



27.5%

Uplift in conversion rate (CVR)  
to site visits in round one

28.7%

Uplift in conversion rate (CVR)  
to site visits in round two

 HOME

Major US retailer lifts conversions 28% with **Performance Enhancer** offered through LG Ad Solutions



### COMPANY

A **major US retailer** operates one of the largest home goods and furniture e-commerce platforms in the country. They used **Performance Enhancer** offered through **LG Ad Solutions to test** whether combining CTV with open web could drive more site visits.

### SOLUTION

They ran a controlled A/B test using **Performance Enhancer**, combining **LG Ad Solutions** CTV with their existing **Realize** open web campaigns to measure the incremental impact of adding CTV to the mix.

### CHALLENGE

The retailer wanted to know whether adding **LG Ad Solutions** CTV to their existing **Realize** campaigns would meaningfully increase site visit conversions.

### RESULTS

Across two rounds of testing, the campaign delivered a **27.5% uplift in CVR to site visits in round one and 28.7% in round two**, demonstrating that combining Performance Enhancer with CTV campaigns meaningfully elevates overall campaign performance.



## Introduction

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A **major US retailer** operates one of the largest e-commerce platforms in the country, connecting millions of shoppers with home goods and furniture across a wide range of categories and price points. To reach those shoppers beyond search and social, they turned to **Realize**, Taboola's AI-driven performance advertising platform that helps brands reach high-intent audiences and drive measurable outcomes across native, display, and video placements on the open web.

Building on that foundation, they wanted to know whether combining Connected TV (CTV) awareness with open web performance could yield better results, which is where **LG Ad Solutions**, a global leader in CTV advertising with a network of 200 million LG Smart TVs worldwide, came in.





# A major US retailer tests whether combining CTV with the open web can amplify performance

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**LG Ad Solutions** is a **Realize** partner, and together the two platforms offer a joint solution called **Performance Enhancer** that connects premium TV exposure to measurable open web outcomes.

The **major US retailer** was already running campaigns on **Realize** and seeing results. **Realize** reaches approximately 600 million daily active users across thousands of premium publisher sites, giving advertisers access to high-intent audiences at a scale that search and social alone cannot match. The question the team wanted to explore was whether combining **Realize** campaigns with LG Ad Solutions CTV could drive even more site visits.

To find out, they used **Performance Enhancer** through **LG Ad Solutions** to run a controlled A/B test. CTV offered a natural complement to what **Realize** was already doing. Where **Realize** connects brands with audiences actively engaging with content across the open web, **LG Ad Solutions** brings access to 200 million LG Smart TVs worldwide, reaching those same audiences on the largest screen in the home through first-party ACR data. Together, the two channels cover more of the consumer journey than either can alone.

The test ran for two weeks across two rounds, **generating approximately 73 million combined total impressions**. One group of users was served **Realize** open web campaigns only, while a second group was served both **Performance Enhancer** and **Realize** open web campaigns, with site visits as the measure of success.

## Performance Enhancer delivers consistent conversion lifts across two rounds

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Across both rounds of testing, the group served the combined CTV and open web campaign consistently outperformed the group served open web alone. In round one, the combined campaign delivered a **27.5% uplift in conversion rate to site visits**. In round two, the same pattern held, with the combined campaign delivering a **28.7% uplift**.

The results held across both rounds, giving the team a clear, data-backed case for the incremental value of combining **LG Ad Solutions** CTV campaigns with **Realize** open web campaigns. **Performance Enhancer** had efficiently scaled site traffic and engagement beyond the streaming environment, extending the reach and impact of their existing open web activity.