



Cetaphil increases brand engagement with dynamic weather creatives

Verve's custom audience targeting enabled Cetaphil to reach customers with relevant weather-triggered ads.

CATEGORY: **Advertiser**
SOLUTION: **Managed service**
REGION: **United States**

43s

average
engagement time

1.12%

CTR for cold
conditions

0.79%

CTR for snow and
rain

Opportunity

Cetaphil's goal was to increase brand awareness as well as drive sales and purchase consideration by serving timely ad creatives on the benefits of Cetaphil's moisturizer during winter.

Solution

Verve built custom audience segments targeting women who shopped at or lived close to stores selling Cetaphil products. Dynamic ads were triggered to display when certain weather conditions were met.

Results

Ads were triggered only during specific weather conditions, which proved to be powerful in increasing engagement rates. Consumers were also able to find the nearest store selling Cetaphil products with the help of turn-by-turn directions with a quick tap.

- 43 seconds average engagement time
- 1.12% CTR for cold conditions
- 0.79% CTR for snow and rain

