

INSIGHTS & MEDIA CRM & LOYALTY

JOHN LEWIS

JOHN LEWIS
PARTNERSHIP





INTRODUCTION TO JLP INSIGHTS AND MEDIA

A UNIQUE OPPORTUNITY

- The John Lewis Partnership is the UK's largest employee-owned business and parent company of our **two cherished retail brands** - John Lewis and Waitrose, which are owned in Trust by 80,000 Partners
- As one of the UK's most loved and trusted retailers, our shoppers consistently rank us in the top 3 retailer brands in the UK, and **is the top scoring UK retailer in the latest Customer Satisfaction Index**
- We provide brand partners a unique way to engage this highly engaged shopper base and build lasting relationships



HIGH VALUE AUDIENCES

Connect with a highly engaged & loyal shopper base at scale.

Typically older, affluent professionals, with many earning £75k+ and holding £10k+ in savings

38% of Customers shop with us online only and **43%** of Customers shop in branch only

Excluding one-time customers, **the average customer visits 3.3 a year**

Approx. one third of our customers stay in the partnership by shopping at **Waitrose**



12.6M
Customers /
5.4m new



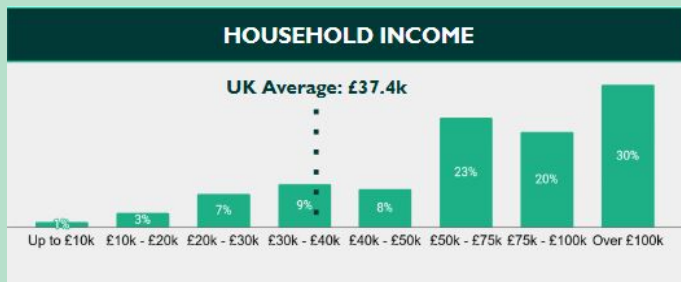
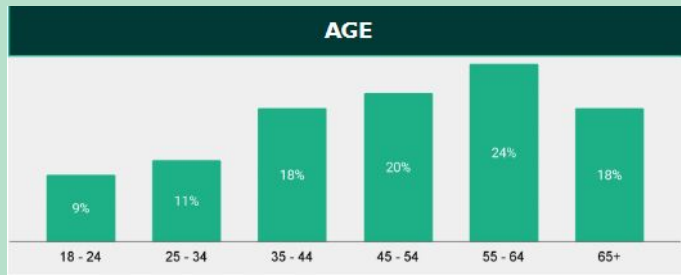
£106 Avg.
Basket Value



3.3 Visits



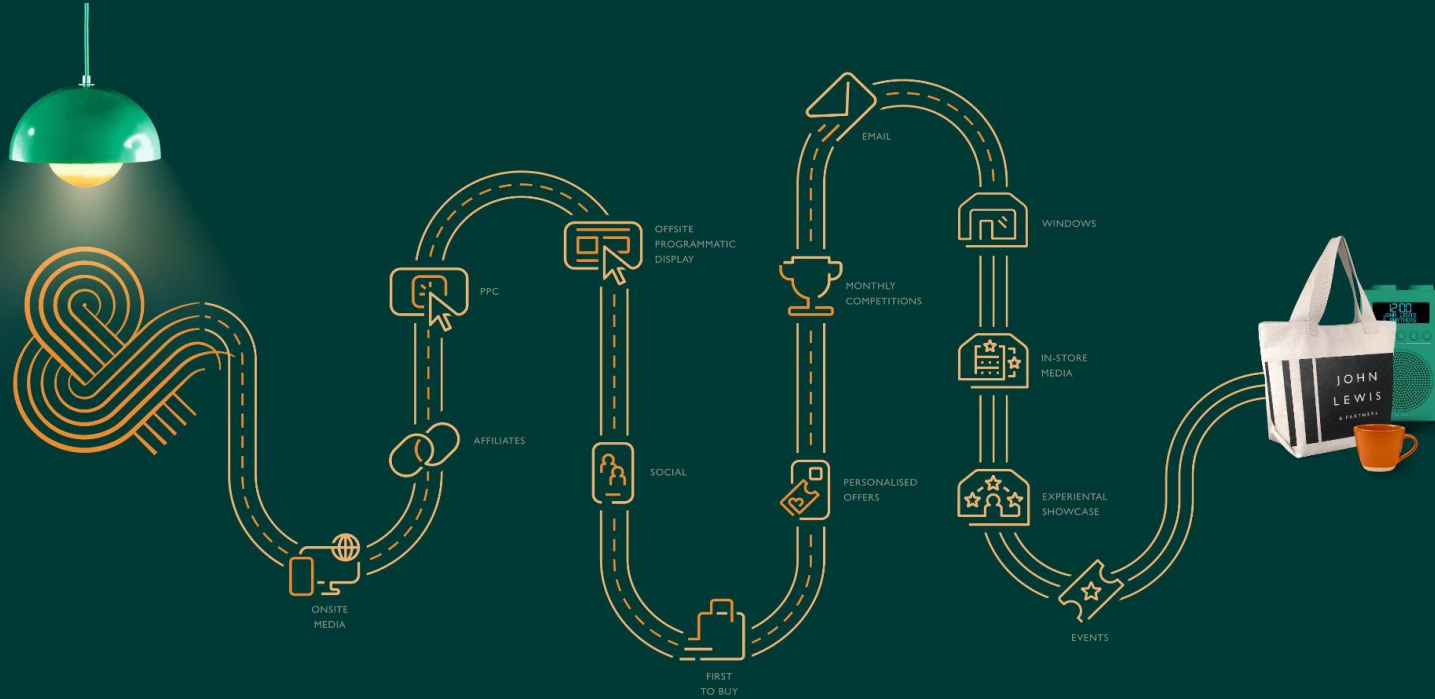
£55 Avg.
Item Price



INTRODUCTION

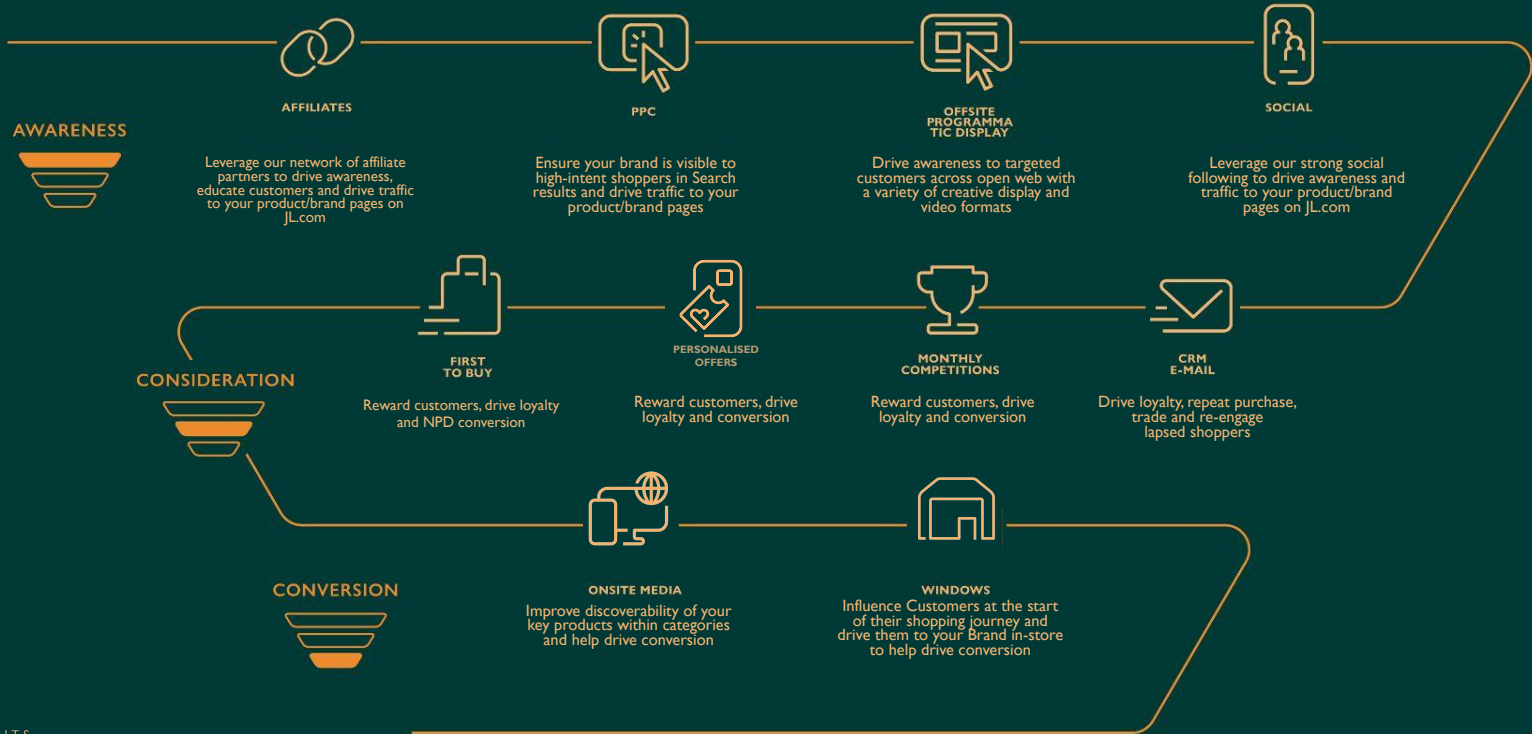
CUSTOMERS SHOPPER JOURNEY

Connect with John Lewis customers throughout their shopper journey, from sofa to store



MARKETING FUNNEL

Our portfolio helps you meet your brand objectives across the marketing funnel



MEDIA CHANNEL
PORTFOLIO
CRM & LOYALTY MEDIA



CHANNEL OVERVIEW

Media Overview

- JL has a **marketing** contactable CRM base of ~8m customers (3.9m active customers purchasing in the last 12 months)
- With more than 7m **My John Lewis Members**, JLP has one of the largest and most engaged loyalty programmes in the UK
 - My John Lewis members drive over 50% of total JL sales with an average spend per customer 3.5x those of non-members
 - Brands can engage with these shoppers in a range of innovative and exciting direct-to-customer initiatives helping to boost brand awareness and sales

Key Objectives

- Boost brand engagement and buzz through direct to customer activity
- Engaging through the funnel with both prospecting and high intent customers
- Driving both discovery and conversion
- Build trust and brand equity amongst JL's most loyal shoppers
- Drive conversion with personalised content, couponing and price promos

Media Opportunities

- Email, Personalised Offers, Monthly Competitions, Pick Up Rewards



CRM

BRAND BANNER SPOTLIGHTS

Media Overview:

- New for '26 available from February onwards
- Our new Brand Banner Spotlights proposition give you the opportunity to communicate a new product or JL exclusive to our highly engaged audience

Perfect for...

- Brands looking to engage with high-intent shoppers for your brand with John Lewis owned comms
- Leveraging contextual and relevant email communication opportunities.

Inclusion Guidelines

- Banners can be included in a specific week, but we cannot guarantee a specific day.
- Exclusive opportunity for either:
 - a. *New brand to John Lewis*
 - b. *New product launch*
 - c. *Exclusive to John Lewis*
 - d. *Best-selling product*

Creative Format

- The banners appear beneath the main content in email, resulting in being the final focal point for consideration.

Audience

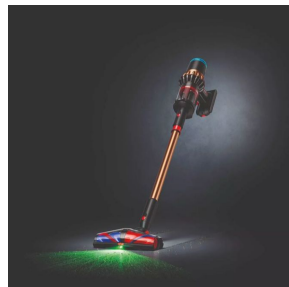
- The banner will be targeted to the most relevant audience



hush

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[Lorem ipsum](#)



dyson

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[Lorem ipsum](#)



Charlotte Tilbury

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[Lorem ipsum](#)

PRODUCT PLACEMENTS

Media Overview

- Feature your product within a John Lewis owned emails
- Product (SKU) placements can be tactical within the year within our weekly trade driving emails, or associated with a certain campaign e.g. Christmas, Black Friday, Winter Sale, Summer Sale, Easter

Perfect For...

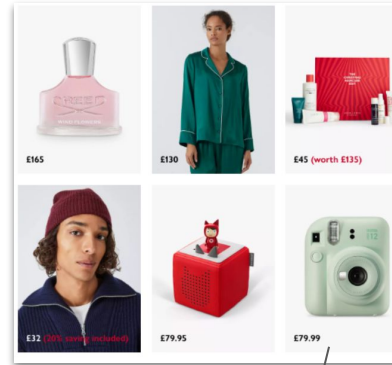
- Highlighting a certain product or SKU with relevant CRM comms
- Brands looking to secure editorial style inclusion through highly credible curation

Creative Format

- Product is integrated into a product grid, which is telling a coherent story within an email.
- Depending on the template, product placements will include the product cut out image from the website, and the price. This will link to that particular product page on the JL website/ app.

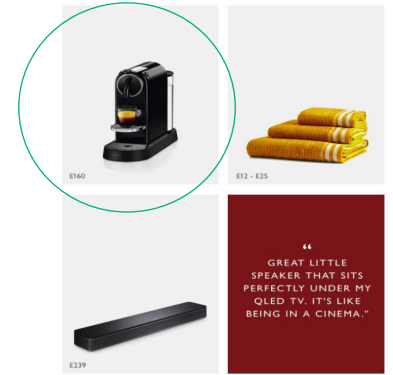
Audience

- Send volumes will depend on the campaign, but will either be entire category or entire base.

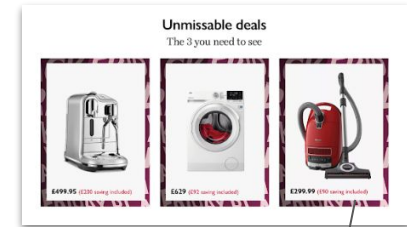


SKU

Links to product SKU page



SKUs Black Friday campaigns



Links to product SKU page

REPORTING

Opportunity	Metrics
Solus	Within one month of the email send, we will share 7 day performance (on these key metrics): <ul style="list-style-type: none"><li data-bbox="465 339 1541 363">• CTR, Conversion rate (orders vs visits) , Total Visits , Total Orders , AOV , Short summary on performance
Brand Product Spotlight	Within one month we will share 7 day performance of the email as a whole: <ul style="list-style-type: none"><li data-bbox="465 440 1211 464">• Reach, CTR, Conversion Rate, and no. of clicks on the brand banner.
Product Placements	Within one month we will share 48hr performance of the email as a whole: <ul style="list-style-type: none"><li data-bbox="465 540 838 564">• Reach, CTR, Conversion Rate

LOYALTY

PERSONALISED OFFERS

Media Overview

- An opportunity to serve a relevant offer to the right customer
- A multichannel activation strategy across digital reward, email & push notifications designed to boost redemption and conversion
- Brands retroactively fund the promotional incentive
- Full dunnhumby measurement report delivered post campaign to understand comprehensive impact and incrementality driven

Perfect For...

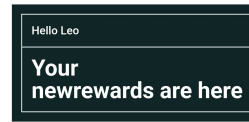
- Brands looking to drive reward and acquisition with a highly targeted incentive
- Campaigns requiring precision targeting in order to optimize conversions
- Opportunity to drive long term loyalty and brand advocacy

Media Key Stats / Audience

- Average Audience volume = 227k loyal and new customers
- Average Redemption rate = Reward 3.7% Acquisition 0.24%
- Average Sales Uplift = £37.5k

Marketing Support

- Brand module within the Monthly Rewards Email
- Presence across App & Desktop within My John Lewis Rewards section
- Traffic benefit from 2 mobile push notification
- Generic expiry reminder email to boost last-minute sales



Great news – 6 new rewards are waiting for you.
Simply visit the Rewards section on [our app](#) or online to redeem.



Get 20% off Elizabeth Arden

Reward valid in our shops, online or on our app.
See your reward for more details.



Get £100 off the Neo QLED QN90D

TV range from Samsung.
See your reward for more details.



Get 20% off Superga

Reward valid in our shops, online or on our app.
See your reward for more details.



App exclusive: 20% off
Kin Menswear

Reward valid on our app. See your reward for more details.

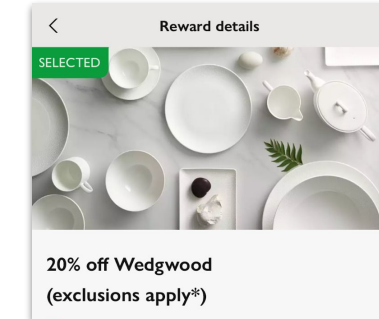


Enjoy 15% off Estée Lauder

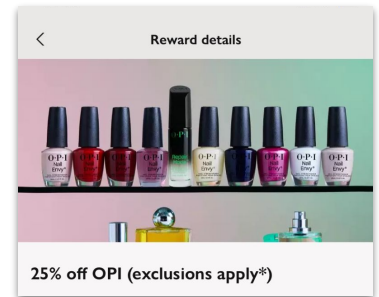
Refresh your regime and treat yourself to iconic Estée Lauder beauty with 15% off their makeup, skincare and fragrance products in our shops, online or on our app. Simply visit the Rewards section on [our app](#) or online to find out more and redeem.

View my reward

T&Cs apply



20% off Wedgwood
(exclusions apply*)



25% off OPI (exclusions apply*)

PICK UP REWARDS & IN STORE EXPERIENCES

Media Overview

- An exclusive reward available to customers who are part of our MYJL Loyalty Program. The reward entitles the customer to a free product/deluxe sample or instore treatment courtesy of the participating brand
- Reward customers and boost brand image and positive sentiment
- Drive footfall to counters within the physical estate over a four week period at a minimum of 10 stores

Perfect For...

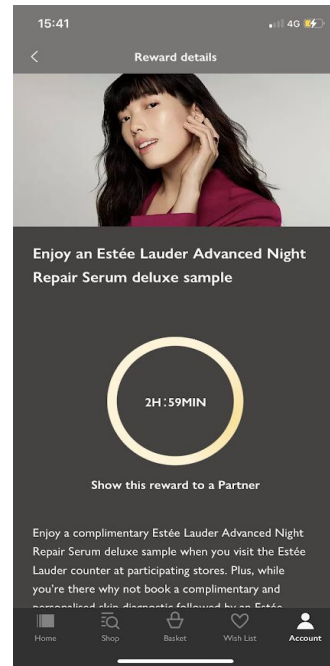
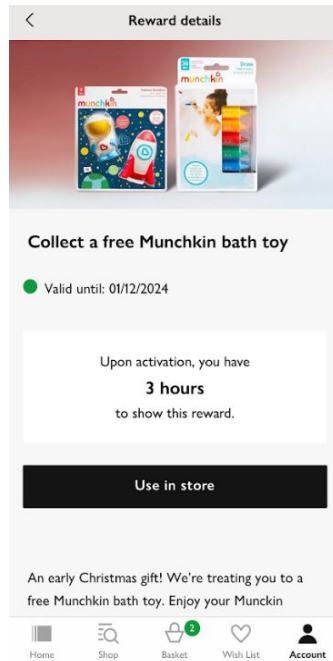
- Attract and acquire new customers through product trial and experience
- New product launch campaign activity
- Product trial and consideration

Media Key Stats / Audience

- Average Audience volume = 100k
- Average Redemption rate = 5%

Marketing Plan

- Brand module within the Monthly Rewards Email
- Presence across App & Desktop within My John Lewis Rewards section
- Traffic benefit from 2 mobile push notification
- Generic expiry reminder email to boost last-minute sales



MONTHLY COMPETITIONS

Media Overview

- A wide reaching high-visibility activity where all MyJL members are targeted with the opportunity to enter
- Prizes must be broad appeal and exceed £1,000 in perceived value (fulfilled by supplier)

Perfect For...

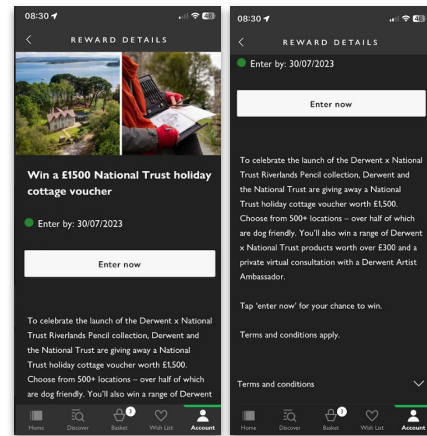
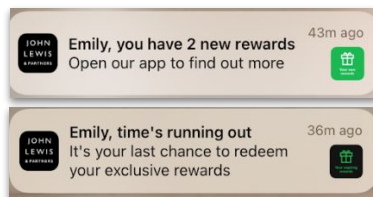
- Brands looking for a ready-made cross channel activation strategy
- Campaigns with the objective of maximizing reach amongst JL's most loyal shopper
- Brands looking to build brand awareness and engagement

Media Key Stats / Audience

- Average entries = 571k members
- Best performing competitions have 600k+ entries

Marketing Plan

- Feature in MyJL Rewards launch email
- Presence across App & Desktop within My John Lewis Rewards & Treats section
- Traffic Benefit from mobile Push Notifications x2
- Generic traffic driving "you rewards are ending" reminder Email and Push Notification
- Option of additional mid-month feature in competitions solus email



Enter December's competitions

This is your chance to win a trip to Finland with Exodus Adventure Travels, plus a Sara Miller London prize worth £1,500

FIRST TO BUY

Media Overview

- **Supercharge your new product launch** by offering our members exclusive app-only access to shop before anyone else.
- **Reach = all members** (this is a non-targeted section of the member area within our app)
- Opportunity to launch your product to members with a push notification and module within a reward email (*NB. CRM support is not guaranteed and availability is confirmed after noms brief is received*)

Perfect For...

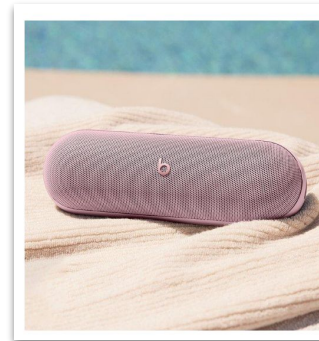
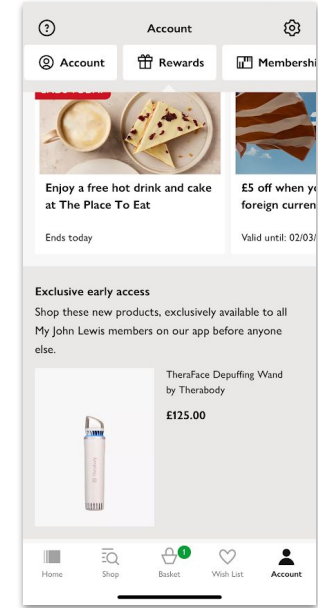
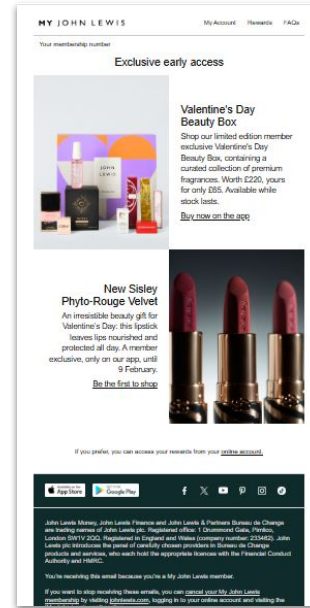
- Supporting a product launch strategy
- Generating excitement and engagement for a brand
- Raising awareness of your launch with our most engaged customers

Marketing Plan

- Push Notification for app using members
- Email Module within Reward Email
- Presence in the App Account section

Please note:

- First to Buy is on a **nomination basis only** (product nominations will be assessed against a criteria for success) and our John Lewis Loyalty experts will be able to advise on product suitability.
- After product acceptance, our **marketing response is fully dependent on timings & availability and is never guaranteed.**



Exclusive early access

Power. Precision. Boom. Get the portable, wireless Beats Pill in the new Pink colourway.

Member exclusive until 3 July – visit the rewards section in our app.

[Be the first to shop](#)



THANK YOU