

CASE STUDY | WEATHER TRIGGERED TARGETING

OBJECTIVE:

Help a major retailer define and claim “the modern trail” among outdoor lifestylers and drive feet to stores.

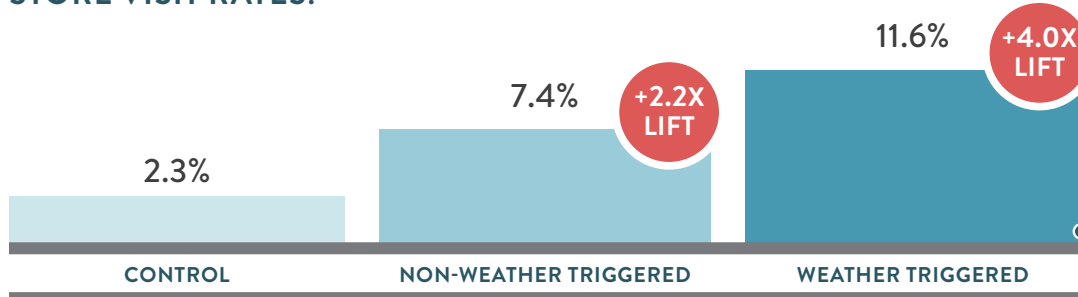
APPROACH:

- Created a custom outdoor lifestyler audience by leveraging Vistar’s access to passive geo-location data: devices that visit outdoor recreations areas, trendy restaurants, and similar retailers in major cities.
- Vistar Media partnered with The Weather Company to leverage WEATHERfx’s ability to identify weather conditions that can impact a consumer’s action.
- Activated DOOH media against the custom outdoor lifestyler audience based on where these consumers are most likely to be throughout the day and weather-specific creatives based on weather conditions.

KEY INSIGHTS:

- Weather triggered targeting successfully assisted in driving consumers to the retailer’s stores after exposure to rainy and snowy creatives when weather conditions were met.
- The overall campaign drove a 2.8X lift in propensity to visit stores against the control group during the flight of the campaign. Consumers exposed to weather triggered creative were 57% more likely to visit the retailer’s store than those exposed to always on creative.

STORE VISIT RATES:



Consumers exposed to weather triggered DOOH media were **57% more likely** to visit a store compared to those that were not exposed

*Rates shown are rounded to 1 decimal place, however, lift is calculated based on exact rates

OVERALL CAMPAIGN RESULTS:



AWARENESS | +9% LIFT



CONSIDERATION | +29% LIFT



PURCHASE INTENT | +20% LIFT



FOOT TRAFFIC | +2.8X LIFT