

JUNE vs. JULY PERFORMANCE DATA



MORE VISIBILITY.
STRONGER ENGAGEMENT.
HIGHER SALES.

Our LG digital advertising program
drives measurable sales lift—without
discounts or margin reductions.



MORE VISIBILITY

Promote more products
in the same space with
dynamic, eye-catching
content.



UPDATE INSTANTLY

Change content in real
time—some displays,
some sites, by region,
or across the network.



ENGAGE CUSTOMERS

Motion, color and relevant
messaging capture
attention and influence
purchase decisions.



DRIVE RESULTS

Proven lift in sales for
featured products vs.
traditional posters.

JUNE vs. JULY LG DIGITAL ADS DATA



1. MICHIGAN CHAIN

	OFF TO ON	↑
smartwater	+21%	
Surfside	+63%	
GREAT LAKES POTATO CHIPS	+6%	
	ON TO OFF	↓
Bud & Bud Light	-9%	
5-hour ENERGY	-12%	

Products removed from digital ads
saw a decline in sales.



2. LOUISIANA CHAIN

	OFF TO ON	↑
CLUBTAILS	+65%	
Coke 20oz Products	+10%	
POWERADE 28oz	+7%	
5-hour ENERGY	+37%	



3. IOWA CHAIN

	OFF TO ON	↑
Alani	+54%	
DASANI WATER	+15%	
CELSIUS LIVE FIT	+37%	
GRIZZLY POUCH	+22%	
VELO PLUS POUCH	+28%	
PRINGLES SINGLES	+5%	



TRANSFORM IN-STORE ADVERTISING
INTO A PROFIT CENTER.

Digital ads increase sales for retailers,
create value for suppliers, and deliver
a new revenue stream for your business.



Let's discuss how LG digital advertising
can drive results for your business.



Schedule a 20-minute
online demonstration.



rogconsulting.net