

IBM Watson Advertising + Jivox

Watson Advertising has one of the largest troves of weather and location data available anywhere. We use our deep knowledge of science and analytics to turn that data into insights that can drive better decisions.




Jivox

Jivox omni-channel personalization platform (Jivox IQ™) can allow brands to deliver relevant messaging in the right context to individual consumers in real-time, including various weather conditions. The result is hyper-personalized content that can drive consumer action.




WEATHERfx + Jivox IQ

Weather can impact how consumers feel, and in turn how they may act. The collaboration between Watson Advertising and Jivox offers brands the opportunity to combine WEATHERfx data with Jivox IQ, including the DecisionGraph™ Technology, and other first-party, third-party & contextual data that can activate accurate and meaningful messaging in real-time.

How It Works

-  **Analyzes data:** interprets and normalizes past, present, and future weather in conjunction with other data sets
-  **Creates triggers:** defines condition mixes when weather is most likely to drive consumer behavior
-  **Activates media:** in real-time across cross-platform properties and in-store

Real Results

-  An OTC brand realized **7.2x** lift in CTR & **2.8x** interaction lift *vs industry benchmarks*
-  A global hotel chain saw **14% Conversion Rate increase** between Phase I and II of the Ad campaign, along with **3x** engagement lift *vs industry benchmarks*
-  Sporting equipment brand saw **4x** CTR lift *vs industry benchmarks¹*

Source: Jivox campaign results from participating clients

Powering Increased Media Efficiency



Insight-driven
Deeper insight on what products can sell best under certain weather conditions.



When to run
Granular triggers that correspond to activity, relative condition, or product.



Where to run
Dynamic targeting that's available anywhere – on brand properties, online, and in store.



What to run
Serve the right product in the right place at the right time to help drive results.

Easily Available Wherever Your Consumers May Be

Search your data buying console for Watson Advertising triggers to extend this powerful triggering capability across your marketing platforms:

