

Superior Solutions for Performance Advertisers

Innovative Inventory



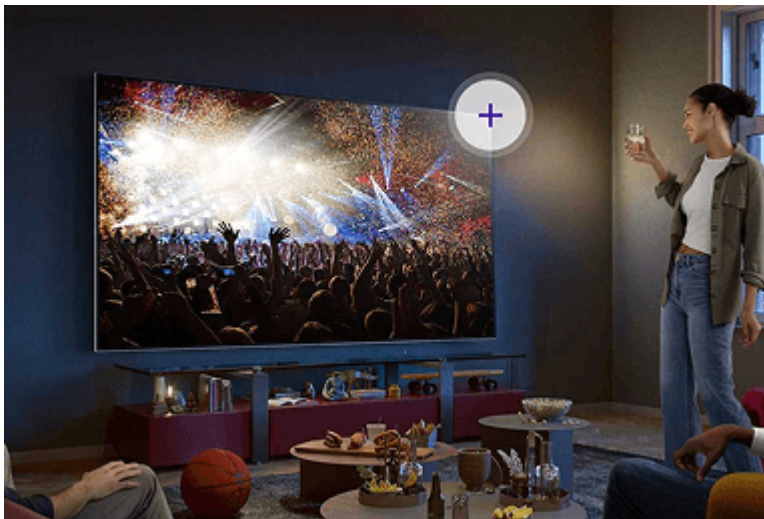
LG Smart TVs

Industry-leading hardware and software delivering a superior viewing experience across the world's most awarded TV range.



ACR Technology

Proprietary first-party technology captures consumer trends, viewing habits and behaviors across linear TV and OTT on LG Smart TVs.



Premium Placements

Increase engagement through dynamic and immersive LG Home Screen and CTV ad experiences – all on the largest screen in the home.

Home Screen

Capture attention with cutting edge ad formats and interactivity seamlessly integrated into the LG Smart TV user experience.



CTV Video

Immersive video formats designed to engage LG Smart TV streamers across LG Channels and premium app partners.

Cross-Device

Own the living room and surround the connected LG household beyond the TV across mobile, tablet and desktop devices.



Optimized to Outcomes



Audiences

Engage viewers at the right moment with ACR-informed segments built to reflect unique attributes and viewing behaviors.



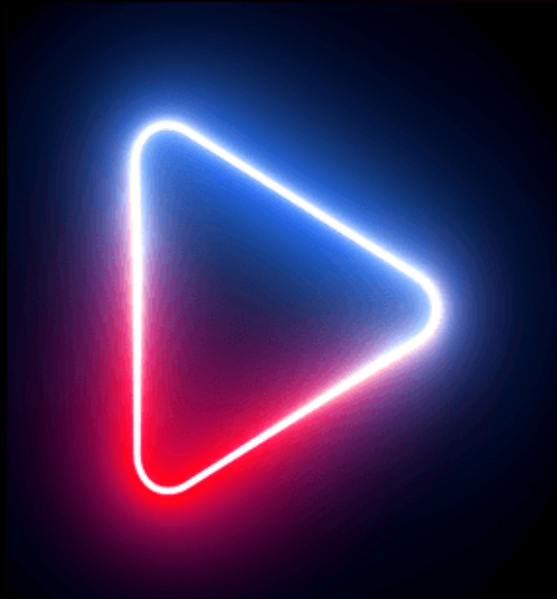
Creative

Dynamic creatives, developed by expert teams, leveraging years of digital advertising best practices for all screens and strategies.



Measurement

We prove our work works for you by unlocking KPIs such as Incremental Reach, Frequency, SOV, Attribution and Brand Lift.



Download our fact sheet

Learn more about optimizing your next campaign across CTV, linear, and digital.

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LG Ad Solutions

LG Ad Solutions, incorporated as Alphonso Inc., is a global leader in advanced advertising for Connected TV and cross-screen devices, driven by our mission to create meaningful connections between brands and their audiences. With a vast network of award-winning LG Smart TVs worldwide, we offer advertisers and content creators broad reach and targeted engagement on the largest screen in the home.

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