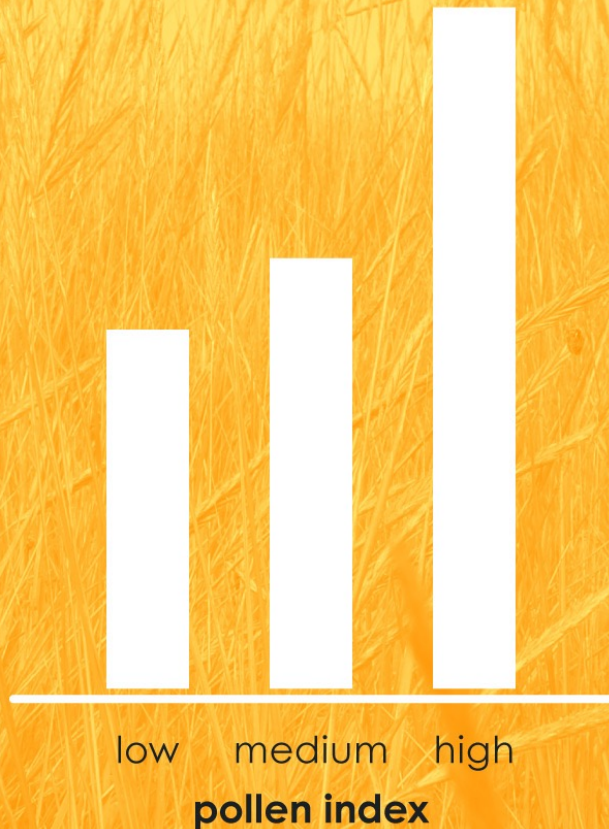


Increasing CTR via Zip Code Level Targeting by Pollen Index

Click-through vs. Pollen Count



The Objective:

In advance of the spring allergy season, a large manufacturer of allergy eye drops approached Flashtalking with the goal of serving creative units that could adapt to changes in pollen counts with zip code granularity.



Using data provided by WeatherAlpha, the companies collaborated to create three distinct dynamic creative units aligned with low, medium, and high pollen index values.

The Results:

As shown in the figure above, click-through rates varied according to pollen level. Specifically, the high segment outperformed the medium segment by **58%** and the low segment by **89%**.