



BrandSensitize™ – Brand Research Desk

From inspiration to installation, Lowe's delivers consistency and confidence.

Lowe's has established a unique market position by designing its brand, products, and experiences to cater to both homeowners (DIYers) and professional contractors (Pros).

Lowe's generated approximately \$83.7 billion in revenue for its fiscal year ending January 31, 2025. During the same period, it employed about 270,000 people worldwide to operate its home-improvement retail stores.

Lowe's brand philosophy is to **collaborate with customers and employees to make every home a better home, offering expert guidance, quality products, and fair prices in a way that upholds integrity and innovation.**

Jennifer Wilson serves as Lowe's Chief Marketing Officer; she was promoted to the CMO role in June 2024 after leading the retailer's enterprise brand and marketing efforts.

Feedback from store associates drives continual improvement, while a hybrid system that combines open-source and business-grade components operates on its secure AI platform. Approximately 50 machine learning models support areas such as forecasting, personalization, and spatial merchandising optimization, powered by spatial analytics, digital twin simulations, and loyalty insights.

Lowe's provides a seamless customer experience through online and in-store integration, AI-powered store layouts, and automated checkout systems linked to payments. Lowe's is strategically expanding into rural areas to strengthen its brand and give homeowners more options.

Lowe's is enhancing customer experience through digital sentiment analysis, real-time AI assistant feedback, and recognition metrics—building a continuous cycle of improvement that keeps service adaptable and personalized.

Seemantini Godbole, EVP at Lowe's, emphasizes the company's strong commitment to innovation, driven by AI-based strategies, which align with long-term operational goals and customer-focused initiatives.

Lowe's 2025 technology key partners, including OpenAI, Dell, Zebra, IBM (Apptio), Mirakl, Vibenomics, and various tech startups, are collectively improving Lowe's AI-powered customer experience, operational transformation, and competitive position in the home improvement retail market.

Lowe's has invested \$1.3 billion in acquiring ADG (Artisan Design Group), a strategic focus on brand management. As a retailer, the acquisition is a mark to Lowe's commitment to the future, with a plan to



invest in specialized skills, supply chain capabilities, and digital-first solutions. Thereby enhancing its brand as an innovative, growth-focused brand.

The collaboration enhances brand loyalty among homeowners and professional contractors.

By integrating cutting-edge technology (such as generative AI platforms), offering omnichannel convenience, robust loyalty programs, and a diverse range of products and services, Lowe's positions itself as a trusted partner, regardless of customer type.

With a powerful Pro ecosystem, personalized AI experiences, and a seamless omnichannel journey, Lowe's delivers value where it matters: speed, reliability, and results.

Lowe's brand value is defined by outcomes: on-time projects, right-fit products, and experiences that keep customers coming back.