

A close-up photograph of a glass jar tipped over, spilling a large quantity of various pills and capsules. The pills are in shades of blue, red, and white. The background is a soft, out-of-focus white.

Relevancy, When It Matters Most

AccuWeather and a Pharmaceutical Partnership

In early 2013, a Pharmaceutical client approached AccuWeather to:

- Target chronic sufferers of a specific ailment and educate them on a new medicine that can now be used as a solution for reoccurring chronic pain.
- Drive consumers to find a local doctor who administer this form of treatment.

/ Solution

AccuWeather provided this client a two pronged solution. First, with the data and insight from many seasoned meteorologists, AccuWeather was able to identify specific weather conditions that affect this chronic ailment and trigger ads when these conditions appear in the forecast.

Second, in late 2012, AccuWeather had used this knowledge and created lifestyle forecasts which allow users to view their forecasts through a specific interest. Health interests make up 40% of these lifestyles and have helped to identify those users who are specifically interested or even suffering from specific health ailments. To leverage this accurate knowledge, AccuWeather allowed this client to “own” the lifestyle for the specific ailment throughout the campaign which allowed this medicine to be considered as a solution for the chronic ailment.

/ Results

The combination of identifying a key demographic and providing ads during the most important current conditions yielded:

- **High Click-Thru-Rates:** The click-thru-rates for the campaign were over 0.50% for mobile banners and 3x more than industry average for online.
- **Strong Conversions:** The Pharmaceutical client saw a large number of local doctor inquiries with this combination and therefore extended a single quarter campaign into a full year commitment in 2013.



For questions regarding the AccuWeather and a Pharmaceutical Partnership, please contact your AccuWeather Sales Representative.