

## New Jersey Lottery connects with millions of potential winners with WeatherBug advertising solutions



The New Jersey Lottery, a long-time partner of WeatherBug, runs multiple campaigns throughout the year to tap into WeatherBug's unique user base with precision to increase awareness and drive engagement.

### The Goal

Throughout a month-long campaign, the New Jersey Lottery wanted to build awareness of their scratch-off tickets for The Bigger Spin.

The New Jersey Lottery leveraged some of WeatherBug's custom targeting features including **Geographic Targeting** to focus on specific geographic pockets within New Jersey.

Additionally, the client included **Weather Triggering** on their ads throughout the state of New Jersey to serve their ads based on the weather conditions near the user, triggered by cold temperature, rain, or snow, for a hyper-focused reach.

When advertising with WeatherBug, advertisers have unique creative solutions to select from as well. **BrandWraps** are a creative unit that has proven successful in engaging users. They are a unique creative offering on WeatherBug's digital platform, where advertisers can captivate the audience with an integrated background and a companion ad. This creative solution creates a fully customized experience for the WeatherBug user that positions the brand front and center upon opening their WeatherBug App or launching the experience on desktop, tablet or mobile.





## Results

Overall, the campaign generated **3.3 million** impressions, driving over **7k clicks** and an average click-through rate (CTR) of **0.22%**.

Of the BrandWrap assets, the geo targeted ads accounted for **35%** of total impressions served, and drove **36%** of total clicks. BrandWrap ad units drove high engagement among visitors with an average CTR of **0.67%**, more than **3X** the average CTR for the overall campaign.

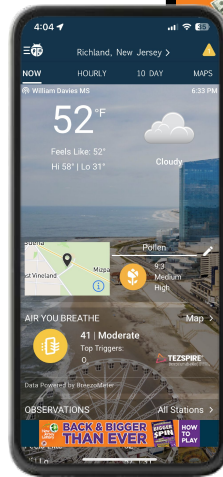
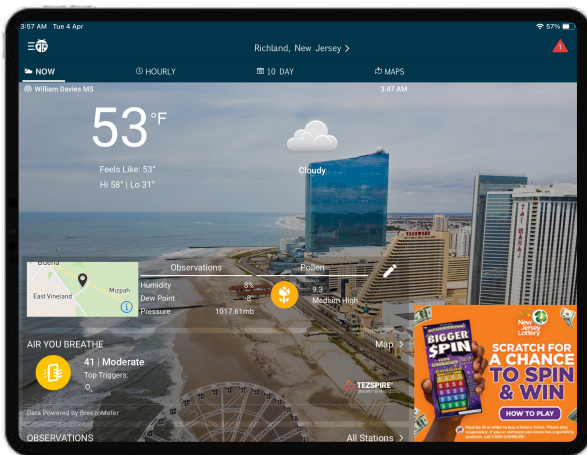
Geo Targeting and Weather Triggering were also key in establishing relevant connections with audiences and driving clicks. The 320x50 weather triggered creative averaged **8.5%** of all clicks.

### By the Numbers

**3.3M**  
Impressions

**7k+**  
Clicks

**0.22%**  
Average  
Click-Through Rate



“ WeatherBug is not only a great partner in terms of communication and relationships, but they consistently over deliver on performance and benchmarks. ”

**Valentina Vizzio**  
VP, Media  
MarketSmith, Inc.

**MSI**  
**MARKETSMITH**  
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