



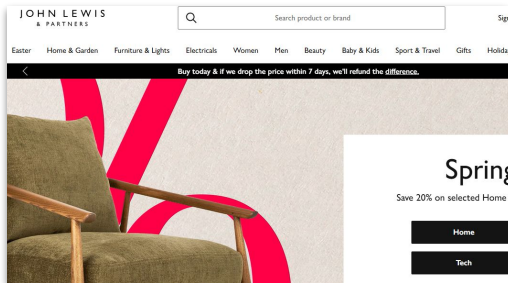
John Lewis reduces costs by 32% with Google Analytics 4 and custom bidding

JOHN LEWIS
& PARTNERS

Online retailer

EMEA - United Kingdom • [johnlewis.com](https://www.johnlewis.com)

Agency Name: TRKKN & MG OMD



The Challenge

Within a highly competitive market, John Lewis & Partners sought to optimize the conversion potential of website visitors that were acquired through advertising. The retailer's objective was to transform insights regarding user session duration into a targeted strategy, specifically aiming display advertising towards prospects that were the most likely to achieve the "engaged session" status.

The Approach

To address this challenge, the retailer developed a custom bidding model, leveraging data from its Google Analytics (GA4) account. By integrating both standard and custom event signals, the team was able to identify which visitors were most likely to achieve "engaged sessions." Later, John Lewis & Partners built a bespoke scoring system to evaluate the value of potential impressions based on their likelihood to drive engagement. This model incorporated active view metrics and engaged session signals to optimize performance. The resulting scores were integrated into Display & Video 360, enabling real-time bid-level adjustments with custom bidding on behalf of John Lewis & Partners.

Partnering with TRKKN & MG OMD: TRKKN and MG OMD helped develop and execute the custom bidding model strategy.

The Results

The GA4 and custom bidding strategy achieved impressive results, demonstrating the effectiveness of the custom bidding algorithm. Compared to the standard platform, the new campaign achieved a significant 32% reduction in the cost per session while delivering a 29% higher session rate.

"Partnering with TRKKN and MG OMD enabled us to make use of our owned data in a way that we hadn't been able to before. This custom solution has resulted in an impressive increase of high-quality engaged user traffic."

Dan Hughes, Programmatic Lead, John Lewis & Partners

32%

Lower cost per session*

29%

Higher session rate*

*Results achieved during the campaign period of Oct. 2024 - Nov. 2024.

Primary Marketing Objective(s)

- Generate Leads

Featured Product Area(s)

- Measurement: Google Analytics 4
- Custom Bidding

TRKKN

MG omd

Google