



SPRING WEATHER DRIVES CONVERSIONS FOR BIG BOX RETAILER

As flowers were blooming and temperatures rising, a big box retailer wanted to be top-of-mind for consumers as they prepared for outdoor activities, like grilling and gardening. It was important that the retailer move consumers through their shopping journey effortlessly from thoughts of spring to a seamless e-commerce experience, in order to drive online sales.

SOLUTION

AccuWeather created a strategic package that was based on three main pillars: audience, location, and weather to evoke the emotions of consumers who enjoy the change of seasons. With the ability to deliver ads to outdoor enthusiasts when weather in specific locations was optimal for outdoor activity, AccuWeather created a unique package that included both brand awareness and custom executions that provided an e-commerce experience within the creative. These ads allowed consumers to easily browse product offerings and convert quickly. Contextual relevance to the local forecast further connected the consumer to the brand and drew association between the brand, optimal weather, and the retailer's featured product.

RESULTS

AccuWeather's audience responded well to the strategy and showed a strong response to the contextual relevance of the ads by spending at least 30 seconds with creative and surpassing the viewability goals by 20%. The performance-driven ads had a click-thru-rate 900% better than AccuWeather's benchmark for the same creative and a universal interaction rate 30% better than MOAT benchmarks. AccuWeather has remained top of mind for this client and received additional budgets for seasonal campaigns.

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