



## Using weather to activate Campaigns



	Toronto	32° C	Sunny
	Halifax	17° C	Cloudy
	Montreal	26° C	Sunny

### The goal

Through our integration with a robust weather API, AdParlor created a custom weather rule-based Campaign for Coors Light & Molson Canadian Cider that served targeted ad units to mobile Facebook users contingent upon local weather conditions.



This Campaign was targeted to males and females ages 19-49 in the following cities: Winnipeg, Vancouver, Toronto, St. John's, Montreal, Moncton, Halifax and Edmonton.

### Approach

Two sets of Photo Page Post ads were created to test the weather-based rules:

1. **Weather Specific Creatives:** Ad copy referred to local weather conditions. Eg. "Hot out there, Toronto?"
2. **Generic Creatives:** Ad copy did not refer to local weather conditions. Eg. "What time is it? It's Beer o'clock."



To drive awareness and trial of new Molson Canadian Cider, the Campaign targeted males and females ages 19-34 in two cities – Toronto and Halifax.

### Rules

- **Activation:** Ads were turned on in real-time when local weather conditions were +23° Celsius & Sunny.
- **Flight time:** Ads ran from 11am – 8pm
- **Placement:** The ads were only served on mobile to increase the likelihood of users being outdoors when seeing the ad.

### Summary

Engagement rates were the highest among males 19-34. The ads based on the 'hot weather conditions' delivered higher engagement in page likes, post likes, post shares, comments and page mentions.

### RESULTS

The 'Weather Specific' ads outperformed the 'Generic' ads within multiple engagement categories:

 89%

Link Clicks



 33%

Post Comments



 67%

Cost-Per-Click Savings

