



CONTEXTUAL RELEVANCE & ACTIONABLE AUDIENCES

Reaching the appropriate audience during allergy season, reinforced the message that the pharmacy chain can be the solution for all allergy needs.

SOLUTION

AccuWeather developed a high impact plan for the pharmacy chain that reached allergy sufferers when allergy triggers such as pollen, dust, and dander were prevalent. The fully customized mobile web and desktop takeovers created contextual relevance for the user, while keeping the pharmacy top of mind for the allergy season. The use of AccuWeather's proprietary allergy index trigger accounted for all allergens, not just pollen, and provided the accurate and efficient delivery of the pharmacy's allergy message. In addition to standard performance metrics, AccuWeather implemented an attribution study to identify user behaviors and demographics in association to the pharmacy and show a higher rate of conversion.

RESULTS

The pharmacy's allergy campaign yielded high performance with an average CTR 15x better than the industry average.* In addition, the attribution study measured almost 100,000 store visits prompted by advertising on AccuWeather browser products. The overall high performance of the allergy campaign has garnered additional investments and a continued relationship with the pharmacy's ad agency for 2016 and 2017 allergy seasons.

*Source: eMarketer 2016

Call +1.814.235.8600 today to request your free consultation about AccuWeather's Allergy Partnerships.