

## Overview:

A leading apparel retailer wanted to market their cold weather apparel during the winter months, with the objective of maximizing online and offline return on ad spend (ROAS.)

## Setup:

WeatherAlpha provided several customized weather targeting tactics, which were made available across the retailer's ad buying platforms and their ad server to enable weather-focused dynamic messaging.

The client then tested how weather targeting performed against audience targeting.

## The Result:

After three weeks the retailer's agency reported that the weather targeted tactics were outperforming the audience ones by over 50% in terms of ROAS. The agency then scaled up on the weather targeted portion of the campaign throughout the winter.



IT'S SNOW JOKE OUT THERE,  
BUNDLE UP FOR LESS

Tomorrow's Forecast:  
31°

FREE SHIPPING

Shop Now

Logo Withheld

STYLE FOR EVERYONE

\*Minimum Purchase Required.