



“The Weather Co. Self-Service Platform provides a tremendous service to the small business as well as larger companies that have smaller budgets but are always looking for new advertising solutions. We’re very happy with the results.”

ABOUT THE ADVERTISER:

CarBuyCo. is a used-car buying service, whose unique differentiation is that it conducts most of the sales transaction over the phone or internet (including via Skype or Facetime) and picks up the car from the seller’s home, minimizing hassle in the transaction (www.carbuyco.com).

WHAT THEY DID:

In March 2013, CarBuyCo. ran a campaign on The Weather Company’s digital and mobile properties, including weather.com, wunderground.com, and the Weather Channel mobile apps. Ads were geo-targeted to three cities: Chicago, Los Angeles, and San Antonio.

CarBuyCo. used existing creative and also used the creative builder embedded in The Weather Company’s self service tool to customize ads—a creative process that took less than 5 minutes, and ensured that their ads were branded consistently with their website.

HOW THE CAMPAIGN PERFORMED:

CarBuyCo.’s campaign reached consumers whose regular use of the Weather Company’s properties meant valuable reach and repetition for this new advertiser. The Weather Company digital users typically access these digital properties on a daily basis, during the ‘planning’ part of their day, which means CarBuyCo’s message was being shared at precisely the right time.

As a result, CarBuyCo generated nearly 4,000 visitors leads to its landing page that it might not have otherwise reached, because its typical advertising focuses exclusively on automotive sites.

WHAT’S NEXT:

Leslie VanderBaan, Vice President, CarBuyCo. says: “The Weather Co. Self-Service Platform provides a tremendous service to the small business as well as larger companies that have smaller budgets but always looking for new advertising solutions. We reached an entirely new audience, and we’re very happy with the results.”

