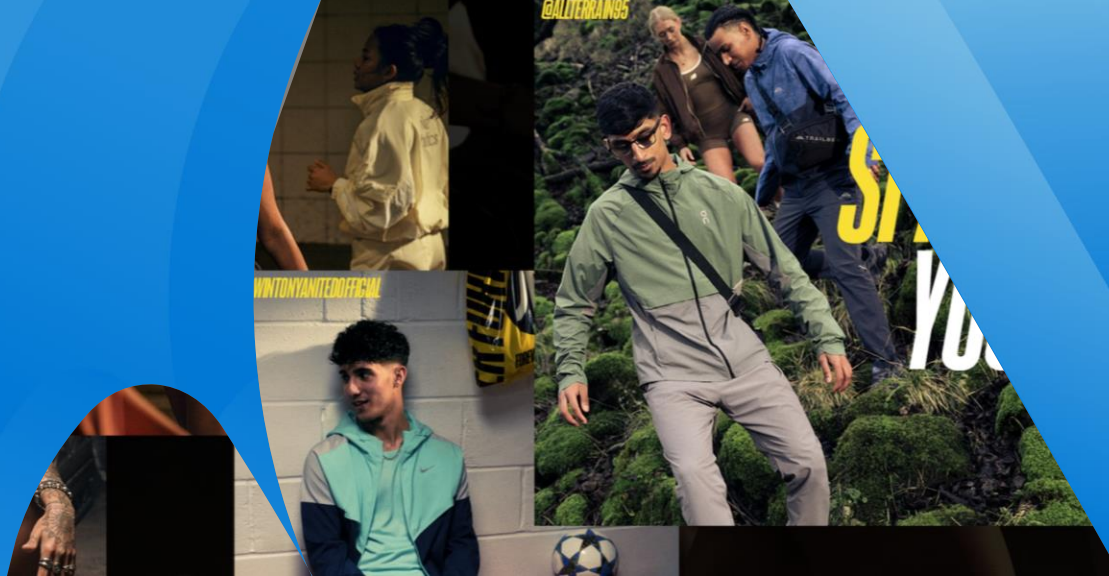


# JD Sports

Enters its next growth phase with an AI-ready 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 AI-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 buying decisions.”

**Liza Nolan**

Associate Director of Digital Media  
JD Sports