

THE TEST

A seven store chain tested the LG digital program
at one store to validate if it was worth implementing
the program in all of the stores.
HERE ARE THE RESULTS.



JULY 2026

LG TEST STORE

OTHER STORES (6)



ALANI 12oz CAN

+54%

+8%



CELSIUS 12oz CAN

+37%

+11%



DASANI 24 PACK .5 L BOTTLE

+75%

+11%



GRIZZLY POUCH

+22%

+0%



VELO PLUS

+28%

+6%

TRANSFORM IN-STORE ADVERTISING
INTO A SALES & REVENUE-PRODUCING ASSET.