

CASE STUDY

SUNNY SALES SURGE: HVAC BRAND HEATS UP MARKET WITH WEATHER-TRIGGERED ADS

OBJECTIVE

Drive cost-effective sales by targeting ads based on weather conditions, enhancing relevance and timing for air conditioning system promotions.

STRATEGY & EXECUTION

- **Targeting Approach:** deployed ads through weather triggers only when temperatures in targeted regions exceeded 25°C, optimizing ad relevance and viewer receptivity.
- **Audio channels:** Focused exclusively on connected radio to leverage its cost effectiveness and breadth of reach.

RESULTS

- **Cost Efficiency:** Achieved 76% cost savings by activating ads based on specific weather conditions to achieve high relevancy vs. a continuous run at a similar daily budget.
- **Client Satisfaction and Repeat Business:** The high relevance of the ads significantly increased conversion rates and customer engagement, leading the client to plan for future seasonal campaigns.

CONCLUSION

The campaign demonstrated the effectiveness of precise, weather-triggered digital audio ads, significantly reducing costs and boosting sales. This strategic approach not only fulfilled immediate goals but also reinforced the client's commitment to innovative, context-driven advertising for future campaigns.

Client

Leading National HVAC Brand

Industry

Home Improvement and HVAC Systems

Campaign Period

6 weeks

Audio Channels

Connected Radio

Activation Type

Direct Managed

