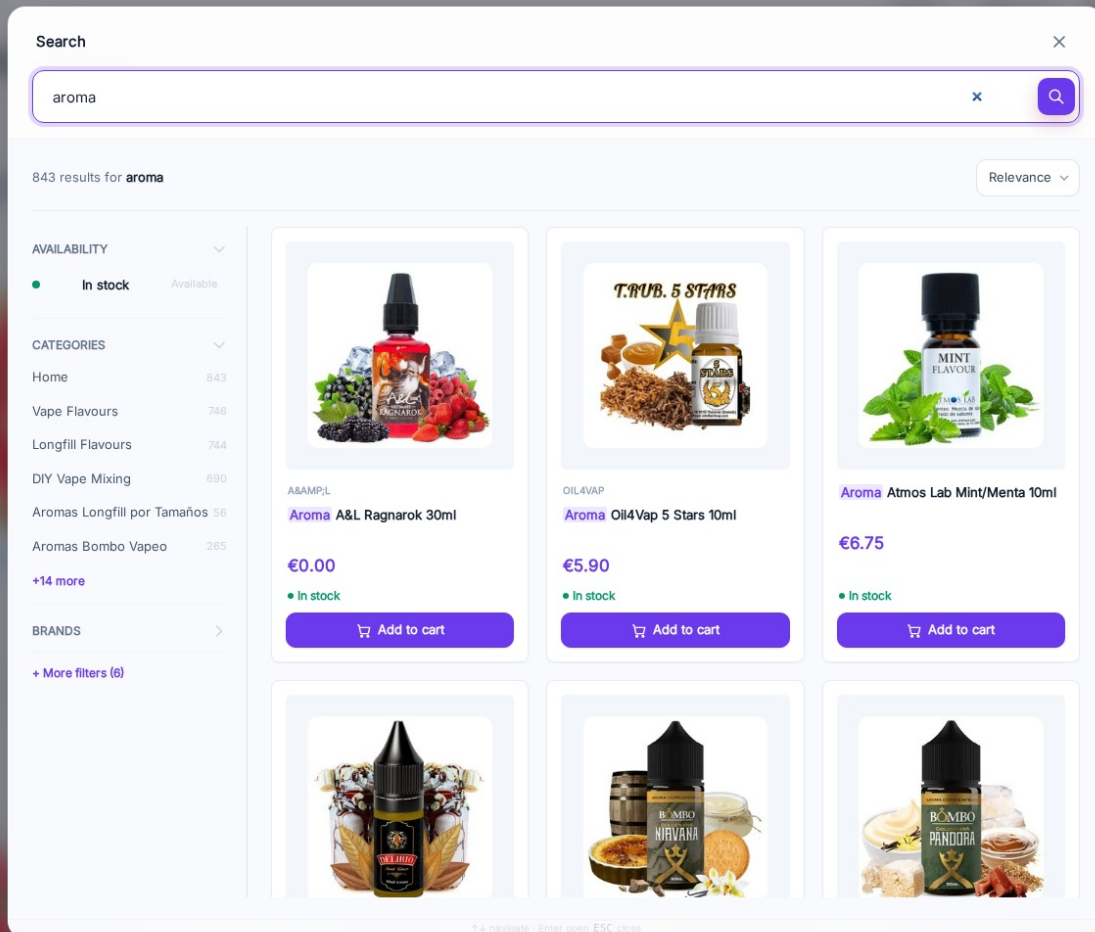
Copy the token-protected cron command from the module and schedule it server-side. Every six hours is a reasonable starting point for an ordinary catalogue; use a frequency appropriate to catalogue change volume.

Upgrading an active experiment

Stop the experiment before a planned production upgrade when possible. The ledger remains read-only, but a release or ranking-policy change should begin under a new experiment key rather than being mixed into old evidence.

Verify the storefront

- ✓ The search input exposes a real GET search action even when JavaScript is disabled.
- ✓ Only one primary NP Search widget mounts; theme clones may mirror it without becoming another primary widget.
- ✓ The results layer traps focus correctly, closes with Escape, and restores page scrolling.
- ✓ Mobile filters open as a labelled dialog and return focus when closed.
- ✓ Prices, availability, language, product links, facets and add-to-cart match the active shop context.



Storefront overlay: local products, facets, localized availability, sorting and direct product actions.

Configure the search experience

Relevance

Base relevance, typo rescue, synonyms, stock and bounded conversion boost are calculated locally. Conversion-aware ranking is deliberately a nudge; it does not replace textual relevance.

Merchandising

Use explicit rules to pin, boost, bury or hide products, show a banner, or redirect a matching query. Exact rules win over broader matches.

Recommended launch sequence

1. Import or create a small synonym set for brand spellings and domain language.
2. Review high-volume zero-result and zero-click terms before creating rules.
3. Keep rules narrow, date your operational notes, and verify their storefront result.
4. Rebuild after large imports; hooks keep ordinary product and stock changes current.

Profit Autopilot workflow

Both experiment arms keep base relevance, catalogue eligibility, prices, stock, facets and merchant rules identical. The controlled holdout changes only the bounded conversion-boost signal.

Start the 50/50 A/A check. Confirm the acknowledgement. Both arms receive identical ranking while assignment, render acknowledgement and event joins are tested.

Let the gates mature. A holdout remains locked until at least seven complete days, 200 eligible visitors per arm and 20 attributed orders per arm, with acceptable integrity.

Start the controlled holdout. Control removes conversion boost; variant retains the current stable conversion-aware ranking.

Read the interval and integrity state. A positive point estimate alone is not a winner. Duration, sample and integrity gates must agree.

Stop when needed. The next search returns to stable ranking. The experiment activation remains in the immutable ledger and retained evidence stays read-only.

Quick Access ▾

Search

View my store

23

Home / NPsearch

View

Help

Stable search is active; retained experiment evidence remains read-only.

MODE
A/A
Started: 2026-07-09 20:41:35

COMPLETE DAYS
0 / 7
No winner label before seven complete days.

TRAFFIC SPLIT
Waiting for traffic
Expected control: 50%

INTEGRITY
Collecting / review
Assignment, contamination and event joins must agree.

☐ I understand A/A assigns visitors but keeps ranking identical in both arms.

▶ START SAFE A/A CHECK

RANDOMIZED EVIDENCE
Control vs variant funnel

0 eligible visitors

Metric	Control	Variant
Eligible visitors	0	0
Search impressions	0	0
Clicked impressions	0	0
Click-through rate	0%	0%
Added impressions	0	0
Add-to-cart rate	0%	0%
Attributed orders	0	0
Revenue / eligible visitor	0.00 €	0.00 €

INCREMENTAL REVENUE PROXY
Observed randomized difference

0.00 €

Reviewed value

Not available

Interval

—

Status

Stopped

A positive observation is not a winner until duration, sample and integrity gates agree.

PRODUCT-MARGIN EVIDENCE
Observed attributed product margin

—

Control cost coverage

0%

Variant cost coverage

0%

Storewide causal value

Not available

This is search-attributed product-margin involvement, not incremental store profit. Missing or ambiguous historical cost is never treated as zero.

INVOLVEMENT, NOT UPLIFT
Search-attributed revenue

0.00 €

Valid order lines where the same shopper clicked or added the product from search inside the lookback window. This does not prove causality.
0 orders in the selected report window

100% ROLLOUT PROJECTION
Projected value

Not calculated in beta

A projection will remain separate from observed evidence and will never be presented as money already earned.

Local database only

Sticky visitor assignment

One-click kill switch

Server-validated retained evidence

Immutable experiment ledger

5 most recent activations

The workspace separates randomized evidence, search involvement, product-margin coverage and unavailable storewide causal profit.

Read the numbers honestly

NP Search — Profit Autopilot 2.13.2 · 5/8

Dashboard term	What it means	What it does not mean
Search-attributed revenue	Valid order lines where the same shopper clicked or added the same product from search inside the lookback.	It is involvement, not proof that search caused the order.
Randomized attribution difference	Difference in search-attributed revenue per eligible randomized visitor between arms.	It is not an ITT estimate of all store revenue.
Observed attributed product margin	Attributed net line value less refunds and credible order-time product cost, shown only when coverage passes.	It excludes shipping overhead, payment fees, staff, acquisition cost and lifetime value; it is not net or storewide profit.
Projected value	A separately labelled projection when the evidence contract permits it.	It is never money already earned.

Cost data is never invented

Missing historical purchase cost is not treated as zero and is not backfilled from the product's current wholesale price. When the coverage gate fails, the module withholds the product-margin money claim.

Eligibility and integrity

The first primary metric includes overlay search using default relevance, page 1, a query of at least two characters, and conversion-aware ranking enabled. Explicit price/name sorting, facet-only browsing, API traffic and native provider traffic do not enter the V1 primary metric.

Cards retain their immutable impression ID. A rendered result counts only after the visible DOM sends a server-validated acknowledgement; click and successful add actions can also prove rendering. Duplicate events are idempotent, and cross-arm order-line ambiguity is excluded.

Privacy, retention and multishop

- Catalogue, search, shopper, experiment and order data remain in the shop database; no Neuroplugin telemetry endpoint is used.
- Assignment stores an experiment-local HMAC derived from a random unit in the encrypted PrestaShop cookie. Raw email and IP are not experiment identifiers.
- Ordinary analytics still contain shopper-entered queries. Disclose this in the store privacy notice and choose an appropriate retention period.
- Raw experiment retention defaults to 90 days. Cleanup is bounded and keeps active evidence safe.
- PrestaShop GDPR export/erasure hooks cover customer- and guest-linked impressions and events.
- Index, facets, tokens, experiments and reporting are shop-scoped; extended facets are also language-scoped.

DATA & PRIVACY

Cleanup due

Local evidence with explicit retention

Search queries and identity-linked click/add rows stay in this shop database. Retention and deletion are shop-scoped; no legal-compliance claim is implied for every merchant setup.

Raw retention

90 days

Search impressions and click/add rows

Current raw rows

437 / 27

Impressions / events in this shop

Stopped experiment rows

12 / 0

Impressions / events for the retained key

Last / next cleanup

Not run yet

On the next cron or manual cleanup

Raw data retention

90

☐ Apply this 30–365 day policy to raw search and experiment rows for the active shop.

Save retention

Run a bounded cleanup

Deletes at most 5,000 expired events and 5,000 unreferenced impressions. Repeat if the status reports remaining rows.

☐ Delete only rows older than the active retention window.

Run cleanup now

Delete retained experiment evidence

Deletes one 1,000-row batch for the retained experiment key. Stable analytics and catalogue data are not selected.

☐ I understand deleted raw evidence cannot be restored and the experiment must be stopped.

Delete next evidence batch

The default CSV is aggregated and privacy-screened. GDPR export and erasure also cover customer/guest-linked search interactions. [Open diagnostics and export](#)

Retention, bounded cleanup and retained-experiment deletion are explicit, shop-scoped actions.

Delete retained experiment evidence

Stop the experiment first. The destructive control deletes one bounded batch for the retained experiment key and requires explicit confirmation. Repeat only if the status reports remaining rows. Stable catalogue and unrelated analytics are not selected by this action.

Operations and troubleshooting

Symptom	Safe next check
Recently changed products are absent	Run a rebuild, verify the cron heartbeat, and confirm the product belongs to the active shop/language and is searchable.
Native search remains visible	Check the detected theme selector and browser console. Native search intentionally remains until NP Search mounts.
No eligible experiment traffic	Use an overlay page-1 default-relevance query of at least two characters; confirm conversion-aware ranking and experiment mode.
Integrity warning	Do not interpret the money delta. Inspect traffic split, unassigned events, contamination, order/cost coverage and cron freshness.
Cron URL was exposed	Rotate the cron token in configuration and update the server scheduler; the previous URL becomes invalid.
Search endpoint fails	The native form remains the fallback. Check PHP/PrestaShop logs, module health and file permissions before re-enabling custom theme hiding.

Uninstall and support

Uninstall removes the module's configuration and local tables, including the immutable experiment ledger. Export any evidence required for internal records before uninstalling. A module disable preserves data but stops its active behavior.

Support: **support@neuroplugin.com**

Documentation: **<https://neuroplugin.com/docs/>**