



RESULTS THAT KEEP YOU ON TOP OF YOUR GAME

AccuWeather worked with a sports retailer to deliver actionable and weather-relevant advertising content across browser products. The end result was an increase in the retailer's revenue, and a high click-through-rate driving conversions.

SOLUTION

AccuWeather collaborated with a sports retailer to promote and sell a well-known line of jackets during the fall/winter 2015 seasons. The retailer ran their creative in the form of banners across AccuWeather browser products, reaching users throughout their day. During the 4-week campaign, each week delivered more successfully than the last, resulting in a 360% increase in orders, due to brand recognition and purchase intention/consideration. The timeliness and success of this campaign was planned around seasonality and the need for new winter coats for many people across the nation.

RESULTS

The cross-platform, weather-relevant campaign resulted in high mobile web click-through-rates and drove conversions in the form of online orders on desktop. According to final campaign reporting, AccuWeather showed a 42% return on investment for the one month campaign, and was the highest performing publisher in their media mix due to quality clicks to conversions. The number of orders quadrupled in 4-weeks, with an average order value of approximately \$50.

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