

StackAdapt Success Story

Weather Targeting Drives Sunblock Awareness for UK Charity



Summary

In an awareness campaign for North West Cancer Research, BIG Partnership equipped their campaign with weather targeting capabilities to highlight the importance of wearing sunscreen, whether it's sunny or cloudy, to users in specific UK regions.

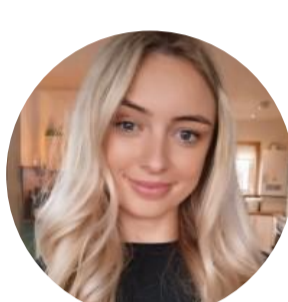
Background



BIG Partnership (BIG) is one of the UK's top marketing agencies. With a never-ending creative curiosity, their diverse team get to understand your business and goals to come up with the right strategy and creative content to deliver campaigns that get results.



North West Cancer Research (NWCR) is an independent charity dedicated to putting the North West England and North Wales cancer needs first, funding pioneering research to tackle the cause, improve the care and find the cure for cancer.



Bobbi Whyte

Paid Media Manager at BIG Partnership

“Using weather targeting for this campaign was a game-changer for our clients. Not only did it make our messaging hyper-relevant to the target audience, but the timeliness that this feature provides goes unmatched. Weather targeting was a great addition to our programmatic campaign strategy and helped us achieve the results we were looking for.”

Challenge

In an awareness campaign for North West Cancer Research, BIG needed to serve tailored creatives that would drive a meaningful impact for sun-protection, in a way that was both relevant and effective for their client.

Strategy

To reach their awareness goals, BIG chose weather targeting as their main targeting tactic, and display as their channel for driving high viewability and scale. They narrowed down their geo targeting to specific areas in the UK, and kept their targeting segments as broad as possible as they focused on reaching users in a relevant weather context.



Weather Targeting

Using the weather targeting feature in StackAdapt, BIG Partnership served ads depending on weather condition, including current local weather conditions and temperature, to communicate NWCR's message of sun-protection.



Regional Targeting

To deliver accurate weather ads that resonate with their audience, the geo targeting strategy shifted from UK wide to region-specific. The three main regions were Manchester, Liverpool, and Lancaster—all areas with seemingly cloudy weather, where sun can still penetrate through overcast conditions.



A Broad Audience

To ensure scalability and reach as large an audience as possible, the campaign targeted those who lived in the specified geographic areas, and was accompanied by a smaller tactic that targeted an audience of outdoor workers.

Execution

During their campaign, BIG Partnership made sure to make relevant optimisations to their campaigns to encourage the best performance possible:

Devices

BIG Partnership noticed their CPCs fluctuating mid-campaign, with mobile driving the most unpredictable performance. With this observation in mind, they lowered their bids and exposure to mobile inventory to increase higher CTR and more efficient CPCs on other devices.

Bid Goals

Ensuring their campaign performance veered in the right direction, BIG implemented a CTR goal of 0.20% and a viewability goal of over 50% to their campaigns. This allowed them to bid on CPM for scale, while honing in on performance where it mattered most.

Targeted Creatives

Depending on weather conditions being sunny or cloudy, the messaging to the user would either encourage them to wear sunscreen even if it's cloudy, or wear sunscreen in the sun even when you're not burnt. The default creative tactic if there was no specific match was cloudy. In the end, the platform spent 25% of the budget on the sunny creatives, and 75% on the cloudy creatives.

Results

BIG Partnership's weather targeting campaign resulted in amazing results for their cancer research client. With over 320,000 unique users who saw their ads at 79% average viewability, they were able to increase their volume of site visitors with the following performance metrics:



CTR
0.17%



CPC
£2



Viewability
79%



Unique Reach
320k users

“Through weather targeting technology, we were able to successfully raise awareness for our client's cause and drive users to site” says **Bobbi Whyte, Paid Media Manager at BIG Partnership**. “It's usually more difficult to engage a broad audience allowed us to do just that and exceeded engagement metrics for our client.”