DRIVING NEW AUDIENCES

AccuWeather utilized Lotame's DMP and Data Exchange to create audiences for relevant ad targeting for auto makers, increasing advertising spend by 275%.

THE CLIENT

AccuWeather is the leading global weather media company delivering content to over 1.5 billion people every day via smart phones, tablets, laptops, desktops, connected TVs, as well as radio, television and newspapers.

OBJECTIVE

AccuWeather sought visibility into the interests and behaviors of visitors across Accuweather.com web and mobile properties to improve inventory monetization and appeal to new, "non-endemic" advertisers outside traditional weather and lifestyle verticals, specifically automotive.

STRATEGY

By leveraging Lotame's DMP and Data Exchange, AccuWeather evaluated the behavioral attributes and interests of visitors across AccuWeather's digital properties. By analyzing profiles of AccuWeather visitor base, AccuWeather was able to:

+ Extract the most relevant audiences for advertisers to provide increased scale and improved campaign performance.
+ Expand specific audience segments or refine audiences to expose only the right users to campaigns and messaging.
+ Communicate the unique value of AccuWeather's audience and effectively differentiate their visitors from competitors.

RESULTS

Backed by AccuWeather's own unique first-party data and third-party data from Lotame's Data Exchange, all easily accessible and organized within Lotame's Data Management Platform, AccuWeather effectively developed new "automobile in-market" audiences (those with strong interest in domestic automobiles and recent purchase intenders) to appeal to prospective auto makers in the U.S. Ultimately, AccuWeather closed

several new pieces of business, with one auto maker increasing their monthly ad spend by 275% within one month of their first campaign. The performance of this segment across mobile and desktop continues to drive renewals with this auto maker extending across several models.

ABOUT LOTAME'S DATA EXCHANGE

Lotame's global data exchange provides you with instant access to over 1.5 billion cookies and 415 million mobile device IDs. We have captured granular data against these cookies and device IDs and packaged it into thousands of highly curated audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of third-party data.

ABOUT LOTAME

Lotame is the universal cross-device data management platform that is humanizing the consumer decision journey by empowering enterprises to deliver more relevant content, products, and services. Lotame unifies and enriches the world's data to create more meaningful relationships and increase commerce and brand loyalty.

ABOUT ACCUWEATHER

Every day over 1.5 billion people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. AccuWeather provides hourly and Minute by Minute™ forecasts with Superior Accuracy™ with customized content and engaging video presentations available on smartphones, tablets, free wired and mobile Internet sites, connected TVs, and Internet appliances, as well as via radio, television, newspapers, and the AccuWeather Network cable channel. AccuWeather also delivers a wide range of highly-customized enterprise solutions to media, business, government, and institutions, as well as news, weather content, and video for more than 180,000 third-party websites.

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