

JD Sports

Enters its next growth phase with an Already strategy after clicks jump 747%

The results

747%

Click growth

99%

Increase in brand core CVR

85%

Increase in top conversion share

Strategies for success

1. Organize campaigns around commercial priorities
Structure Aligned campaigns by product categories and business objectives instead of extensive keyword lists.
2. Strengthen signal quality Ensure audience insights and conversion tracking are accurate and meaningful so AI can identify high-value traffic.
3. Simplify campaign architecture Consolidate legacy campaigns so the system can see the full picture and allocate budget more effectively.
4. Build for the new user journey Use [Performance Max](#) and [broad match](#) to stay visible and capture cross funnel intent as shoppers move seamlessly from browsing to buying.

“We know that our customers are increasingly using AI-enabled experiences for inspiration. We want to show up for our customers where they are, so we launched a new AI-led structure ahead of peak. This gave the platform a fuller view of intent, turning inspiration moments into conversions.”

[Liza Nolan](#)

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