

# SPECIALTY HOME GOODS BRAND HARNESSES WEATHER TO DRIVE RESULTS



A specialty home goods brand with a highly seasonal business worked with Analytic Partners to optimize their marketing investment during the four-month window when they see most of their sales.

Analytic Partners used an adaptive approach to help the brand reach their customers at the right time by understanding how weather influenced the performance of advertising, resulting in a strategy to improve ROI by 30%.

## CHALLENGE

Our client is a major specialty home goods brand with highly seasonal products. With a short window of four months to market to customers and make the majority of sales, every touch point matters. The brand also was challenged by a limited customer view, as most sales are offline and are through retailers.

## SOLUTION

Analytic Partners sought to provide a holistic view of the client's business to uncover opportunities for growth in this short time window. When leveraging Analytic Partners' ROI Genome intelligent benchmarking, it was revealed that digital display advertising was underperforming.

Further analysis uncovered there was a close connection between ad performance and weather conditions. By analyzing a wide range of raw weather metrics, the team identified

three key metrics, which were combined to create meaningful weather "profiles" to mimic a consumer's experience of weather. By uncovering optimal profiles, the team was able to identify opportunity to reduce ad wastage during suboptimal conditions.

With this knowledge, the team developed in-depth decision trees for every climate region across country. These decision trees were then used in bid optimization and deploying dynamic creative.

## RESULTS

Analytic Partners discovered that in optimal conditions the brand could see a **4-10x increase in digital ad performance**. By optimizing bids and creative to take advantage of weather conditions, Analytic Partners was able to deliver a strategy to **increase ROI by +30% annually**.

**"With Analytic Partners' adaptive approach, we could use weather data and programmatic advertising to our advantage. Driving sales in optimal weather conditions, and pulling back on spend in sub-optimal conditions significantly improved our marketing ROI and helped drive incremental sales"**

▲ **4-10X  
INCREASE IN AD  
PERFORMANCE**

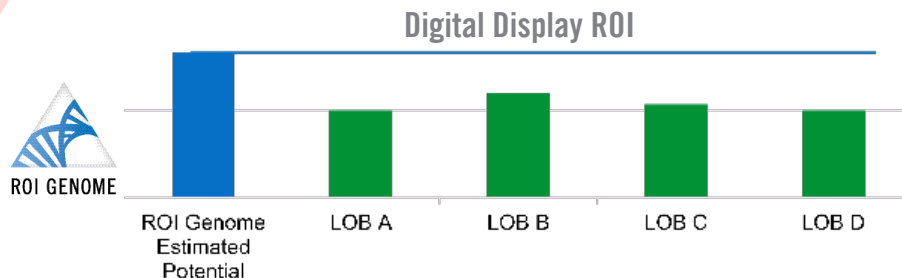
▲ **+30% INCREASE  
IN ROI**

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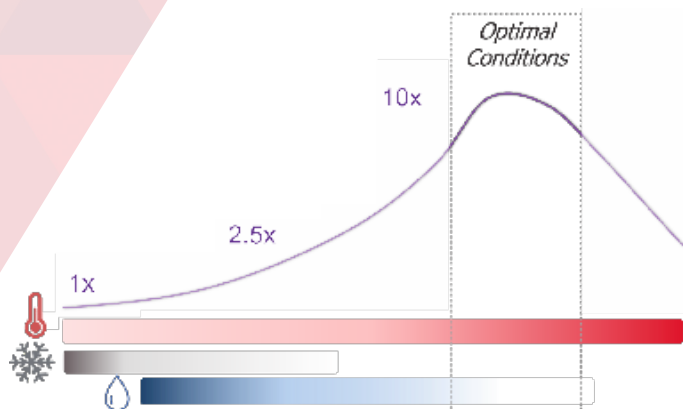
# SPECIALTY HOME GOODS BRAND HARNESSSES WEATHER TO DRIVE RESULTS: THE DETAILS

## IDENTIFY THE OPPORTUNITY

Opportunities were found for improvement in online response and activation, especially in digital display when analyzed against ROI Genome insights.



## Digital Ad Effectiveness Under Various Conditions



## UNCOVER THE INSIGHTS

Analysis uncovered a close connection between ad performance and weather conditions. The team identified three key metrics, which were combined to create meaningful weather “profiles” which helped inform multiple response curves across regions and lines of business.

## AUTOMATE DECISION MAKING

Multiple in-depth decision trees were created to automatically determine bid optimization and dynamic creative depending on the current weather profile. **Opportunity represents +30% in ROI annually**

