

Overview:

A leading pain relief brand hypothesized that serving ad copy during and after snowfall would allow them to make timely and relevant connections with customers searching for relief from soreness related to shoveling.

Setup:

WeatherAlpha worked with the brand's agency (Publicis Health Media) to create customized scripts that allowed them to automatically adjust bids based on snowfall levels.

Results:

- For the US as a whole, the test states saw a 329% greater improvement in purchase intent rates compared to the control states
- Cost per purchase intent actions decreased 16% MoM

Purchase Intent Rate Lift over Control

