

INSIGHTS & MEDIA ONSITE

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



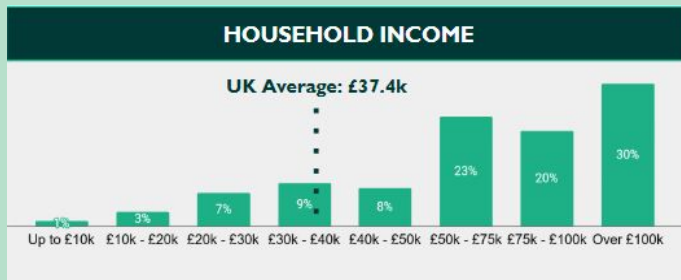
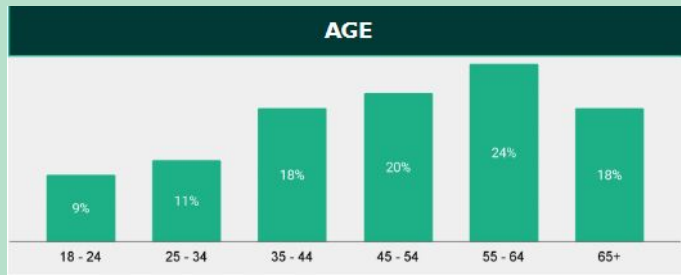
£106 Avg.
Basket Value



3.3 Visits



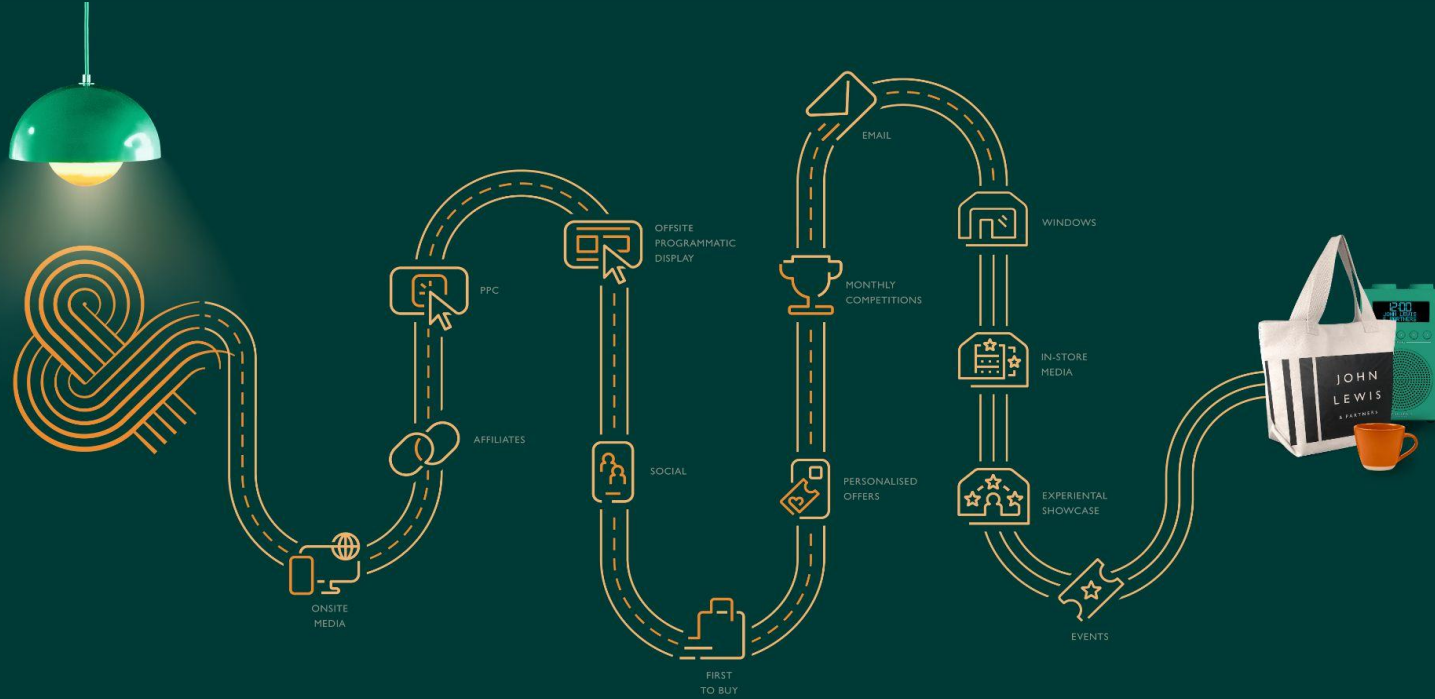
£55 Avg.
Item Price



INTRODUCTION

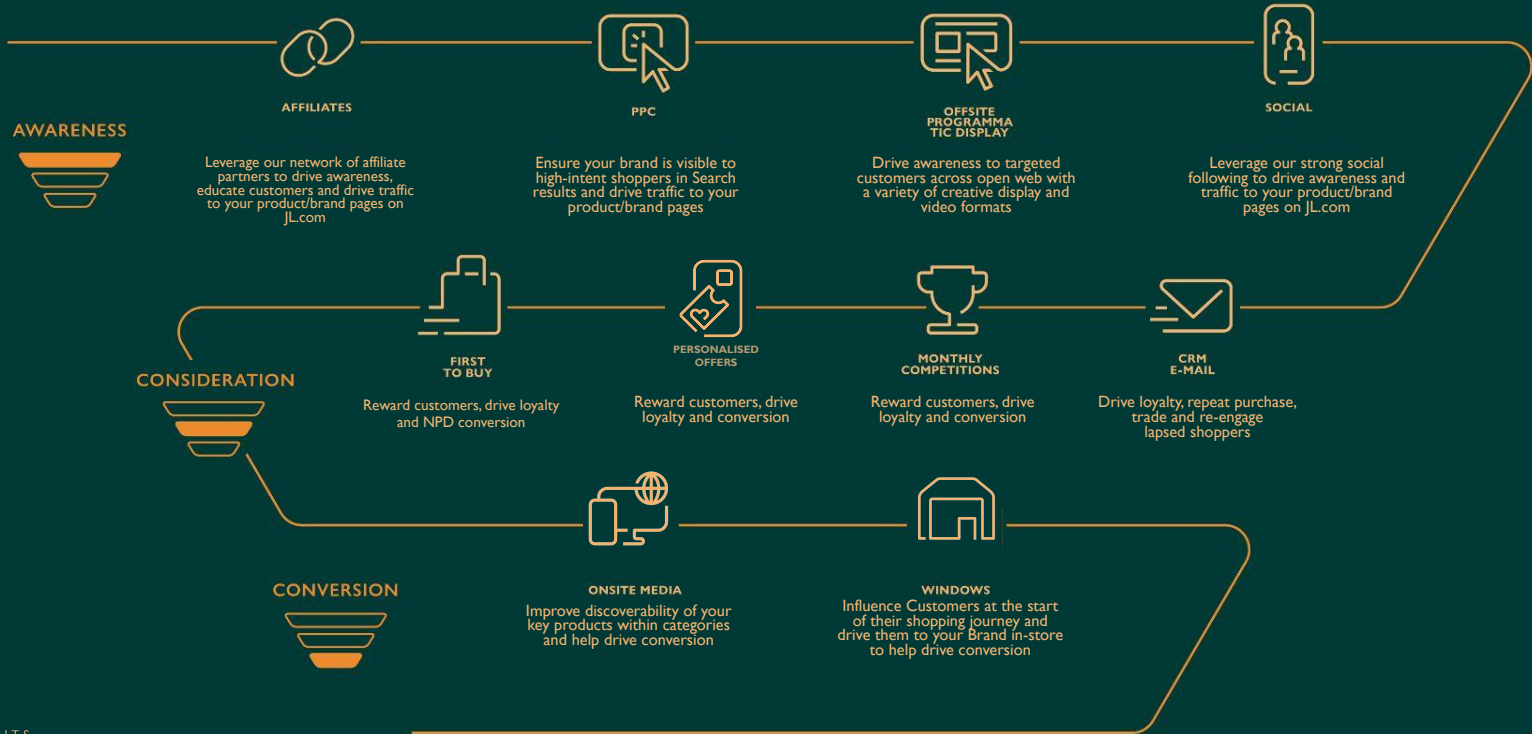
CUSTOMERS SHOPPER JOURNEY

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



MARKETING FUNNEL

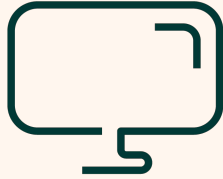
Our portfolio helps you meet your brand objectives across the marketing funnel



MEDIA CHANNEL PORTFOLIO ONSITE MEDIA



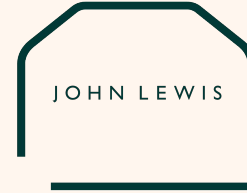
ONSITE MEDIA CHANNEL OVERVIEW



Combined, the website and app has over **500 million** yearly visitors.



John Lewis website and app accounts for **61% of total sales.**



Shoppers on John Lewis have an **average order value** of **£150.**



Improve discoverability of your key products within categories and **help drive conversion.**



Flexible creative options enable you to inspire in-market shoppers **across web and app.**

ONSITE MEDIA

A wide range of opportunities are available across JL.com and App enabling you to reach in-market shoppers at every stage of their shopping journey...

AWARENESS - Reach

Media Channel: Homepage, Category, Brand Stores, Order Confirmation and Navigation

Awareness

CONSIDERATION - Inspire & Engage

Media Channel: Sponsored Banners in Search & Browse

Consideration

CONVERSION - Drive Sales

Media Channel: Sponsored Products in Search & Browse

Conversion

HOMEPAGE

HOMEPAGE

Media Overview

- Reach customers as soon as they enter the **web or app**
- Homepage media **captures shopper attention** as soon as they start their shopping journey and gives brands the opportunity to reach these **highly engaged shoppers at scale**
- The Web and App homepages see over 4 million combined visits a week across JL.com and app.

Formats

- Placements available across Desktop, Mobile and App
- Inventory types:
 - Display banner
 - Sponsored product carousel

Audience Targeting

- Available on App Display

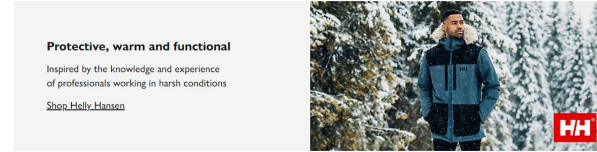
Measurement

- Impressions
- CTR
- Clicks

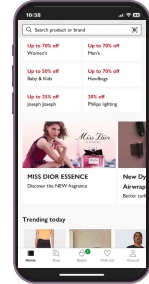
Display: Drive brand awareness



DESKTOP



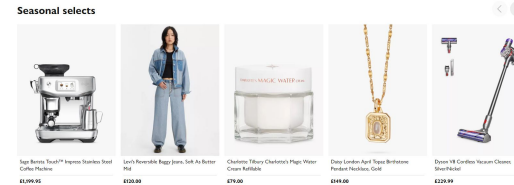
MOBILE



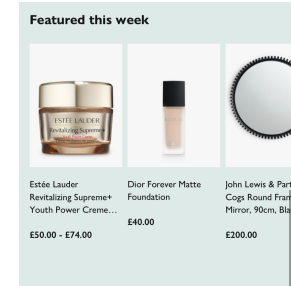
Sponsored Product: Drive product awareness



DESKTOP



MOBILE



NAVIGATION

NAVIGATION BANNER (FLYOUT BANNER)

Media Overview

- Drive brand visibility by standing out in front of browsers who are navigating through a specific category.
- Campaigns conveying a strong brand message in a large format position
- Products or categories with a broad appeal
- An average of over 90k weekly impressions across each category on the navigation. Desktop is a key driver for browsers looking to convert on those larger more considered purchases.

Formats

- Desktop
- Available on all key categories

Audience Targeting

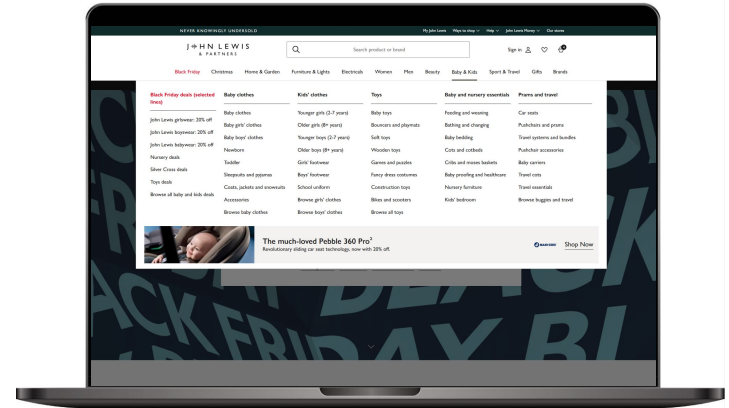
- Full funnel audience targeting available to help your brand find customers who have a higher propensity to purchase.

Measurement

- Enhanced measurement available
 - Impressions
 - Clicks
 - Conversions
 - CTR



DESKTOP



CATEGORY LEVEL

CATEGORY PAGES

Media Overview

- Drive relevant reach across in-category shoppers
- Inspire and influence shoppers in 'browse mode' to learn more about your brand and products
- Driving consideration amongst customers looking for inspiration in a specific category (new parents, new homeowners, gifting occasions etc)
- On average each Category page attract over 50k visits a week

Formats

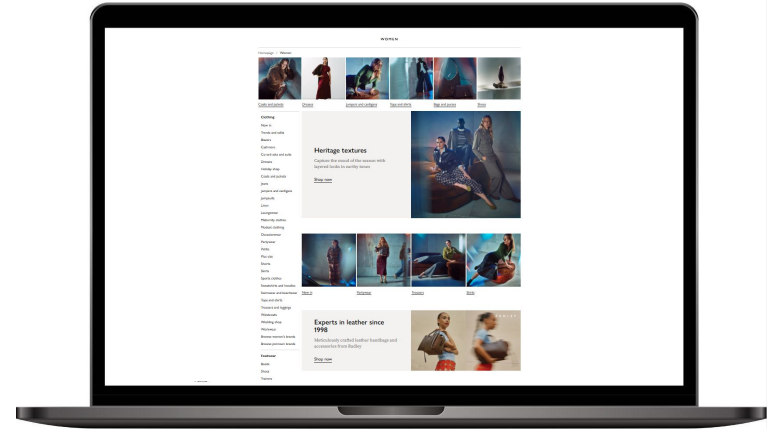
- Desktop and surfacing across mobile below the navigation
- Opportunities across 22 Category pages (list of areas on the right)
- Inventory types:
 - Display Banner
 - Display Block

Measurement

- Impressions
- CTR
- Brand visits

Key pages:

- Electricals
- Womens
- Jewellery
- Lingerie
- Mens
- Sports & Leisure
- Womens sports clothing
- Mens sports clothing
- Fitness Machines
- Buggies & travel
- Baby & nursery
- Nursery furniture
- Boys clothes
- Girls clothes
- Childrens shoes
- Baby & toddler
- Toys
- Baby gifts
- Beauty
- Haircare
- Home & Garden
- Furniture & Lights



TECHNOLOGY

Media Overview

- Drive relevant reach across Tech shoppers
- Inspire and influence shoppers in 'browse mode' to learn more about your brand and products
- Driving consideration amongst customers looking for inspiration in a specific category (for example, customers looking for a new mobile phone, homeowners looking for security options, or gifting occasions etc)
- On average Electrical Category pages attract over 70k visits a week

Formats

- Desktop and surfacing across mobile below the navigation
- Opportunities across Category pages (list of areas on the right)
- Inventory types:
 - Display Banner
 - Display Block

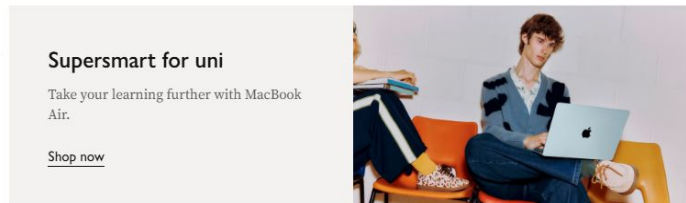
Measurement

- Impressions
- CTR
- Brand visits

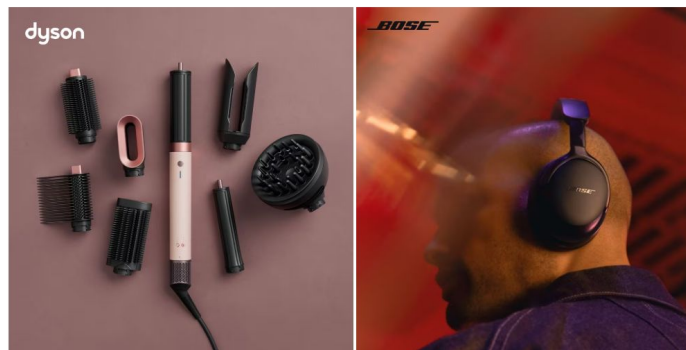
Category pages across:

- Main Electricals Page
- Large Electricals
- Small Electricals
- Audio & Imagery
- Comms Tech
- TV & AV

Display Banner: Perfect for driving brand awareness or new product launches.



Display Blocks: Helps create distinct brand identity through image blocks and drive awareness at the right part of the customer journey.



Discover the new Dyson Airwrap Coanda2X
Better curling. Faster drying. Straighter styles.

[Shop now](#)

New Bose QC Ultra headphones (2nd Gen)
Headphones that sink you deeper into your favourite sounds.

[Shop now](#)

BEAUTY

Media Overview

- Drive relevant reach across Beauty shoppers
- Inspire and influence shoppers in 'browse mode' to learn more about your brand and products
- Driving consideration amongst customers looking for inspiration in a specific category (for example, customers on the hunt for new beauty products, or gifting occasions etc)
- On average Beauty Category pages attract over 30k visits a week

Formats

- Desktop and surfacing across mobile below the navigation
- Opportunities across Category pages (list of areas on the right)
- Inventory types:
 - Display Banner
 - Display Block

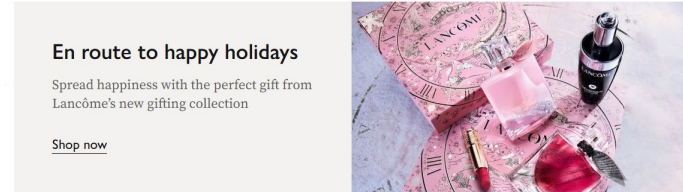
Measurement

- Impressions
- CTR
- Brand visits

Category pages across:

- Main Beauty Page
- Skincare
- Haircare
- Mens Grooming & Skincare
- Bath & Body
- Makeup Accessories

Display Banner: Perfect for driving brand awareness or new product launches.



Display Blocks: Helps create distinct brand identity through image blocks and drive awareness at the right part of the customer journey.



MYSLF L'ABSOLU
The new feel-good intensity by Yves Saint Laurent
[Shop now](#)



New Lancôme Skin Idôle Juicy Blush
Hydrates, radiates and plumps with Niacinamide and Vitamin E
[Shop now](#)

HOME

Media Overview

- Drive relevant reach across Home shoppers
- Inspire and influence shoppers in 'browse mode' to learn more about your brand and products
- Driving consideration amongst customers looking for inspiration in a specific category (for example, new home owners, or those looking for an upgrade or summer furniture must haves etc)
- On average Home Category pages attract over 70k visits a week

Formats

- Desktop and surfacing across mobile below the navigation
- Opportunities across Category pages (list of areas on the right)
- Inventory types:
 - Display Banner
 - Display Block

Measurement

- Impressions
- CTR
- Brand visits

Category pages across:

Home & Garden

- Tableware & Cutlery
- Drinkware
- Home storage & organisation
- Garden
- Candles & Home Fragrance
- Laundry & Utility

Furniture & Lights


- Sofa & Armchairs
- Lighting
- Mattresses
- Home Office
- Nursery Furniture

Display Banner: Perfect for driving brand awareness or new product launches.

John Lewis x Deliciously Ella

Over 60 pieces of kitchenware designed to help you prep, cook, serve and store

[Shop now](#)



Display Blocks: Helps create distinct brand identity through image blocks and drive awareness at the right part of the customer journey.



Wake up beautifully

Luxury mattresses by Hypnos, British bedmakers for 120 years

[Shop now](#)



John Lewis x Sanderson

Celebrating a love of heritage prints and timeless design

[Shop now](#)

FASHION

Media Overview

- Drive relevant reach across Fashion shoppers
- Inspire and influence shoppers in 'browse mode' to learn more about your brand and products
- Driving consideration amongst customers looking for inspiration in a specific category (for example, customers browsing for an outfit for a special occasion, or looking for advice on a new pram or or shopping for a holiday etc)
- On average Fashion Category pages attract over 100k visits a week

Formats

- Desktop and surfacing across mobile below the navigation
- Opportunities across Category pages (list of areas on the right)
- Inventory types:
 - Display Banner
 - Display Block

Measurement

- Impressions
- CTR
- Brand visits

Category pages across:

Fashion

- Womenswear
- Menswear
- Jewellery
- Lingerie
- Occasionwear

Main Baby Page

- Buggies & Travel
- Preschool Toys
- Feeding
- Bathing & Changing
- Nursery Furniture

Main Kids Page

- Toys
- Kids Brands

Main Sports Page

- Home Gym Equipment
- Outdoor Clothing & Equipment

Display Banner: Perfect for driving brand awareness or new product launches.

Experts in leather since 1998

Meticulously crafted leather handbags and accessories from Radley

[Shop now](#)

Display Blocks: Helps create distinct brand identity through image blocks and drive awareness at the right part of the customer journey.



Autumn in the city

[Shop now](#)



Trends and edits

[Browse now](#)

CAMPAIGN

Media Overview

- Drive relevant reach across key campaign moments
- Driving consideration amongst customers shopping in key moments throughout the year.
- On average Campaign Category pages attract over 46k visits a week

Formats

- Desktop and surfacing across mobile below the navigation
- Opportunities across Category pages (list of areas on the right)
- Inventory types:
 - Display Banner
 - Display Block

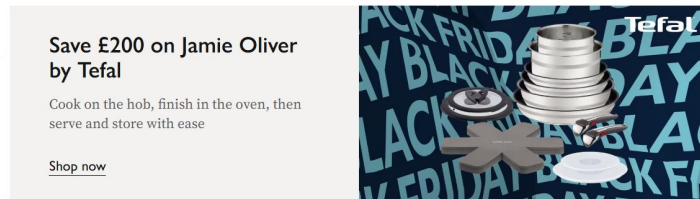
Measurement

- Impressions
- CTR
- Brand visits

Category pages across:

- Gifting
- Valentine's Day
- Mother's Day
- Easter
- Father's Day
- Holiday Shop
- Back to School
- Off to University
- Summer Sale
- Black Friday
- Christmas
- Winter Sale
- Wellbeing

Display Banner: Perfect for driving brand awareness or new product launches.



Display Blocks: Helps create distinct brand identity through image blocks and drive awareness at the right part of the customer journey.



Get 10% off Samsung
 Exclusively for My John Lewis Members
[Sign in](#)

Save up to £300
 On selected LG OLED TVs
[Shop now](#)

ORDER CONFIRMATION

ORDER CONFIRMATION

Media Overview

- Unique banner opportunity to feature on the Order Confirmation page in a prominent (top of page) position.
- This is a step in the journey where John Lewis customers are most engaged and it is a great opportunity to showcase your brand.
- John Lewis' best customers shop 7 times a year therefore, this is an opportunity to stay front of mind across the year building on brand presence and recall.

Media Key stats

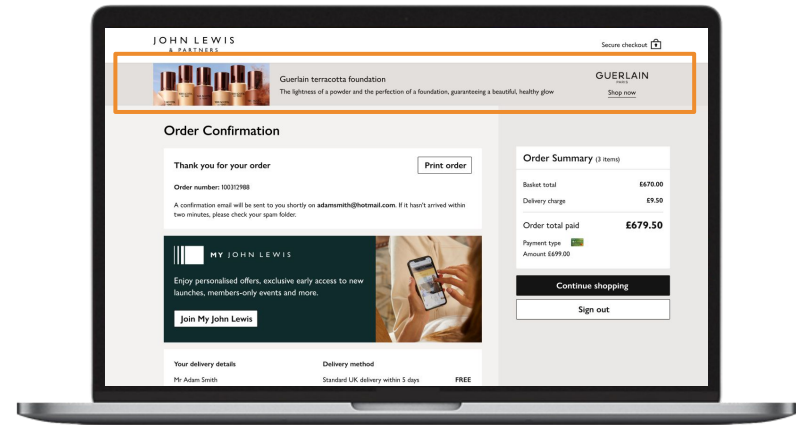
- On average the banner receives between 250k - 400k average weekly impressions with the banner guaranteed to have 100% exposure rate due to the prominent position on the page.
- Dwell time on average of over 2 minutes.
- Average CTR - 0.7%-1%

Formats

- Desktop, Mobile & App

Measurement

- Impressions
- CTR
- Clicks



BRAND STORE

BRAND STORE BANNER

Media Overview

- Elevate your brands storefront on [JL.com](https://www.jl.com) by displaying a high impact banner at the top of the page for customers to see first.
- This is an annual, always on proposition. Additional refreshes are available to align your creative with key / seasonal campaigns.

Formats

- **Annual fee**
- Two creative options full width image banner or image with live text and logo.
- AB Testing available.
- Desktop, Mobile & App

Audience Targeting

- Full funnel audience targeting available to help your customers find the most relevant category or products within your brands assortment.

Measurement

- Impressions
- CTR
- Conversions

Full width image banner:

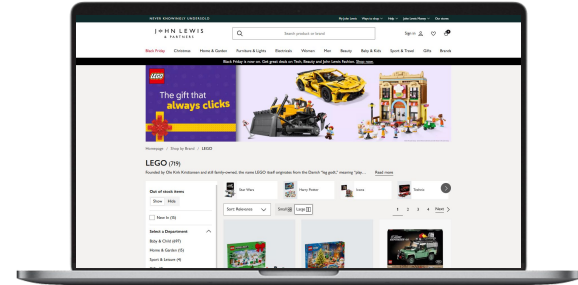
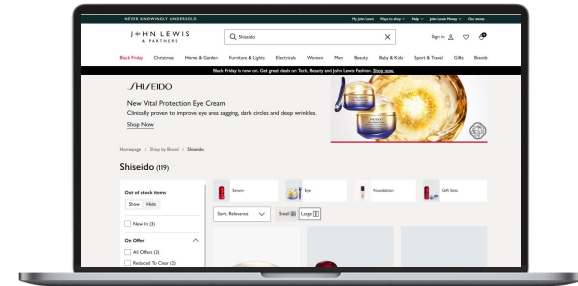


Image with live text and logo:



GOLD BRAND STORE

Media Overview

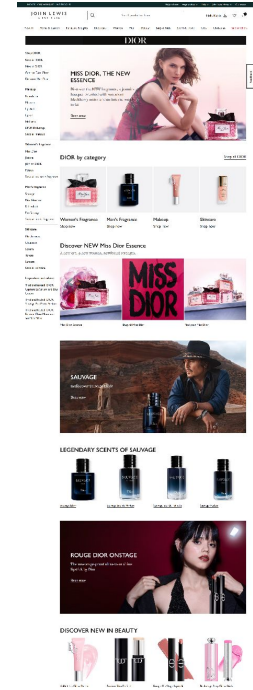
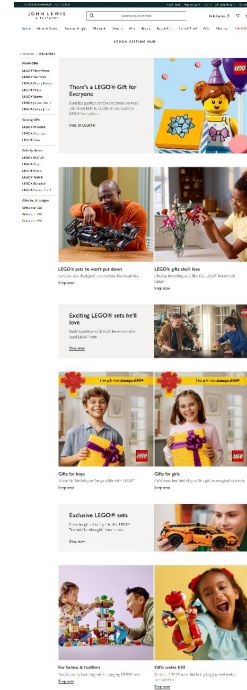
- Transform your presence into an immersive ‘shop-in-shop’ experience to elevate your brand page on JL.com
- This is an annual proposition includes four seasonal refreshes.

Formats

- Full curated page with various components including banners, blocks and product carousels.
- Desktop, Mobile & App

Measurement (quarterly reporting available)

- Impressions
- CTR
- Revenue



RETAIL MEDIA SELF SERVE PLATFORM

DISPLAY BANNER

Media Overview

- Powered through the **Retail Media Self Serve Platform**
- Takeover the digital shelf edge with a high-visibility placement above the product listing pages and search results
- Drive awareness amongst shoppers making their purchase decision and ensure your product is in their basket
- Highlight a product or price message to shoppers making their purchase decision
- On average PLPs attract over 3.4 million visits a week and average page dwell time on PLPs is nearly 4 minutes
- On average 20% of customers will use Search while browsing and it's one of the most interacted with components across our digital estate

Formats

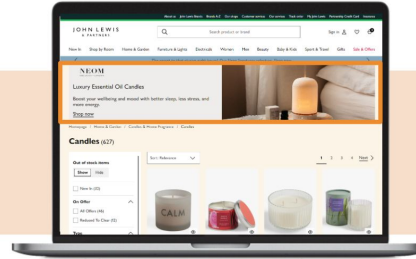
- Desktop, Mobile & App

Measurement

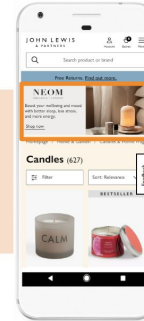
- Impressions
- Clicks
- Brand Halo

Browse Product Listing Pages:

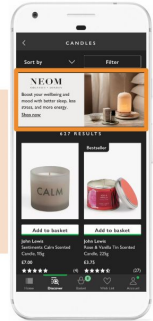
Desktop



Mobile

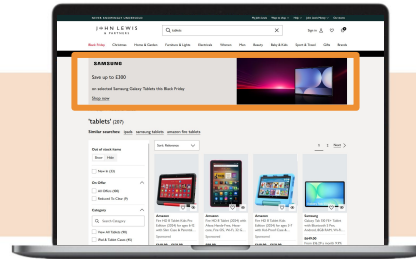


App

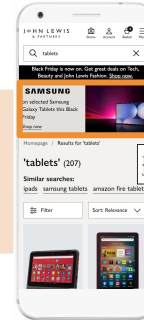


Search:

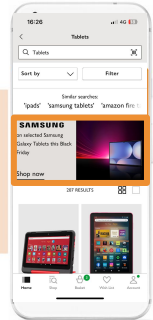
Desktop



Mobile



App



SPONSORED PRODUCTS

Media Overview

- Powered through **Retail Media Self Serve Platform**
- Boost your product to be seen within the top 3 products across highly visible product listing pages
- Drive conversion amongst shoppers making their purchase decision and ensure your product is in their basket
- Lower funnel marketing objectives to capture sales amongst customers building their basket
- On average PLPs attract over 3.4 million visits a week and average page dwell time on PLP's is nearly 4 minutes
- On average 20% of customers will use Search while browsing and it's one of the most interacted with components across our digital estate

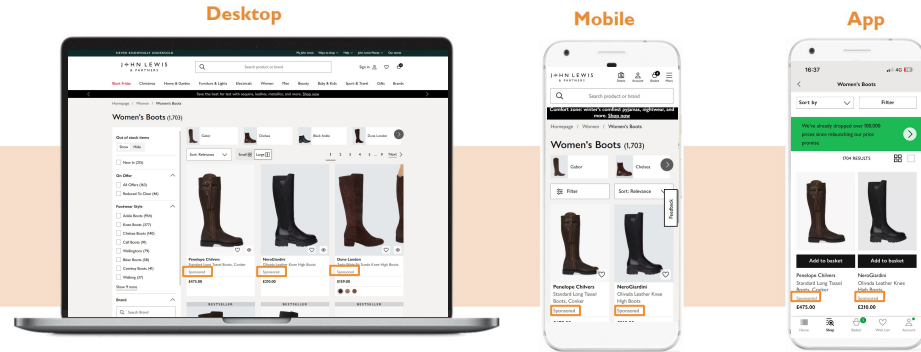
Formats

- Desktop, Mobile & App

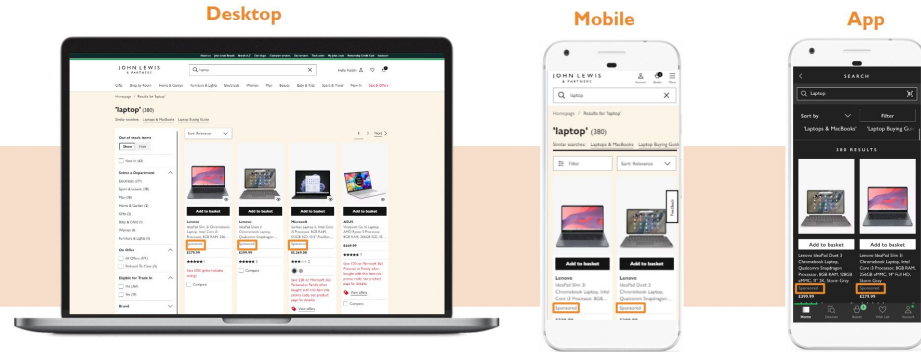
Measurement

- Impressions
- Clicks
- ROAS
- Conversion
- Brand Halo

Browse Product Listing Pages:



Search:





THANK YOU