

# In the Driver's Seat: Programmatic Home Screen Delivers Impact via LG Ad Solutions

## OBJECTIVE

An international automotive brand partnered with LG Ad Solutions to support the launch of its latest vehicle model through a programmatic Home Screen CTV activation designed to balance automation with precise audience targeting and exposure control across bilingual markets.

- **Drive** awareness of the new model while increasing purchase intent, ad recall, and positive brand perceptions to reinforce the brand's position as a trusted category leader.
- **Reach** English and French-speaking audiences nationwide, encouraging viewers to click through to the brand website to learn more about the vehicle.
- **Improve** unique reach while maintaining optimal frequency, targeting affluent adults A25-54, including viewers exposed to competitor automotive advertising and high-household-income segments.
- **Suppress** audiences already reached via linear TV to control ad exposure, maximize media efficiency, and minimize wasted impressions.

## APPROACH

- **Leverage** LG's first-party ACR viewership data to enable precise, audience-first targeting & optimization.
- **Activate** LG Home Screen placements programmatically to engage viewers at TV power-on, delivering language-specific English and French creative based on viewer persona.
- **Measure** true incremental effectiveness through brand lift analysis by establishing a control group with identical targeting parameters, generating actionable insights to inform future strategy.

## RESULTS

43X

Ad Recall Lift with Home Screen  
vs Benchmark

6.1 PPs

Purchase Intent Lift with Home Screen

30X

Favorability Lift Increase among  
Auto Intenders vs Benchmark

\$0.08

Cost per Unique Household Reached