

# Programmatic showcase

## Weather-triggered campaign using in-flight optimisation

### Campaign objective

- Generate awareness for the Audible app

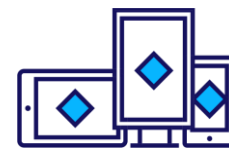
Audible activated a 'Not-Rainy' weather trigger for their latest campaign, connecting to 3<sup>rd</sup> party data provided by OpenWeather. The campaign only broadcast at times of no rain.

In addition to this, the campaign was optimised via real-time reports and re-allocation of budgets to locations that performed well.



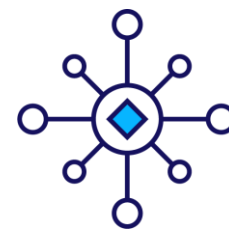
#### Target audience

- CSP+ - affluent audience with higher levels of disposable income



#### Campaign specification

- Non-guaranteed



#### Inventory

- Street furniture, malls and retail screens across France



### Campaign results (post-study brand test via Happydemics)

+34pts

brand awareness

+15pts

purchase consideration