



Ricola drives customer engagement with spring allergy campaign

Geotargeting and high-impact creatives enable Ricola to engage consumers with weather-triggered ads.

CATEGORY: Advertiser
SOLUTION: Managed service
REGION: Global

2.04%
click-through
rate

3.05%
tap-to-landing
page

6.15%
scroll-to-map

Objective

Ricola's goal was to build awareness around their products as a remedy for allergy symptoms. This would broaden their appeal for year-round use and drive sales beyond cold and flu season.

Solution

Targeting tactics based on weather were applied to reach allergy sufferers. When local pollen count was high, ads would trigger on devices within a five-mile geofence of locations where Ricola products were sold. High-impact rich media expandable banners opened to a panel with brand messaging, indicating that Ricola's products could help with allergy symptoms. A scrollable map unit showed the nearest locations for purchasing Ricola products.

Both banners were geoaware and highly engaging, with one displaying an overlay of pollen falling from the top of the screen.



Test A: Standard banner



Test B: Banner with overlay

Creative B with pollen overlay was more successful in driving engagement in the form of initial clicks (10X higher) and scroll-to-map (3X higher).