



FIRST PARTY DATA HELPS ACCUWEATHER DELIVER RESULTS

A big box technology retailer was looking to promote a product before the busiest shopping holiday. They asked their potential partners to provide robust first party data sets to reach technology-savvy shoppers.

SOLUTION

AccuWeather recently enhanced their first party verified location data set to include Foursquare Point of Interest (POI) data to improve their product experience. As part of this enhancement, AccuWeather is able to target users who are at a specific POI in real-time or create audience segments based on their POI visits from the last 30 days. For this client, AccuWeather created an in-market segment based on visits to any store that sold this specific product as well as a technology-focused segment based on visits to big box and specialty technology stores. These segments were layered on a mobile specific media program that included native ad executions, including Background Integrations, to break through the clutter and reach these users efficiently and effectively.

RESULTS

Within a two-week flight, the first party audience program exceeded 150,000 clicks with an average CTR 10x the industry average. With the campaign performance exceeding client expectations out the gate, incremental budget was added to the campaign flight, and additional opportunities were extended to partner the following planning season.



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