



# WEATHER PREP FOR THE ROAD AHEAD WITH CONNECTED CAR

A well-known telecommunications company was looking to increase awareness of their connected car products, and promote its app amongst families and tech embracers.

## SOLUTION

AccuWeather used cross-platform data targeting, along with weather-triggering during rain/thunderstorms, and contextually relevant content on AccuWeather's Travel Lifestyle section to reach drivers ages 25-64. The telecom company was also the launch sponsor of AccuWeather Ready, which featured a custom infographic, co-branded banners, and social promotion on AccuWeather properties to speak to consumers about summer driving safety.

## RESULTS

The high-impact campaign garnered strong viewability rates, with the top performing unit being the mobile background integration, which had an overall ad viewability rate of 83% – over 488x the industry standard. The campaign saw most of its traffic in the early morning hours of 6 A.M.-11 A.M. peaking with a 0.38% CTR, and on Thursdays & Saturdays. The success of the campaign led to renewed advertising business with AccuWeather for their winter 2018 campaign.



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