

INSIGHTS & MEDIA DIGITAL & SOCIAL

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 also**



12.6M
Customers /
5.4m new



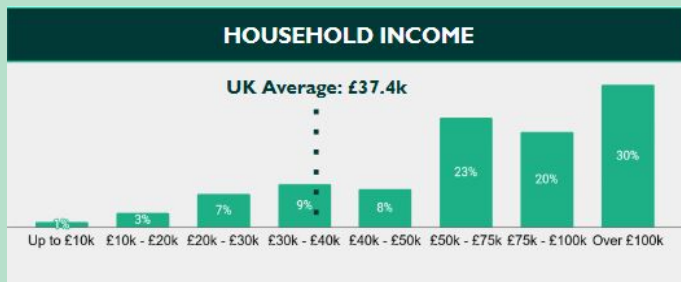
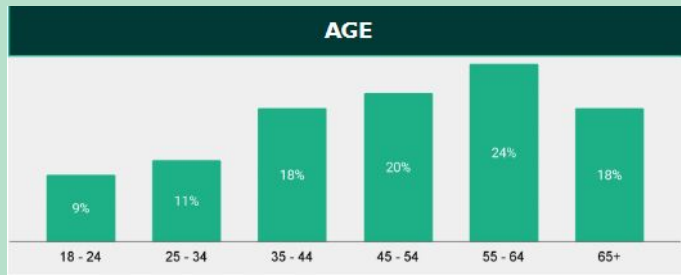
£106 Avg.
Basket Value



3.3 Visits



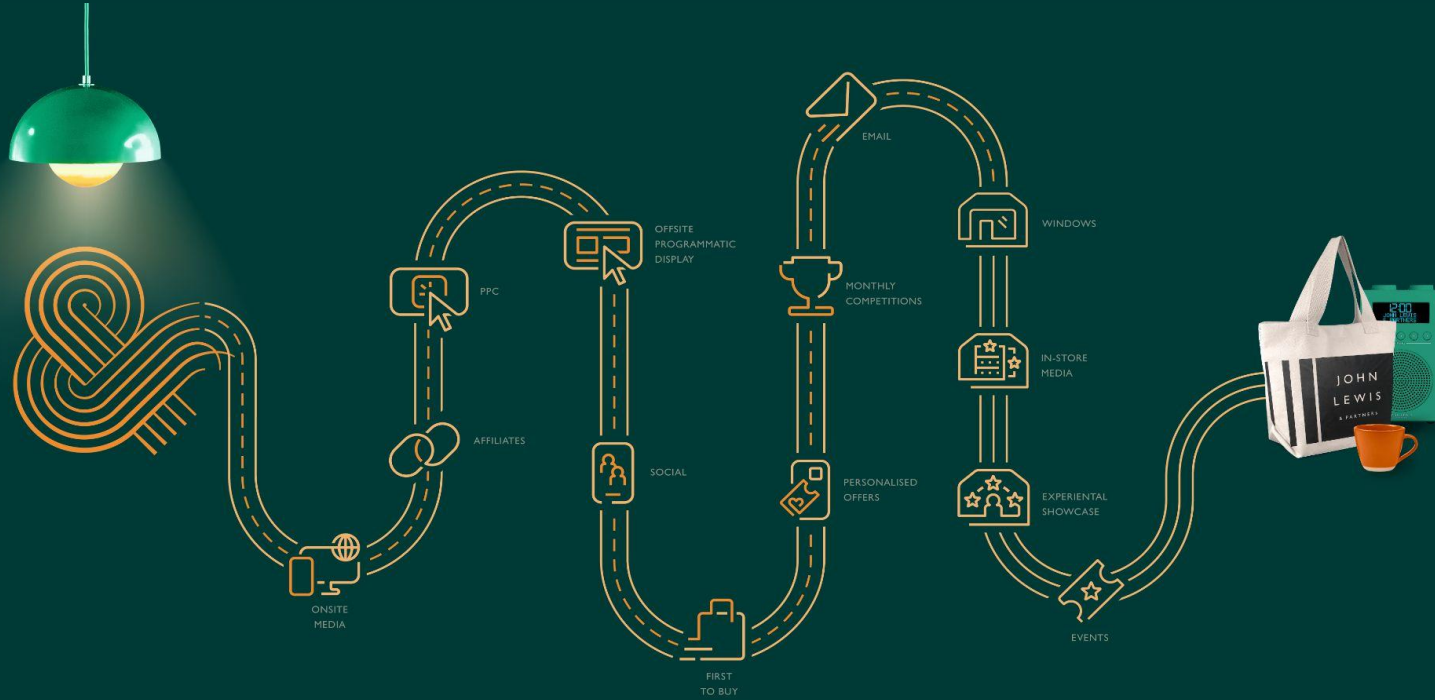
£55 Avg.
Item Price



INTRODUCTION

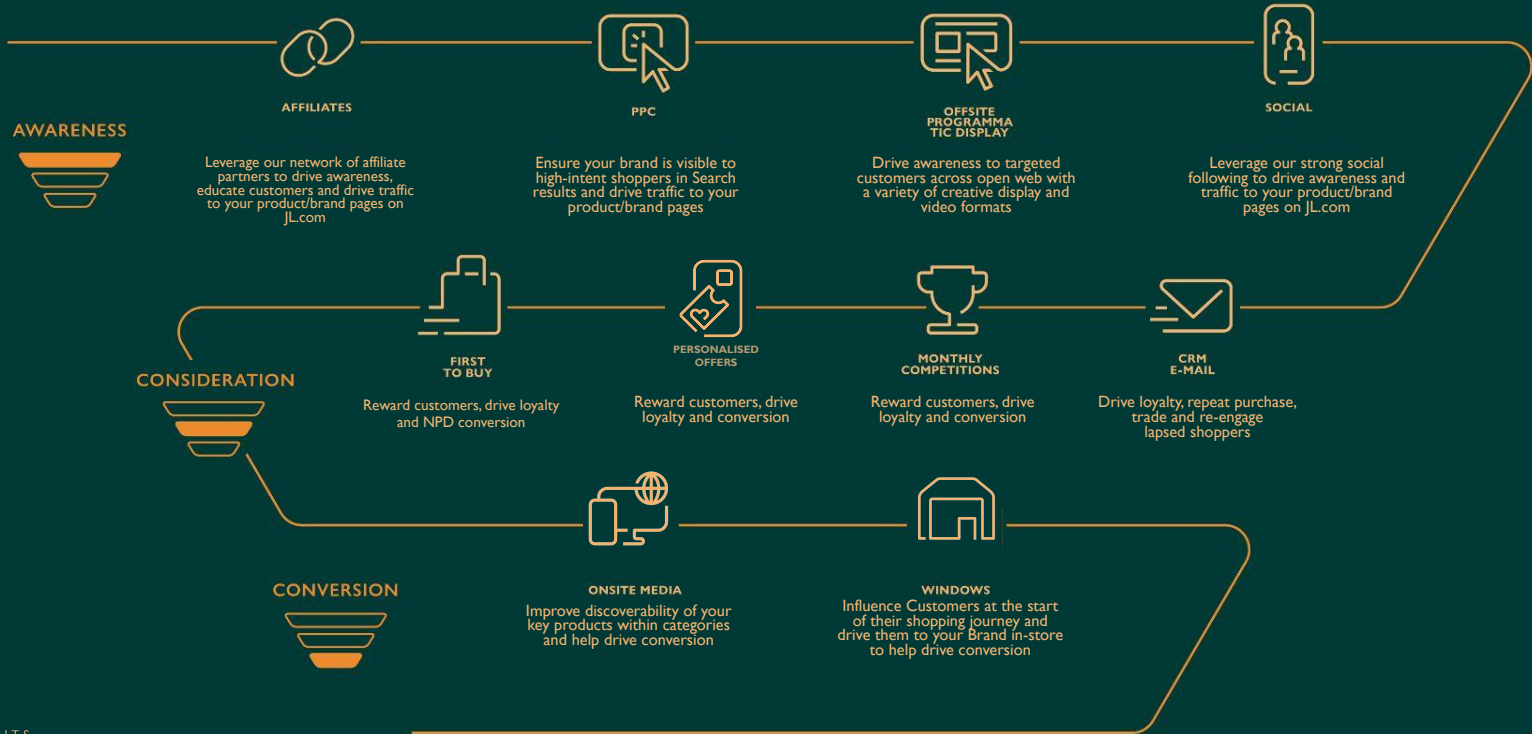
CUSTOMERS SHOPPER JOURNEY

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

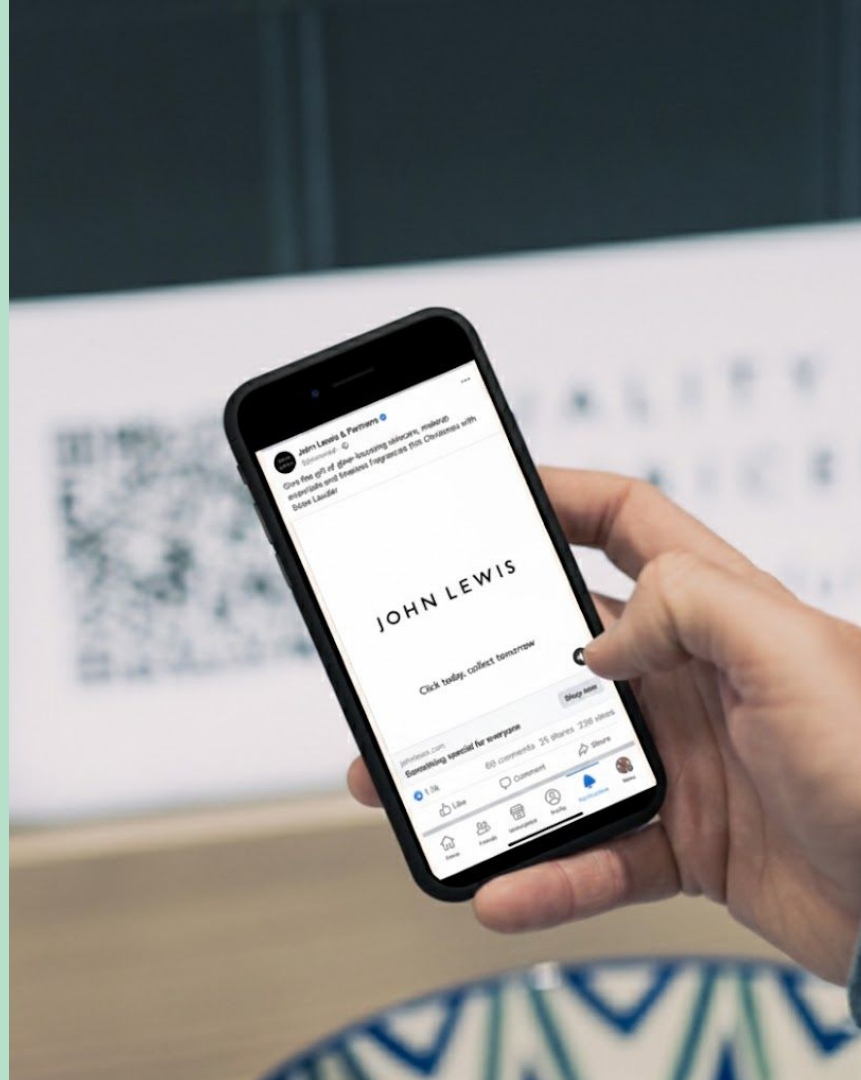


MARKETING FUNNEL

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



MEDIA CHANNEL PORTFOLIO DIGITAL & SOCIAL



CHANNEL OVERVIEW

Media Overview

- Extend the reach of your eComm campaigns by targeting shoppers off JL.com with a network of partner media across programmatic, social and affiliate channels
- Boost brand awareness and conversion by accessing high quality and brand safe media inventory which drive shoppers to a product listing page or brand store
- Benefit from precision media-buying across major digital channels to get your brand in front of the right shopper at the right time

Key Objectives

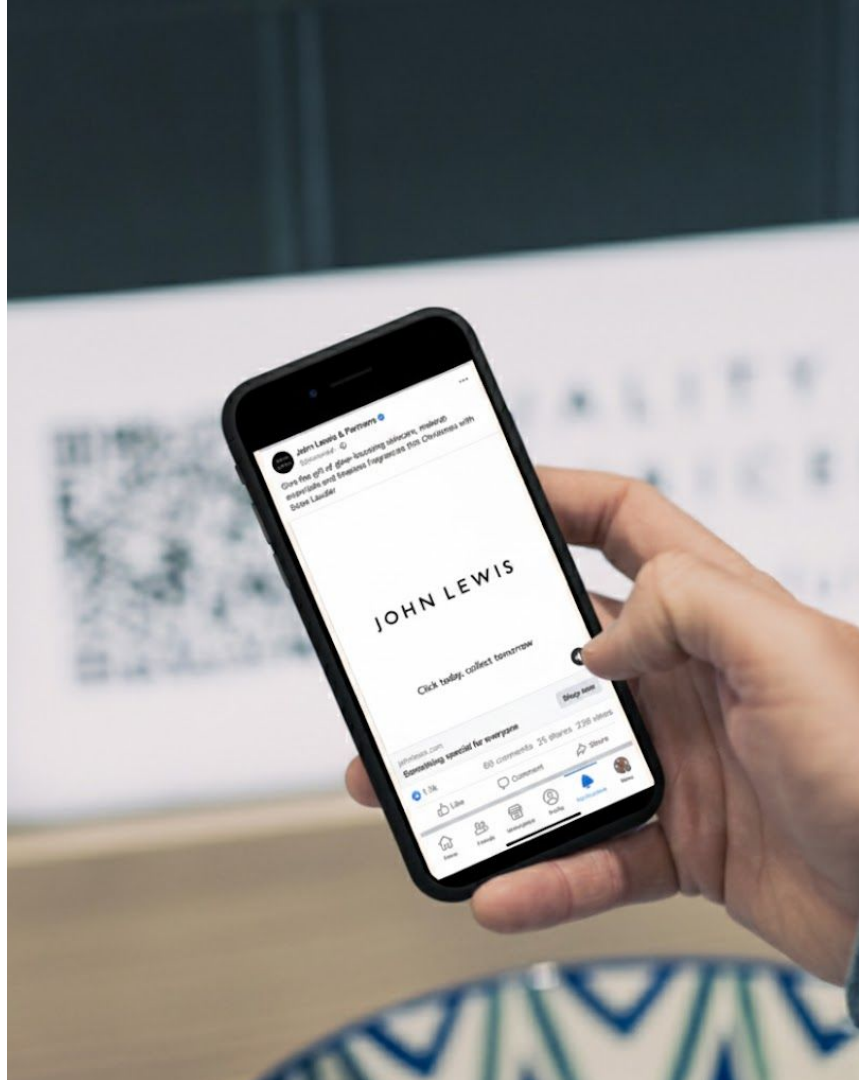
- Drive reach amongst hard to find customers across the web with a brand message or conversion call to action
- Pair with Online media to reinforce your brand message and maximise conversions
- Enhance your campaigns through a cross channel activation strategy

Media opportunities

- Social, Affiliates, PPC, Programmatic and Ratings & Reviews

Channel Key Stats / Audience

- Affiliates drives on average 17 million visits a year
- Social – Over 1.1 million followers on IG and over 1.4 million on Facebook
- Programmatic monthly reach of 25m impressions



AFFILIATES

AFFILIATES

Media Overview

- Leverage JL's affiliate network to reach high value audiences in the right environment; build awareness, educate customers & drive traffic to your product/brand page.
- Create campaign buzz through diverse affiliate campaigns, leaning on:
 - **Incentive Affiliates** to drive lower-funnel KPIs & traffic to product pages, using homepage & category takeovers, exclusive cashback & newsletters
 - **Content Affiliates** to drive upper-funnel, awareness based KPIs through brand storytelling & education via bespoke editorial.
- Over 150 premium affiliate partners connecting brands with millions of customers. This drove over 18 million visits last year to [JL.com](https://www.jl.com).

Formats

- **Silver:** 1-2 partners, either 1x Content partner OR 2x Loyalty/Discount partners. 2 revisions allowed for Content
- **Gold:** Bespoke package designed (including 1-3 affiliate partners) according to your brand objectives. Premium Content partner options included, which are exclusive to Gold. 2 revisions allowed.

Measurement

- Post-campaign analysis supplied 6 weeks post end date.
- KPI's will differ based on publisher chosen. Example KPI's include open rate, clicks, daily impressions and conversion rate.

techradar

TopCashback



VoucherCodes

STYLIST

Good Housekeeping*



hotukdeals



easyfundraising

SHEERLUXE

endource

expertreviews

The Telegraph

Quidco

WHO WHAT WEAR

goodFOOD

COLLAGERIE

MADE FOR MUMS

THE HANDBOOK

Ideal Home

PPC

PPC

Media Overview

- Ensure your brand is visible to high-intent shoppers in search results and drive traffic to your product with paid search listings
- Utilise JL shopping ads or image ads at the top of search results and across the Google network to reach shoppers in market for your category or brand
- Increase discoverability of products or brands with low organic search
- Enhance brand awareness and attain high share-of-voice in non-branded searches
- Build brand consideration and drive sales on JL.com

Formats

- Bronze - Standard Shopping Campaigns
 - Boost traffic to relevant product landing pages.
 - Optimisations twice a week.
- Silver - Performance Max Campaigns
 - Wider reach, Google AI bidding and audience signals included.
 - Optimisations twice a week.
- Gold - Performance Max, Search (Text Ads) Campaigns, Product Feed Optimisations
 - Full control over text ads and improved product listings.
 - Daily optimisations included.

Measurement

- Post campaign analysis to be supplied 5 days post activity concluding.
- KPI's - Impressions, Clicks, Revenue and Search Impression Share.

Text Ads

Laptops by Microsoft | View the Latest Range | JohnLewis.com
View the latest range with 3 Year Guarantee included on selected laptop models. Never Knowingly Undersold. Shop our laptop ranges from brands you know and trust. Long Battery Life Laptops. Faster & Lighter Laptops. Stylish & Sleek Laptops.
📍 London - 2 locations nearby

Windows Laptops
A Range Of Brands With The Latest Windows 10 Software.

2-in-1 Laptops
Choose From A Huge Range Convertible Tablet Laptops.

Shopping Ads

Microsoft Surface Laptop...
£1,549.00
John Lewis & P...
★★★★★ (954)
By Kelkoo

Microsoft Surface Go 2...
£399.00
John Lewis & P...
By Kelkoo

Lenovo IdeaPad S340-15IL...
£399.99
John Lewis & P...
★★★★★ (24)
By Kelkoo

Dell Inspiron 15 3585 Laptop...
£449.00
John Lewis & P...
★★★★★ (9k+)
By Kelkoo

HP Pavilion 14 ce0525sa 14"...
£349.00
Currys
★★★★★ (342)
By Genie

HP Pavilion 14 Laptop...
£249.00
Currys...
By Genie

Image Ads

Laptops At John Lewis
John Lewis & Partners

Laptops At John Lewis

If A New Laptop Is On Your Checklist, We Have A Wide Selection That Is Perfect For All.

PROGRAMMATIC

PROGRAMMATIC DISPLAY & VIDEO

Media Overview

- Reach and influence shoppers around the web with precision targeted audiences to boost awareness, consideration & sales
- Target highly relevant audiences based on a rich 1st party data collected from John Lewis and Waitrose
- Extend reach beyond JL.com and identify hard-to-find prospective audiences and customers to drive brand awareness & conversions
- Build a more targeted and cost-effective brand awareness campaign by minimising wastage
- Drive in-market shoppers to a product or brand page to aid conversions

Formats (2 routes available, talk through with your media representative the best option for your campaign)

Route 1 - powered by Epsilon technology and utilises IPD modelling (proposition excludes OLV activation across Youtube or Pmax campaigns)...

- Display
- OLV
- CTV

Route 2 - powered by our media agency which can be utilised for bespoke creative and media plans plus activation through Youtube...

- Display
- OLV (Youtube)

Measurement (results and KPIs available will vary dependent on route chosen and channels selected)

- Route 1 - Example KPI's - Impressions, Frequency, Clicks, Brand ROAS, Engagement Rate, Complete Views etc.
- Route 2 - Example KPI's - Impressions, Clicks, Basket ROAS etc.

Display Ads

Video Ads

SOCIAL

(Paid & Organic)

PAID SOCIAL

Media Overview

- Boost your social activity by associating your brand with John Lewis and reaching highly engaged shoppers.
- Showcase your brand message with innovative formats and strong CTAs designed to drive traffic to your product or brand on JL.com.
- Generate demand with awareness driving activity and harvest sales with conversion driving tactics, delivering full funnel marketing campaigns amongst highly engaged audiences.
- Reach an audience showing interest in your category, or a highly targeted demographic with propensity to buy your brand across multiple key social channels. Prospecting (broad), interests, website retargeting and lookalike audiences available.

Formats (formats utilised will depend on objectives, media tier and creative available)

Channels available -

- Facebook & Instagram (Video & Static Link Ads/ Multi-brand DPAs/ Collections/ Digital Circulares)
- Collaborative Ads (Facebook & Instagram)
- Pinterest (Promoted Pin / Collections / Carousel Ads / Idea Ads)
- Snapchat (Video & Snap Ads / Collections / Story Ads)
- TikTok (Image/Video ads, Spark Ads, Video Shopping ads/ Collections)

Media Tiers -

- Bronze - choice of 1 platform and conversion objective (add to cart).
- Silver - choice of 1 platform and awareness & conversion (purchase) objectives.
- Gold - choice of 2+ platforms and full funnel objectives including awareness, consideration and conversion.

Measurement (will vary depending on channel and objective selected)

- Example KPI's include impressions, clicks, basket level ROAS etc.



Whether aligned to a campaign or a standalone social only tactical campaign, paid social provides opportunities for full funnel results. This is usually managed end to end with the social manager and retail media channel champion.

Channels available:



ORGANIC SOCIAL

Media Overview

- Boost your brands presence by featuring on the John Lewis Instagram account.
- The John Lewis Instagram has over 1.1m followers and is growing rapidly.
- There is the opportunity to showcase across stories and video content in-grid.
- Reach our highly engaged audience who love all things John Lewis.

Formats

- Silver - Bespoke Instagram story with 3-5 frames and swipe-up. Live for 24 hours as per an Instagram story duration.
- Gold - Instagram Video Content (Reels). Content will be published on the channel once and housed there indefinitely.

Measurement

- Silver - awareness KPI's including reach, engagement and link clicks.
- Gold - awareness KPI's including reach, video views, engagements and save/shares.



John Lewis publishes curated organic content across major social platforms with daily posting across all product and category areas.

The opportunity is to access our Instagram following of over 1.1M.

Channels available:



SOCIAL: RATINGS, REVIEWS, & UGC

REVIEW PANEL - SAMPLING CAMPAIGNS

Media Overview

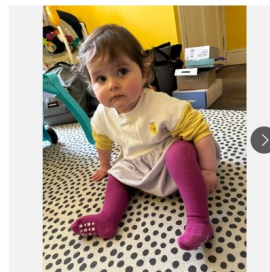
- A unique opportunity to drive conversion and build trust in products by boosting the number of product ratings and reviews on JL.com (average uplift in conversion of 39% through the Review Panel reviews)
- Members receive product in return for honest reviews and UGC. Specific members can be targeted to help ensure thorough and accurate representation of product's customers
- This can work well when launching new or exclusive products to gain traction with reviews and user generated content or if you're looking to boost those products lacking reviews.

Formats

- Drives coverage of ratings and reviews that display on PDP & PLP
- Drives brand and product awareness
- Drives the commercial sale of products
- Specific customers can be targeted to help ensure thorough and accurate CGC
- Has a positive impact on SEO and display of the star rating within Rich Snippets

Measurement

- Conversion rate uplift
- Review completion rate of participants leaving reviews
- Average rating
- Customer images/videos



An ANYDAY classic - comfy, high quality and affordable

★★★★★

This lemon dress is perfect for the bit in between spring and summer - it's light but long and in springy colours. I love the embroidered design (as patches can crack or wear quickly) and the colour blocking is gorgeous. We buy a lot of ANYDAY clothes as the price is great, the quality is fantastic and the designs can't be beat. This dress is an instant classic! The sizing always comes up a bit big on our 13-month-old, but it means she can get plenty of wear out of it for maximum value.

Quality: **Excellent**

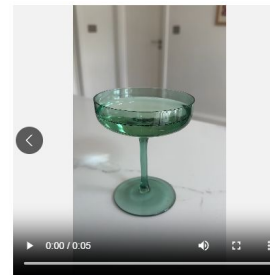
Value: **Excellent**

Fit: **Big**

myJohnLewis Review Panel

Received a free product: Yes

22 April 2024



Gorgeous cocktail glasses

★★★★★

Really beautiful coupe style cocktail glasses - I used them for champagne however these would be perfect for any style of cocktail. They are a lovely shade of green and look stylish and contemporary suiting my current glassware collection. They are fantastic value and would compliment any kitchen bar, or make a great gift. Quality is great, and these washed up well without me being frightened of breaking them as they aren't dishwasher safe.

Quality: **Excellent**

Value: **Excellent**

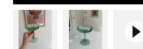
myJohnLewis Review Panel

Received a free product: Yes

29 April 2024

Partner Review

[Report](#)



- 💰 **39% average conversion rate uplift**
- ✅ **99% average review completion rate** of participants leaving reviews
- ⭐ **4.6 average rating**
- 📷 **3 customer images and/or videos** submitted on average per review

REVIEW SYNDICATION

Media Overview

- Syndication is a product offered in partnership with Power Reviews (our review provider) who pulls all of the verified reviews on the brands website from each product onto the John Lewis website.
- Once pulled through, there will be a clear indication of where this review has come from. 90 brands already syndicate reviews to John Lewis. We see on average a 20% conversion rate increase on products with syndicated reviews (when comparing against products with no reviews).
- Syndication is the quickest way to drive coverage of reviews and is perfect for brands wanting to drive higher conversion rate and mitigate product returns.
- There is an annual cost for this proposition.

Formats

- Review syndication on Product Description Pages (PDP's).

Measurement

- Conversion rate metrics available on request.

★★★★★
Sam I
 Canada 🇨🇦, 12 February 2024
 Written by a customer while visiting <http://www.esteelauder.com/>
 Report

Advanced Night Repair Serum Synchronized Multi-R
 I am a huge fan of EL. I used this serum few years back. Then for some reasons I wasn't able to continue. Now I started using it again. It's a wow. Love it. 🙌

Is this review helpful?

★★★★★
Teri
 Verified buyer
 Buckinghamshire, 18 November 2023
 Report

Best foundation for my changing skin
 My face has recently got drier, and couldn't use my usual make up without it caking up. This foundation changed that.. lea es my face silky. A little goes a long way, so worth the price

Is this review helpful?

Quality: **Excellent**
 Value: **Good**

★★★★★
Poshgal1987
 18 October 2023
 Written by a customer while visiting <https://www.armanibeauty.co.uk/>
 Report

Loved this foundation.
 Absolutely brilliant foundation, it was so easy to apply. It sat nicely with a natural tone and was easy to use as a builder. It didn't leave streaks or dry into powdery patches and looked very smooth with a natural glow finish.

Is this review helpful?

★★★★★
Phoebe2
 Verified buyer
 Warwick, 26 September 2023
 Report

Deserves high praise.
 This is my favourite foundation. It is quite expensive but worth the cost. It glides on effortlessly and stays put all day. Highly recommend.

Is this review helpful?

Quality: **Excellent**
 Value: **Excellent**

Please note, this channel cannot release activity during periods of code freeze. It is recommended that this proposition is activated pre-peak as part of preparation for successful H2 campaigns.

In 2024, we saw an average of +20% CR lift on products which received syndicated reviews.

UGC SYNDICATION

Media Overview

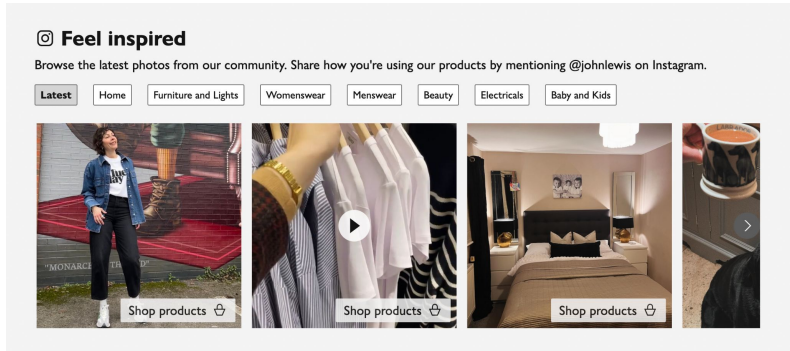
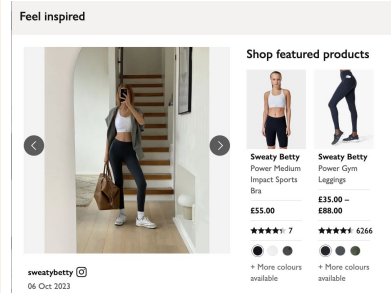
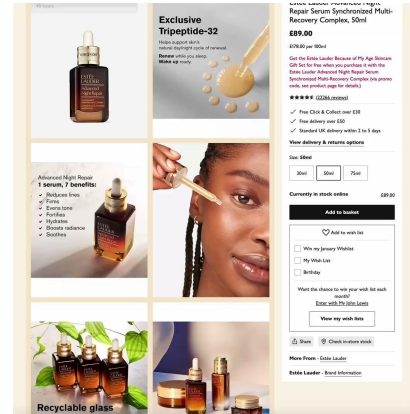
- Opportunity is for brands to enrich their product pages & convert more sales through authentic social content including UGC, influencer and brand social displayed directly on PDP's
- Our strategic partner StoryStream will source UGC content from social networks on brand's behalf via your own #, @mention and tagged content.
- Adding authentic visual content to product pages provides social proof and increases conversions - average conversion rate uplift +40% after customers viewed social content.

Formats

- **Annual fee for this proposition.**
- Content can be pulled through social feeds.
- Brand also has an option to upload content they previously generated through their own UGC/ Influencer campaigns but it is recommended that brands authenticate their social feeds via Storystream for full access to the platform.
- StoryStream provides up to 4 hours services time per month, to include; content curation, rights requesting and tagging of content with product SKU's to publish to a correct pages.

Measurement

- Conversion rate metrics available on request.





THANK YOU