

# Ricola Drives Customer Engagement With Spring Allergy Campaign

Target: US  
Device: Mobile



**2.04%**

Click-through rate



**3.05%**

Tap-to-landing page



**6.15%**

Scroll-to-map

## Objective:

**Build awareness** around using Ricola's products as a remedy for allergy symptoms to broaden its appeal for year-round use and **drive sales** beyond cold and flu season.

## Solution:

Allergy sufferers identified and reached at the most appropriate time by applying targeting tactics based on **weather triggering** for high pollen count.

Five-mile geo-fence overlaid and each tactic paired with **creative experiences** testing engagement and interest.

**High impact rich media** expandable banners opened to a panel with brand messaging indicating that Ricola's products could help with allergy symptoms and scrollable map unit displayed to show nearest locations to purchase the product.

Both banners geo-aware, with one including an overlay of pollen falling from the top of the screen for a few seconds.



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).