

L.L.Bean

**How L.L. Bean Increased its
Holiday Web Traffic by +20% YoY**

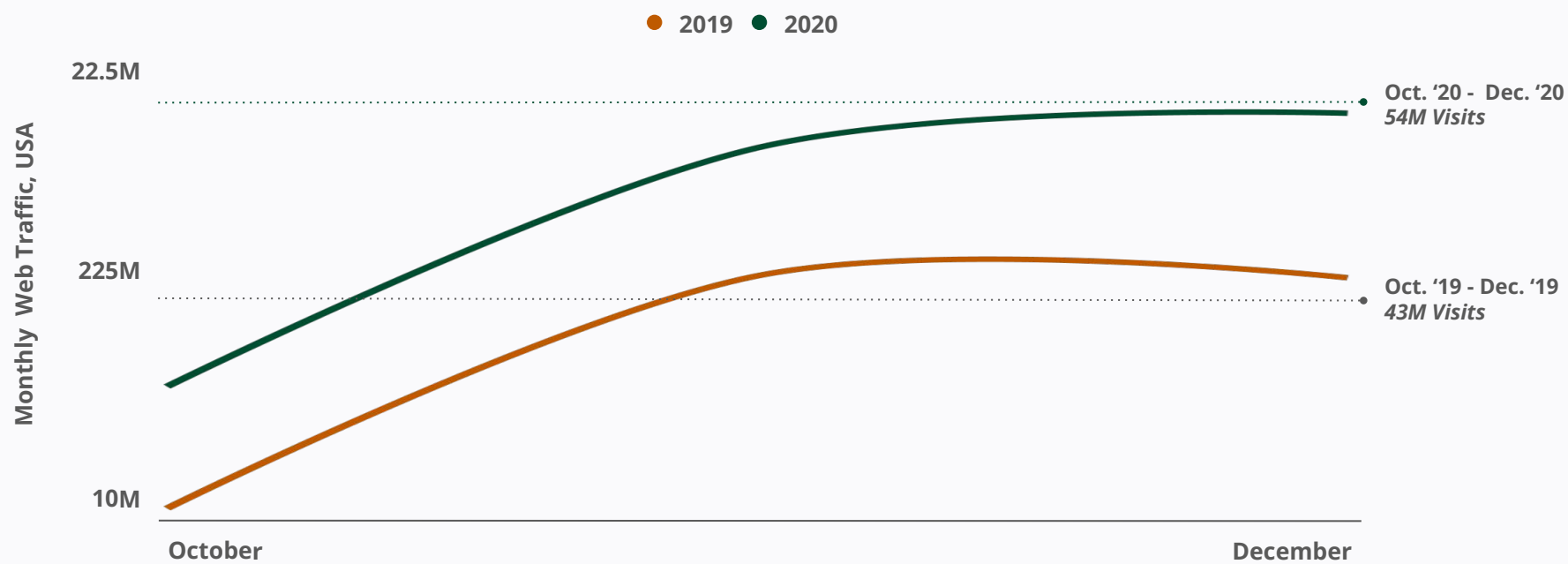
Sporting Goods & Outdoors



L.L.Bean is an American based clothing and outdoor recreation equipment brand that was founded in 1912.

The company has grown to a global organization with annual sales of \$1.6 billion. L.L. bean now offers over 140,000 items and are recognized for their functional, innovative design and high quality.

During the 2020 holiday season, L.L. Bean had a **+20%** increase in website traffic in the US relative to the 2019 holiday season.



L.L.Bean promoted their holiday campaign and drove web traffic through email, paid search, digital ads, holiday events and affiliate links.

01

Email Campaign



L.L. Bean ran a holiday email campaign from the beginning of Nov. to the end of Dec. to drive sales.

02

Paid Search



During the holiday season, L.L. Bean increased their paid search ad spend to capture high-intent queries.

03

Digital Ads



L.L. Bean promoted their holiday campaign with Facebook, Instagram, YouTube and display ads.

04

Holiday Events



L.L. Bean hosts holiday events to increase awareness and brand engagement.

05

Affiliate Links



During the holiday season, L.L. Bean increased referral traffic with affiliate links.

Email Campaign:

L.L. Bean's holiday email campaign can be categorized into the following four groups: Gift Guides, Holiday Spirit, Sales and Holiday Urgency.

L.L. Bean's first holiday email, "Easy Ways to Prep Your Home for the Holidays", went out on November 6th, 2020.

L.L. Bean's last holiday email was sent on December 25th, 2020, to wish everyone a happy holiday.

1



Gift Guides

2



Holiday Spirit

3



Sales

4



Holiday Urgency

Email Campaign:

November 22, 2020
Cozy Gifts Guys Love

November 21, 2020
The Coziest Gifts for Her

December 05, 2020
The Best Gifts Under \$50

December 12, 2020
*Our Waterproof Blanket is
the Perfect Gift*

L.L.Bean



The Warmest Gifts for Him

Warm. Comfortable. Supersoft. This season, send the gift that feels just like a great big hug from you.

SHOP MEN'S COZY GIFTS

L.L.Bean

Top Gifts Under \$50

Shop the gifts that top their list –
all at unbeatable prices.

SHOP NOW



Happier
Holidays



1



Gift Guides

L.L. Bean shared their holiday gift guides with their audience via email. As holidays can be a stressful time for many, gift guides are a great source to help ease shoppers' holiday gift buying anxiety.

1. **Gifts by Category:** L.L. Bean broke up their gift guides by gender. This aims to improve readability and open rates. Categorizing helps guide the reader to quickly find what they are looking for.
2. **Gifts by Price:** As customers usually search for gifts within a specific price range, creating a list by price can help improve email open rates and click rates.

Email Campaign:

November 6, 2020
*Easy Ways to Prep Your
Home for the Holidays*

December 12, 2020
Get Outside this Winter!

Wrap Up Your Holiday Shopping



HOLIDAY
GIFT SHOP



HOLIDAY
DELIVERY
SCHEDULE



SEND A
GIFT CARD



START YOUR
WISH LIST

 GIFTS

CLOTHING

FOOTWEAR



7 Ways to Celebrate the Holidays Outdoors

Easy ways to enjoy being outside together this holiday,
without having to travel far from that cozy chair.

[LEARN MORE](#)



2



Holiday Spirit

L.L. Bean's "holiday spirit" emails aimed to drive brand awareness and consideration while providing useful holiday content and showcasing new holiday products.

- Holiday Shopping CTA:** LL Bean used a footer on their holiday emails which featured a CTA to "Wrap Up Your Holiday Shopping". The footer featured links to their holiday gift shop, delivery schedule, gift cards and wish lists.
- Blog Content:** The emails drove users to holiday-related content on their blog. They did this to celebrate the holidays and keep their brand top of mind for shoppers.

Email Campaign:

November 27, 2020
Your Promo Code: THANKS15

November 27, 2020
*It's Bean Friday! 15% Off
Your Order*

November 29, 2020
15% OFF? It's Still On!

November 11, 2020
*The 15% Off You've
Been Waiting For*



December 1, 2020
*ENDS TOMORROW: 15% Off
Your Order*

3



Sale

L.L. Bean utilized their holiday email campaign to promote their 15% off promo code.

1. **Early-Bird Sale:** L.L. Bean offered a 15% off discount to spur early holiday shopping on November 11, 2020.
2. **Extended Black Friday:** Brands have been extending this single-day sale into multiple days or even week long events*. To promote their extended sale, L.L. Bean sent out reminder emails on November 29th and December 30th.

[*View Source](#)

Email Campaign:

December 21, 2020
**SHIPPING ENDS TODAY for
Christmas Delivery**

December 20, 2020
**SHIPPING ENDS TOMORROW
for Christmas Delivery**

L.L.Bean

Last Day To
Get It There By Christmas
Order by Midnight ET today, Dec. 20

SHOP NOW

December 23, 2020
Last-Minute Gifts They'll Love

L.L.Bean

It's Not Too Late To
Give Something Great



The L.L.Bean E-Gift Card

Give the gift that gets them outdoors. Delivered by email
within hours, even on Christmas Day.

SEND AN E-GIFT CARD

4



Holiday Urgency

L.L. Bean drove holiday urgency with helpful holiday reminders and last-minute gift ideas.

1. **Holiday Reminders:** As the deadline to receive gifts before Christmas approached, L.L. Bean sent out reminders to purchase before the cut-off.
2. **Last-minute gifts:** After the cut off date for holiday shipping, L.L. Bean sent out an email with last-minute gift ideas such as a gift card or an outdoor experience.

Fact: In 2020, **79%** of shoppers left their gift shopping to the **final two weeks** before Christmas.

64% of these last-minute shoppers intended to shop **in person**, possibly because they worried an online gift wouldn't arrive at its destination on time.

[View Source](#)

REMARKABLY SOFT
Featuring luxurious

Over the holiday season, L.L. Bean bid on branded keywords to capture high-intent queries and on non-branded product names to capture the middle-of-funnel customers.

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L.L. Bean promoted their holiday campaign with Facebook, Instagram, YouTube and display ads.

04

Holiday Events



Financial services debriefing and discussing reports and events in the financial industry.

05

Affiliate Links

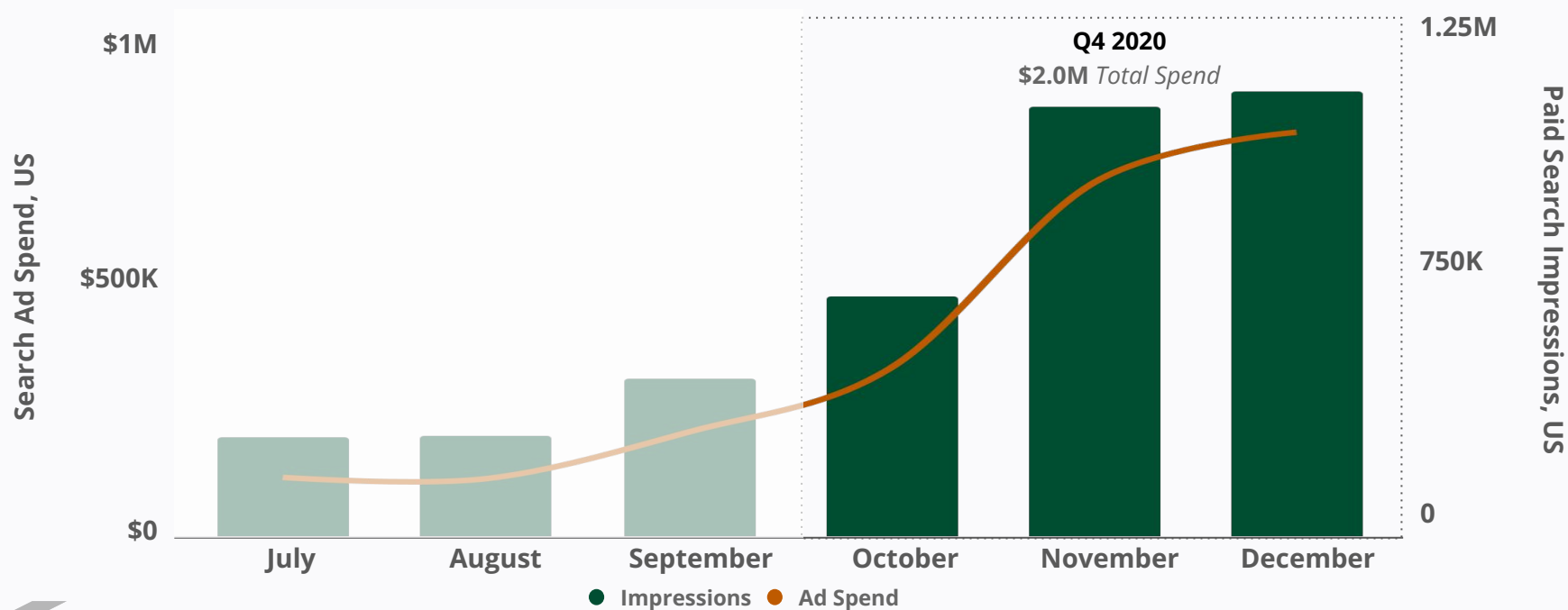


During the holiday season, L.L. Bean increased referral traffic with affiliate links.

Search Ads:

In Q4 2020, L.L. Bean spent \$2.0M on search ads, which was a **+319%** increase from Q3 2020.

Search ads generated nearly 3M impressions in Q4 2020.



Search Ads:

Over Q4 2020, 57% of L.L. Bean's top search ad description copy mentioned their free shipping on orders over \$50. Additionally, 21% featured a FALL10 promo in the ad headline.

L.L.Bean Men's Boots | 10% Off With Code FALL10

Ad llbean.com

Save On Men's Boots Today. Free Shipping With \$50 Purchase. Unbeatable quality. Be an Outsider. Legendary service. Great gear. Highlights: Customer Service Available, Help Center Available, Newsroom Available.

L.L.Bean: Official Site | 10% Off With Code FALL10

Ad llbean.com

Shop L.L.Bean. Free Shipping With \$50 Purchase. Great gear. Legendary service. Unbeatable quality. Types: Outerwear, Flannel, Bean Boots, Slippers, Outdoor Gear.

L.L.Bean Backpacks - Low Price | Low Price. Unbeatable Quality.

Ad llbean.com

Shop Backpacks & More. Free Shipping With \$50 Purchase. For Kids, Teens, & Adults. Styles: Book Packs, Commuter Packs, Outdoor Packs.

Branded Keywords

llbean

ll bean

llbean.com

l.l. bean slippers

ll bean boots

ll bean slippers

Non-Branded Keywords

lands end

bean boots

slippers

duck boots

mens slippers

landsend

L.L. Bean optimized their holiday ad campaign creative across YouTube, Facebook, Instagram and display. Their digital ad campaign focused on their holiday sales, holiday awareness, specific products and their gift guides.

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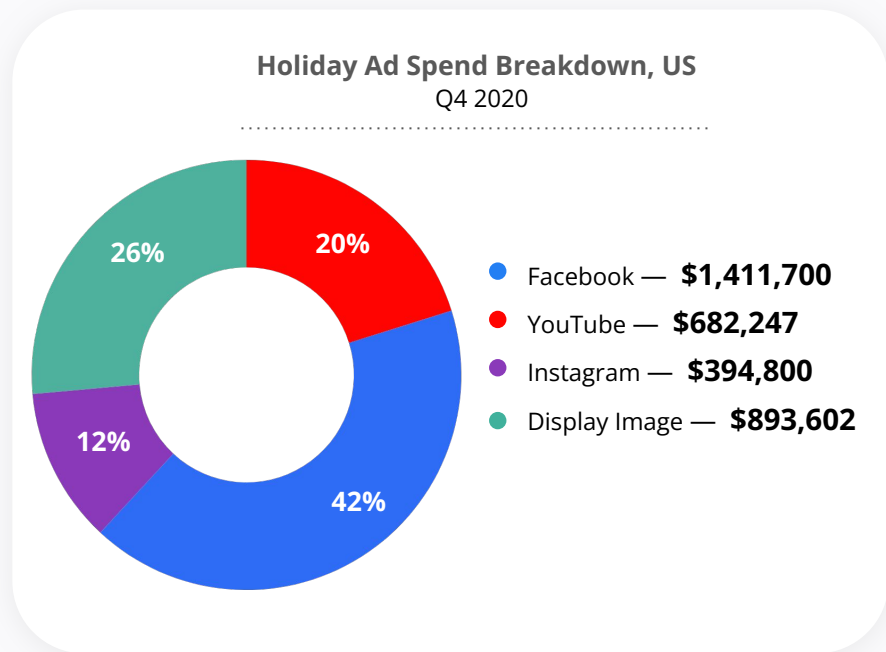
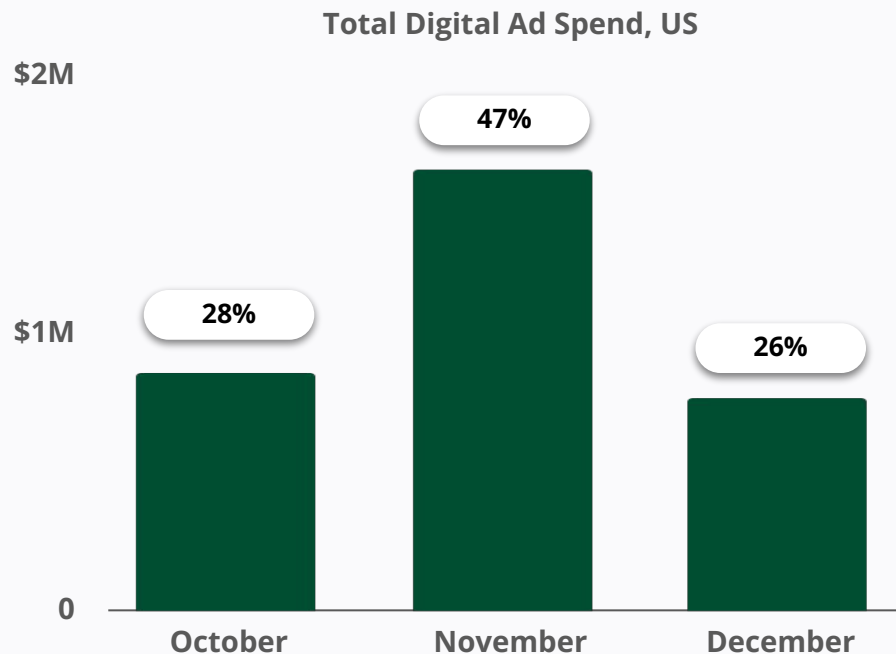
Affiliate Links



During the holiday season, L.L. Bean increased referral traffic with affiliate links.

Digital Ads:

L.L. Bean invested \$3.4M on holiday digital ads, which made up 50% of their total digital ad spend during Q4 2020. 47% of Q4 2020's budget was spent in November.



*Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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Digital Ads:

L.L. Bean promoted their holiday campaign videos with 15s and 6s YouTube ads. Holiday video creative can be categorized into the following three groups:



15% Off Promo



[Click to View](#)

Spend: **\$42K** | Impressions: **2.3M** | Avg. CPM: **\$18.06**

Using footage from the other holiday videos, L.L. Bean promotes their 15% off sale with 6-second pre-roll ads.

"Give Comfort. Share Joy"



[Click to View](#)

Spend: **\$60K** | Impressions: **3.3M** | Avg. CPM: **\$18.06**

This video series promotes L.L. Bean's long legacy of keeping people comfortable outdoors and celebrating the holidays with L.L. Bean products.

"Be An Outsider"



[Click to View](#)

Spend: **\$569K** | Impressions: **31.5M** | Avg. CPM: **\$18.06**

This videos series features the hit song "Got to Be Real" which helps provoke an upbeat mood. The videos features close ups of specific products and then cut to unique scenes of people enjoying their holidays. The videos use the headline "Made for This" followed by their tagline "Be An Outsider".

Digital Ads:

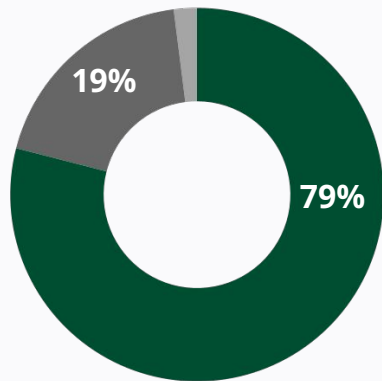
L.L. Bean holiday ads on Facebook focused on promoting their sale, holiday awareness and dynamic retargeting product ads.

79% of their Facebook spend in Q4 2020 was allocated to carousel posts.



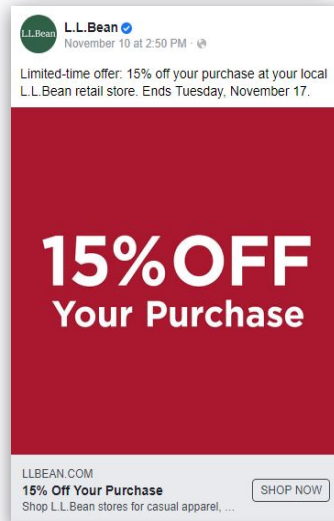
Ad Creative Breakdown

Q4 2020



- Carousel Post
- Link Post
- Video

Sale Promotion



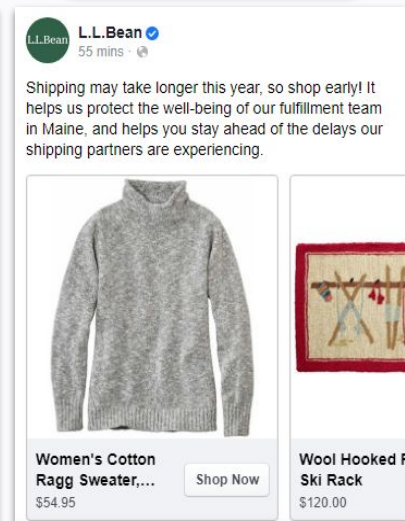
[Click to View](#)

Holiday Awareness



[Click to View](#)

Dynamic Product



*Link unavailable

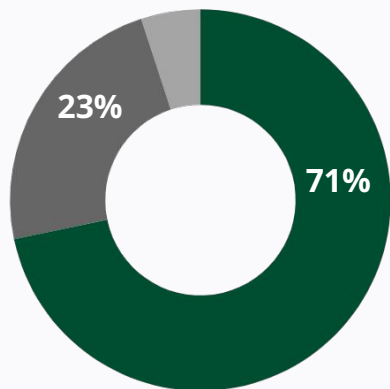
Digital Ads:

L.L. Bean optimized the video campaign creative “Be An Outsider” for three video posts ads on Instagram.

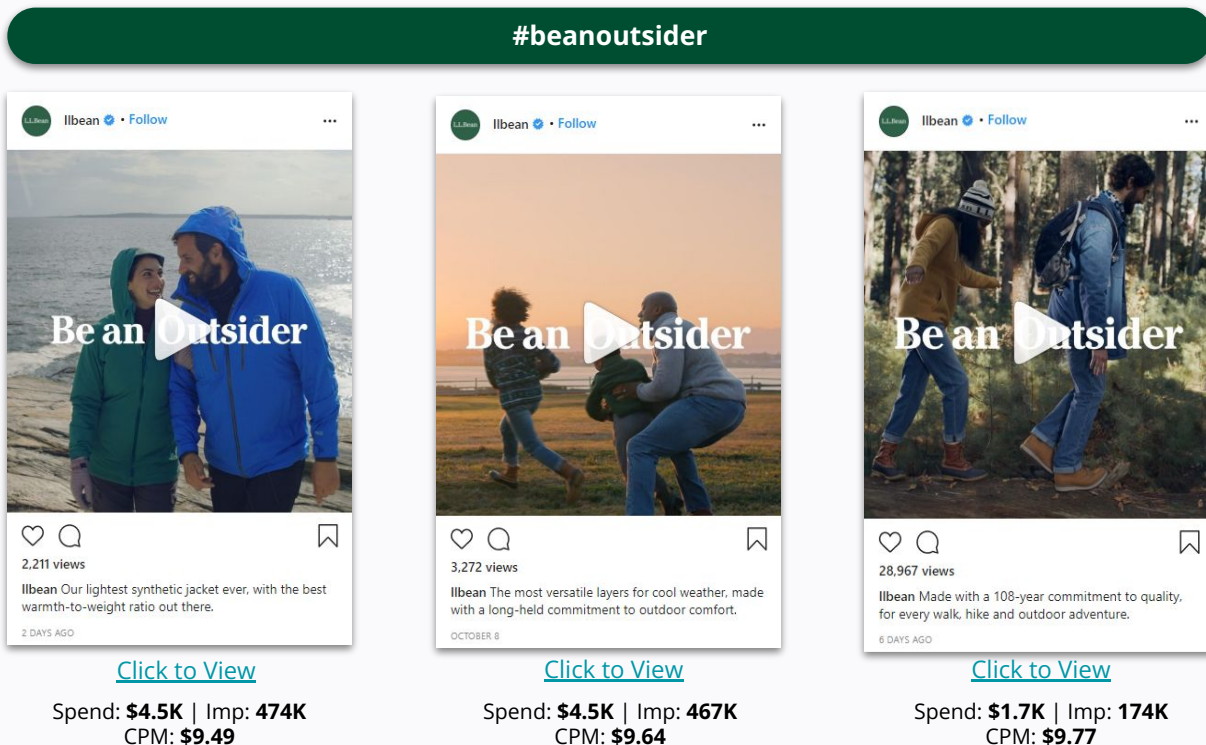


Ad Creative Breakdown

Q4 2020



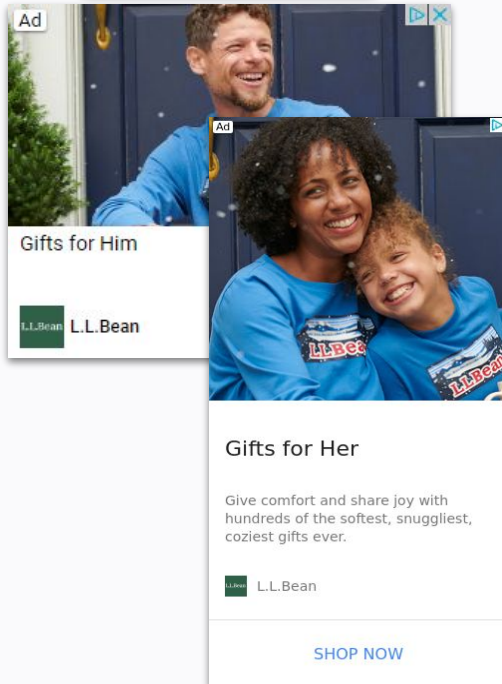
- Story Post
- Photo Post
- Other



Digital Ads:

On display, L.L. Bean drove traffic with digital ads linking to their gift guides, promoting their 15% off sale, and utilizing their holiday campaign creative. Additionally, L.L. Bean used Google Map ads to drive in-store traffic.

Gift Guides



Ad

Gifts for Him

L.L.Bean L.L.Bean

Gifts for Her

Give comfort and share joy with hundreds of the softest, snuggliest, coziest gifts ever.

L.L.Bean

SHOP NOW

Sale Promotion



L.L.Bean

15% OFF

Full-Price Items

Ends 11/9

SHOP NOW



L.L.Bean

15% OFF

YOUR ORDER

SHOP NOW

Holiday Awareness

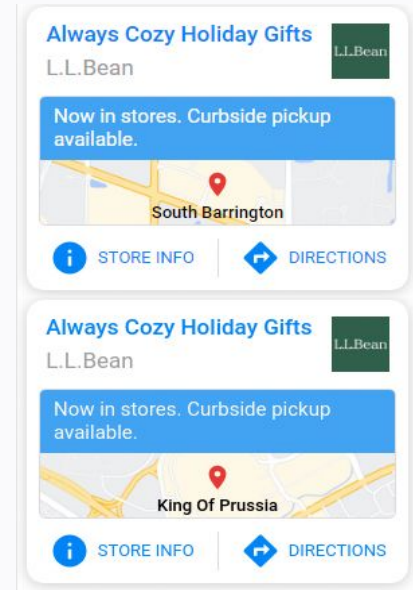


L.L.Bean

Give Comfort.
Share Joy.

SHOP NOW

Map



Always Cozy Holiday Gifts

L.L.Bean

Now in stores. Curbside pickup available.

South Barrington

STORE INFO DIRECTIONS

Always Cozy Holiday Gifts

L.L.Bean

Now in stores. Curbside pickup available.

King Of Prussia

STORE INFO DIRECTIONS

In 2020, L.L. Bean hosted “A Virtual Holiday Concert with Leslie Odom, Jr.” and the “Northern Lights Festival” in Freeport.

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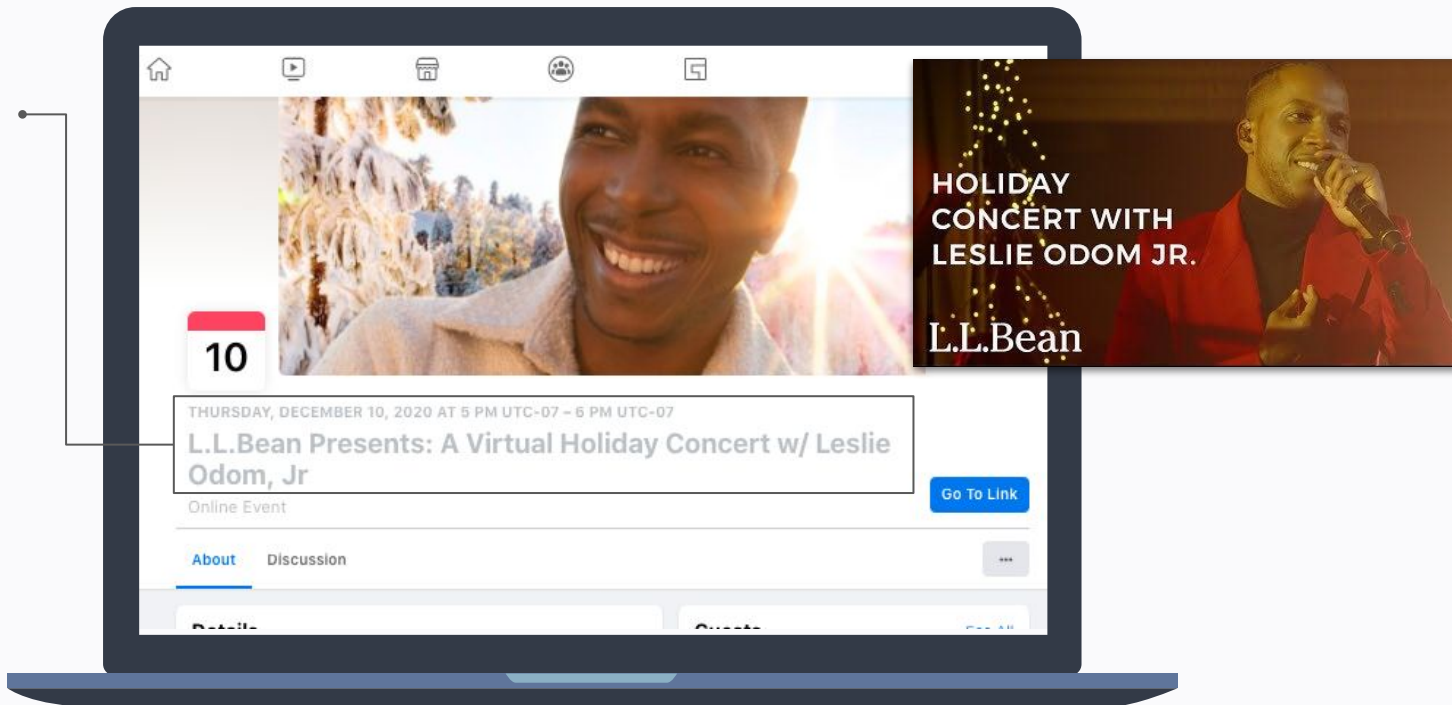
Holiday Events:

On Facebook, L.L. Bean hosted a virtual holiday concert with Grammy Award Winner, [Leslie Odom, Jr.](#) The virtual event generated **+33.1K** responses in total.

Responded: **33.1K**

Going: **6.6K**

Interested: **26.5K**



[Click to View](#)

Holiday Events:

Each holiday season, L.L. Bean hosts a Northern Lights festival in Freeport. The event includes a holiday light show and tunnel, festive photo ops, an interactive walk and more.

In 2020, L.L. Bean promoted the event on Facebook and encouraged visitors to use the hashtag (#beanoutsider).

Responded: **5.2K**

Going: **463**

Interested: **4.7K**

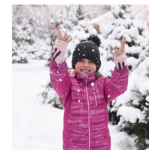
Northern Lights

NOVEMBER 23 TO DECEMBER 31, 2020 | FREEPORT, MAINE



#BeanOutsider

Share your best smiles
and stories from
Northern Lights.



[Click to View](#)

In Q4 2020, L.L.Bean increased referral traffic and sales with affiliate links, including sponsored mentions in their affiliates' holiday gift guides.

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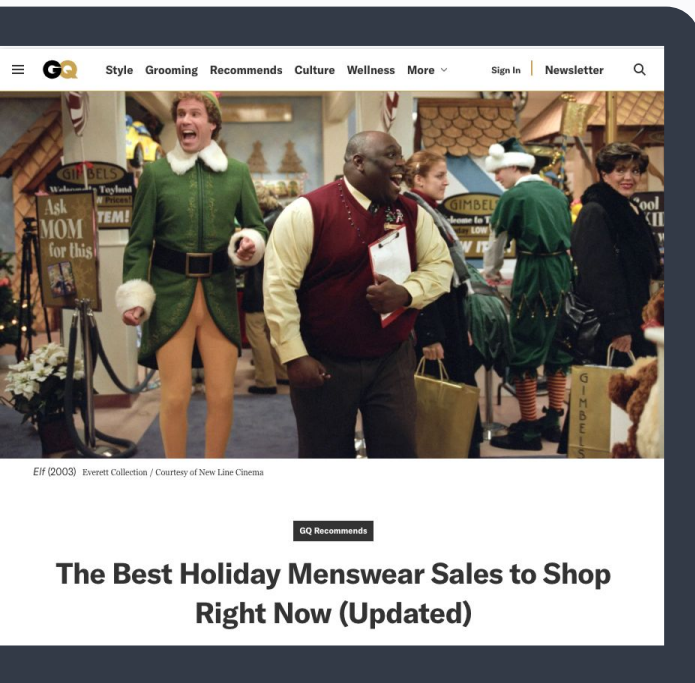
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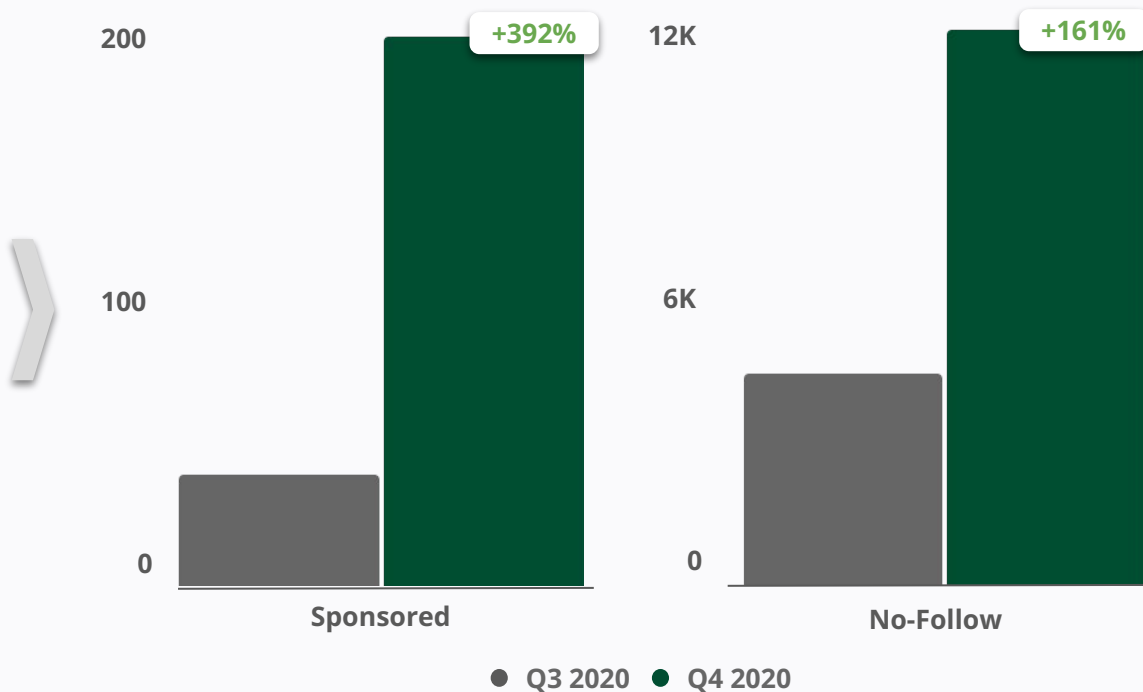
Affiliate Marketing:

From Q3 to Q4 2020, L.L. Bean increased the number of new sponsored and no-follow backlinks by **+392%** and **+161%**, respectively. As a result, referral traffic increased by **+92%** QoQ.



[Click to View](#)

New Backlinks (llbean.com)



● Q3 2020 ● Q4 2020

Key Takeaways

L.L.Bean, an American based clothing and outdoor recreation equipment brand, increased its YoY web traffic from October 2020 to December 2020 by +20%.

- **Email Campaign:** L.L. Bean's holiday email campaign focused on sharing their gift guides, driving holiday engagement, promoting their 15% off promo codes and creating holiday urgency.
- **Search Ads:** L.L. Bean increased its quarterly paid search ad spend by +319% over the holiday season. L.L. Bean bid on branded keywords to capture high-intent queries and on non-branded product names such as "slippers" to capture the middle-of-funnel customers. In addition, paid search ads featured their 15% promo code in the ad copy to help stand out from competitors.
- **Digital Ads:** L.L. Bean invested \$3.4M on holiday digital ads, which made up half of their total digital ad spend during Q4 2020. L.L. Bean allocated 42% of Q4 2020's budget in November. L.L. Bean optimized its "Be An Outsider" holiday campaign videos as ads on YouTube and Instagram. On Facebook, L.L. Bean's ads promoted their sale, holiday awareness and retargeted users with dynamic product ads. In addition, L.L. Bean utilized display ads to drive traffic to their gift guides, promote their 15% off sale, build brand awareness and boost in-store traffic.
- **Holiday Events:** L.L. Bean hosted a virtual holiday concert featuring Leslie Odom, Jr. The virtual event generated +33.1K responses in total. Every year in Freeport, L.L. Bean hosts a "Northern Lights Festival" which helps increase its brand awareness and engagement.
- **Affiliate Links:** From Q3 to Q4 2020, L.L. Bean had a significant increase in new sponsored and no-follow backlinks. As a result, L.L. Bean experienced a +92% QoQ increase in referral traffic.