An American manufacturer and retailer of outdoor wear partnered with AccuWeather to determine the impact and overlap of traffic compared to beacons to determine if geo-fencing should be part of their marketing and promotion strategy.

/ Campaign
The retailer wanted to determine the efficacy of using Geo-fencing versus beacons to drive engagement and content delivered as a shopper was within 100 meters of their store. The geo-fence was implemented around 60 stores across the U.S.

/ Results
Users engaged with content provided by AccuWeather within the Geofence 950 times more than the industry benchmark. In addition, AccuWeather saw an 18% Geo-fence to Beacon conversion rate. These results helped the retailer prove that utilizing AccuWeather’s accurate Geo-Fence with their own Beacon strategy could be a great asset in driving in-store traffic.

Integrating proximity based targeting into your future campaigns with AccuWeather, ensures that your message reaches an actionable audience at scale and in the moment. For questions, contact your AccuWeather Sales Representative.