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

**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. This allowed them to bid on CPM for scale, while maintaining high CTR and more efficient inventory to increase higher CTR and more efficient CPCs on other devices.

**Device Mix**

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 devices.

**Regional Targeting**

To deliver accurate weather ads that resonate with their audience, the geo targeting was narrowed down to specific areas in the UK, and was accompanied by a smaller tactic targeting an audience of outdoor workers. To ensure scalability and reach as broad 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.

**A Broad Audience**

Through weather targeting technology, we were able to serve creatives that would drive a meaningful impact for sun-protection, in a way that was both relevant and effective for their client. Using weather targeting for this campaign was a game-changer for our clients. Not only did it make our creative curiosity come to life, but it also gave us the timeliness that this feature provides.

**Bid Goals**

By narrowing their targeting and focusing on reaching users in a relevant weather context, the increased CTR and viewability allowed them to increase their volume of site visitors with the following performance metrics:

- **CTR**: 0.17%
- **Viewability**: 79%
- **CPCs**: £0.07

**Result**

The results we were looking for...