



USING HIGH-IMPACT PLACEMENTS & WEATHER-TRIGGERED MEDIA TO DRIVE IN-STORE TRAFFIC

Continuing our partnership with the industry leader in pharma, the brand looked to AccuWeather to keep their products top of mind as the go-to when pets have fleas, driving foot-traffic to stores at the right time.

SOLUTION

To competitively switch users, own the flea category and drive traffic in-store at the right moment, AccuWeather comprised an advanced strategy, focusing on high-impact desktop and mobile units, layering on warm and humidity weather-triggering to the highest performing mobile unit, the background integration unit. Using weather as a key component to drive users in-store was vital to pet owners. In warm and humid climates, fleas develop and produce due to the moisture in the air. AccuWeather used a third-party audience segment, Pet Owners, that was previously proven successful, to maximize campaign success. An attribution study was commissioned to measure the success of driving in-store traffic.

RESULTS

Using a leading attribution product, AccuWeather was not only able to validate foot traffic to PetSmart and Petco, but was also able to determine the visiting audience was their primary audience – women. Most were new store visitors, some were regular and occasional visitors that were exposed and visited, proving AccuWeather's efficiency in reaching users and driving them in-store. Throughout the campaign, the exposed visiting rate was highest on Fridays. Incremental lift was also most notable on Fridays; it was a 5% lift. This is an opportunity to heavy-up on media when users are likely to purchase in-store. The campaign hit the primary KPIs by reaching their primary audience and driving in-store traffic. This partnership continues as we explore new and innovative ways to keep this brand the #1 brand.

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