

LG Ads Solutions

DAVIS
ELEN



Davis Elen device-specific CTV campaign with LG Ads Solutions for Toyota

An exploration of how Davis Elen was able to leverage LG Ads Solutions CTV inventory to maximize unique households reached by Toyota ads.

Brand Objectives

1. Use a device-specific approach to maximize unique household reach and avoid duplication with linear and OTT campaigns
2. Reduce advertising costs for the Toyota brand

Flight Dates

June - October 2021

Strategy

1. Target A25-54
2. Maintain a low frequency per household per month
3. Minimize overlap with other OEM households
4. Use CTV Video to run 30-second ads



Campaign Metrics



LG Ads Solutions' Unique Household Reach

88%



Cost per unique reach decreased

35%



Audience overlap with other OEMs

< 1%



Audience overlap with total media investment

< 5%

Key Findings

1. Davis Elen's unique device-first approach and LG Ads' exclusive LG Smart TV inventory resulted in a **29% efficiency increase** as compared to a content approach.
2. By deduplicating TV audiences, the client was able to extend reach and increase overall ROI by minimizing overlap.
3. Granular targeting through CTV Video created opportunities for light linear TV viewers to see ads they would have otherwise missed, adding incremental reach.

“ Today's biggest conversation in the media world is on the topic of streaming video. Increasing unique reach while minimizing excess frequency has trailblazed Davis Elen's focus in this space. Leveraging an industry-leading, device-first, approach with partners such as LG Ads Solutions has allowed Davis Elen's clients to achieve effective and efficient impact to their total video strategies. ”

- John Papadopoulos, SVP, Director of Media Strategy

Learn more: www.lgads.tv

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LG Ads Solutions is GDPR, CCPA, & FTC compliant with clear consumer opt-in and opt-out processes. Find additional information at <https://alphonso.tv/privacy>