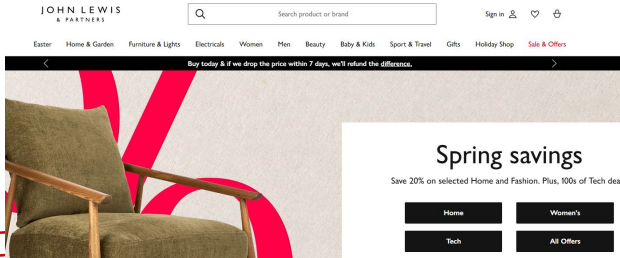




John Lewis Reduces Cost per Session by 32% With GA4 and Custom Bidding

JOHN LEWIS
& PARTNERS

Online Retailer
United Kingdom • <https://www.johnlewis.com>



The Challenge

In a competitive sector, the John Lewis Partnership needed to maximise the conversion potential of visitors driven to the site by advertising. The challenge was to leverage insights about how long different users spend on the site into a targeting strategy and one that would focus display advertising towards prospects most likely to become 'engaged sessions'.

The Approach

To address this challenge, TRKKN UK developed a custom bidding model powered by data from John Lewis' Google Analytics tracking. By combining standard and custom event signals, TRKKN identified which visitors were most likely to become 'engaged sessions'. They then built a bespoke scoring system to assess the value of potential impressions based on their likelihood to drive engagement. This model incorporated both Active View metrics and engaged session signals to optimise performance. The resulting scores were integrated into Display & Video 360, allowing Google to adjust bid levels in real time on behalf of John Lewis.

Partnering for Success

This approach was developed in partnership between John Lewis, TRKKN, and MG OMD. Not only did this facilitate effective end to end enablement and activation, but it also allowed A/B testing on the campaign to quantify the impact.

The Result

The A/B test yielded impressive results, demonstrating the effectiveness of the custom bidding algorithm. Compared to the standard platform, the test campaign achieved a significant 32% reduction in cost per session while simultaneously delivering a 29% higher session rate.

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

— Dan Hughes, Programmatic Lead, John Lewis

32%

Less cost per session*

29%

Higher session rate*

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