

Visit New Hampshire reaches new leisure travelers through WeatherBug's advertising solutions



Visit New Hampshire ran multiple placements throughout a two and a half month campaign to reach WeatherBug's unique user base utilizing behavioral audience targeting, location-based targeting, and weather triggering to increase awareness and drive visits.

Objective

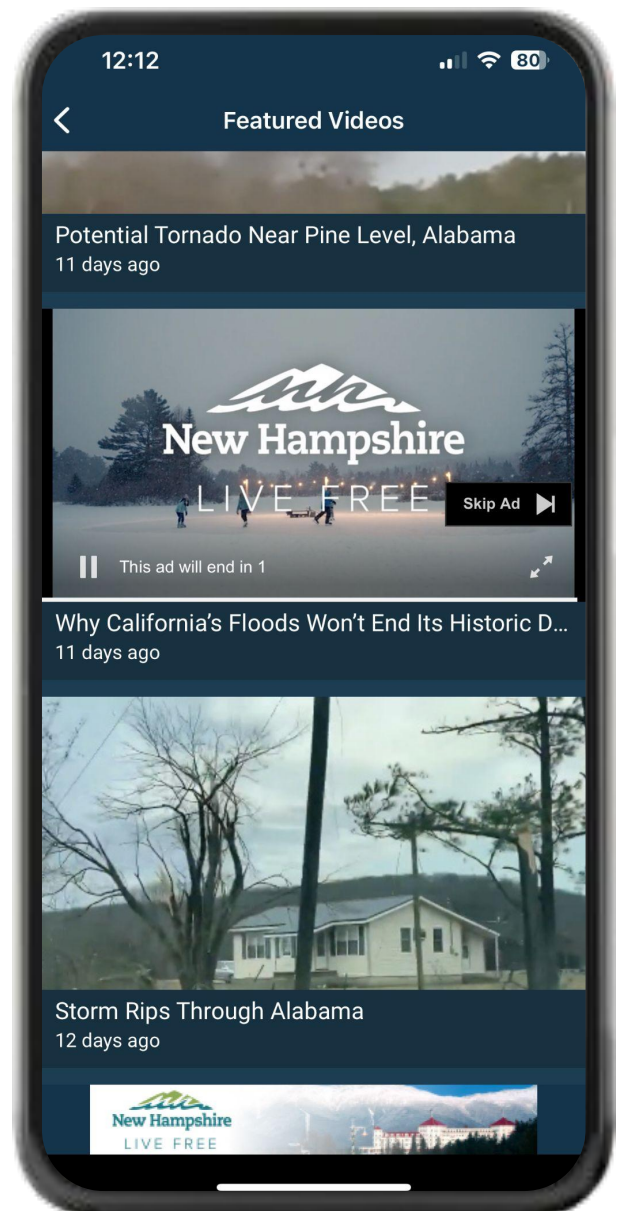
Throughout the campaign, Visit New Hampshire wanted to build awareness and increase visits to their state.

The campaign included **BrandWraps** and **Pre-Roll Video** assets to capture the audience's attention.

Visit New Hampshire also leveraged some of WeatherBug's custom targeting features including **Geographic Targeting** to focus on specific areas surrounding New Hampshire including Massachusetts, Rhode Island, Connecticut, Toronto, and Montreal.

A **Behavioral Targeting** layer of Outdoor Enthusiasts and those with skiing and snowboarding interests were also applied to ensure relevant reach. This was applied on both the Pre-Roll and BrandWrap ads on the WeatherBug App and website.

Additionally, the client added **Weather Triggering** to serve their ads based on the weather conditions near the user, triggered by snow, for a hyper-focused reach.





Results

Overall, the campaign delivered over **2.6 million** impressions, driving over **7.9k clicks** and an average click-through rate (CTR) of **0.30%**.

Out of all the Visit New Hampshire assets, the 15-second Pre-Roll video advertisement proved to be the most successful, accounting for **34%** of total clicks. The Cross-Platform BrandWrap Skins drove the highest levels of impressions being served **805K** times, more than **30%** of the total impressions served through the two and a half month long campaign.

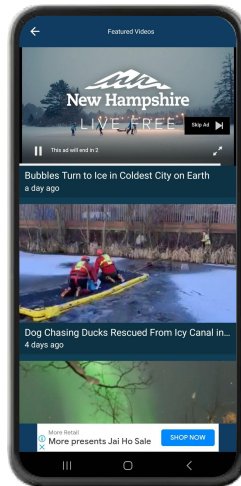
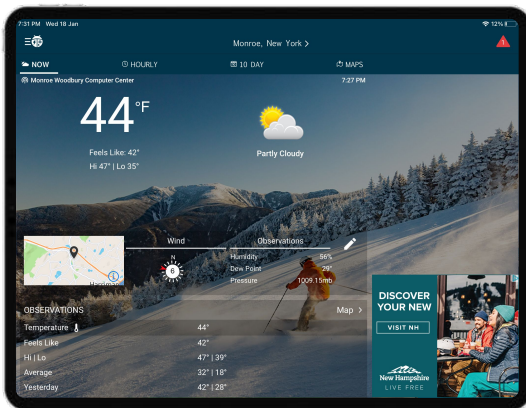
The Weather Triggering layer was also successful in engaging audiences and driving clicks. Assets that included the forecasted snow Weather Trigger in conjunction with Geographic and Behavioral Targeting resulted in over **2.9k clicks**.

By the Numbers

2.6M
Impressions

7.9k
Clicks

0.30%
Average
Click-Through Rate



DID YOU KNOW

What is WeatherBug?

WeatherBug is a downloadable weather app and website that caters to over 15 million loyal avid weather enthusiasts looking for the most hyper-local data out there to effectively plan their day around weather

Why should I extend my reach and run media on WeatherBug?

WeatherBug connects brands with a one-of-a-kind user base. On average, our 15 million monthly active users check the app 3 times a day and 20 times a month, creating multiple touchpoints to get in front of key potential audiences.