

CASE STUDY



LG ELECTRONICS ACHIEVES 91% LOWER CPA AND 48% HIGHER CTR WITH DEMAND GEN



THE CHALLENGE

LG Home Appliance & Air Solution (LG H&A), a division of LG Electronics, is a global leader in the home appliance industry. LG H&A wanted to strengthen its DUALCOOL Air Conditioner brand and drive traffic to its website to support online and offline sales in Q2 2023. The company also aimed to reach more high-value audiences beyond its existing social channels by using rich social image and video assets.

THE APPROACH

LG H&A tested Demand Gen to expand its reach. First LG H&A used Demand Gen to help improve its image and video creatives in one campaign, and enhance its performance excellence as an AI-powered solution. Then the company used Optimized targeting to effectively expand valuable audiences while maintaining efficiency. **Partnering with LG CNS:** LG CNS helped launch and conduct the Demand Gen test.

THE RESULTS

LG H&A saw a significantly stronger performance with Demand Gen than its paid social campaigns. Demand Gen drove a 24% higher conversion rate (CVR) and a 48% improvement in the company's click-through rate (CTR), all while achieving a 91% lower cost per acquisition (CPA). Based on the strong results, LG Electronics has decided to test more of Demand Gen's new features for its future campaigns.

91%

Lower CPA

24%

Higher CVR

48%

Higher CTR

Primary Marketing Objectives Consideration

Featured Product Areas



“Going forward, we'll continue using Demand Gen and expanding it to other product categories to find new potential customers and increase brand consideration.”

—Young Bae Kwon, Marketing Manager, LG Electronics”