

ACHIEVING REAL-TIME RELEVANCE: A SPORTS STORY

How AdParlor’s automation assistant helped maximize contextual relevance during the holiday season.



THE FACE OF CANADIAN SPORTS

Canada’s largest sports equipment and clothing retailer has all their bases covered, with over 160 brick-and-mortar stores from coast to coast and a strong online presence.

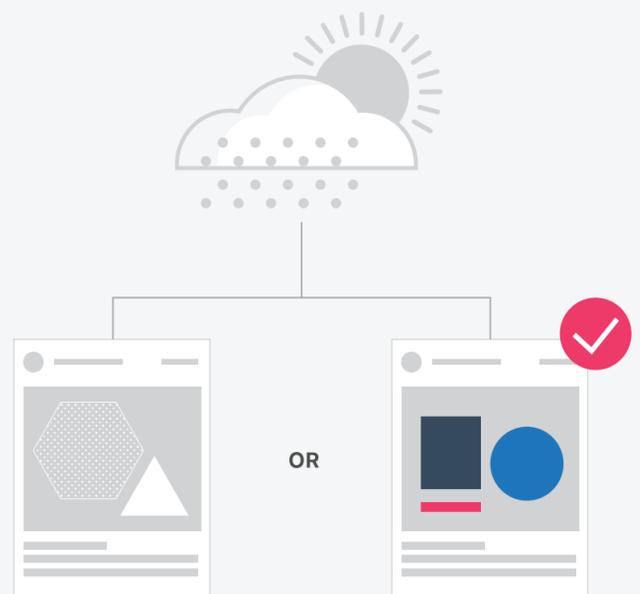
A BALANCING ACT

This sports retailer has a complex business model, to say the least. Their initiatives span from higher-funnel objectives like reach and brand awareness, to acquiring subscriptions, to driving ecommerce sales through their web store, all while balancing a huge number of diverse short-lived and long-tail campaigns to capitalize on big-brand flash sales and seasonal promotions. Relevance is everything, especially in the advertising-heavy retail industry — and if there’s one thing Canadians love to obsess over, it’s the weather.

INCREASING RELEVANCE WITH WEATHER-TRIGGERED CAMPAIGNS

Weather-specific creatives were created and labelled with AdParlor’s proprietary Intelligence Tags technology (Intel Tags for short) and triggered accordingly (using real-time weather data) by Addison, AdParlor’s automation assistant. Each regional location had its own set of thresholds, normalized to what each area would consider “unusual” weather (“cold” in Toronto is very different to “cold” in Vancouver).

To prevent clashing creative, Addison ensured only one ad was live at a time per region — if none of the snow, rain, or cold conditions were met, then a “regular” creative was shown.



OUTCOMES

The campaign ran for seven weeks leading up to Christmas. Addison evaluated these weather conditions ~200,000 times during this period, with 1,364 creative switches performed, as appropriate. Across Canada, when compared with regular creative, snow and rain-tailored creatives had:



Regions with more extreme weather conditions saw the most pronounced difference in performance between triggered and generic creative:



Contextually relevant ads really do work. With Addison, achieving this kind of specificity at scale is not only possible, but easy.

Contact your AdParlor Account Rep today to get started.