

# Lands' End activates business intelligence data to elevate new customer acquisition using Google Automation.



Lands' End is an American clothing and home decor retailer founded in 1963 that specializes in casual clothing, swimwear, outerwear and home furnishings.  
Dodgeville, WI, USA • [landsend.com](https://www.landsend.com)

Crealytics helps retailers and brands activate customer data to master paid media performance and acquire new, loyal customers through performance advertising and marketplace solutions.

Berlin, DE, Europe • [crealytics.com](https://www.crealytics.com)

**About Google Ads:** Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at [ads.google.com/home](https://ads.google.com/home).  
© 2020 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

## The challenge

Lands' End, leading uni-channel retailer of casual clothing, accessories, footwear and home products, wanted to increase new customers via digital channels.

Their goal was to create a New Customer Acquisition strategy that values a new customer differently compared to an existing, in order to prioritize their marketing decisions.

## The approach

Lands' End partnered with their agency, Crealytics, and Google to overhaul their Search and Shopping bidding activation. Using imported attributed new customer data through [conversion import](#) and making that data actionable via Google's machine learning bidding solution (Target ROAS).

## The results

This approach proved its value and led to an increase of 43% more new customers compared with the previous bidding method. The ROAS (return on ad spend) efficiency was constant yielding 60% more revenue.

Due to these results: this method is in operation since the holiday season and is now the standard procedure for all Lands' End Shopping and Non Brand Search Ads.

As a next step Lands' End will continue to optimize the input data in collaboration with Crealytics to optimize for a higher yield in re-buy rates and lifetime value (LTV).

“Companies have access to more data than ever before and using that data to maximize performance is key.”

—Jean-Marx Mantilla, Sr. Director of Digital Marketing

“Crealytics' data-activated approach to mastering measurement continues to yield results for innovative retailers such as Lands' End.”

—Andreas Reiffen, CEO - Crealytics

+43%

More new customers

+60%

Higher revenue at a constant ROAS