



Case Study

The Weather Company Collaborates with Lotame for Greater Efficiency and Granularity in Mobile Analytics

In partnership with AWS, the longtime partners securely matched data and derived deep insights for travel, auto, and retail customers.

Industry

Technology

Challenge

Generate rich audience analytics from first-party data, bypassing operational red tape and engineering backlog

Lotame Solutions

Analytics

Results

- 98% reduction in time to gather insights
- 7x faster using clean rooms than the legacy ETL alternative
- 7x more efficient for querying

“ We have this rich first-party data that we want to make available to both advertisers and business users. Using Lotame and AWS Clean Rooms, we can glean insights for customers and get new products to market quickly.”

— Dave Olesnevich
Head of Data & Advertising Products
The Weather Company



Client

As the world's **most accurate forecaster**, The Weather Company delivers scalable solutions for consumers through its flagship consumer brand, The Weather Channel, as well as its businesses across the advertising, aviation, media industries, and more. Its robust Weather Data API solution helps the majority of Americans each month to integrate weather data into their applications, business processes, or custom models. The Weather Company has partnered with Lotame for over 10 years working with their data collaboration platform. In order to provide real-time insights to their customers in travel, auto and retail, they have relied on Lotame for advanced insights about campaign performance and personas.

The company had an optimal real-time data collection process for The Weather Channel web properties. However, their mobile app properties were not leveraging Lotame's ecosystem yet due to other engineering priorities.

Solution

As its mobile data was already in Amazon's data lake, The Weather Company and Lotame partnered with AWS Clean Rooms to find actionable insights about campaign performance for a travel vertical customer.

Results

Together, The Weather Company and Lotame ran a proof of concept on several data segments to see how they could provide real-time insights to their travel customer. The companies tried out ideas and performed analyses on the test datasets.

For example, to better understand its travel audience that uses The Weather Channel app, The Weather Company compared the lifestyle and brand propensities of lower- and higher-frequency travelers, as well as frequent air versus land travelers. Sample persona insights revealed notable differences in education, income, choice of hotels, and entertainment. Those detailed insights can help drive the way The Weather Company positions its products for its travel vertical.

Sample Personas

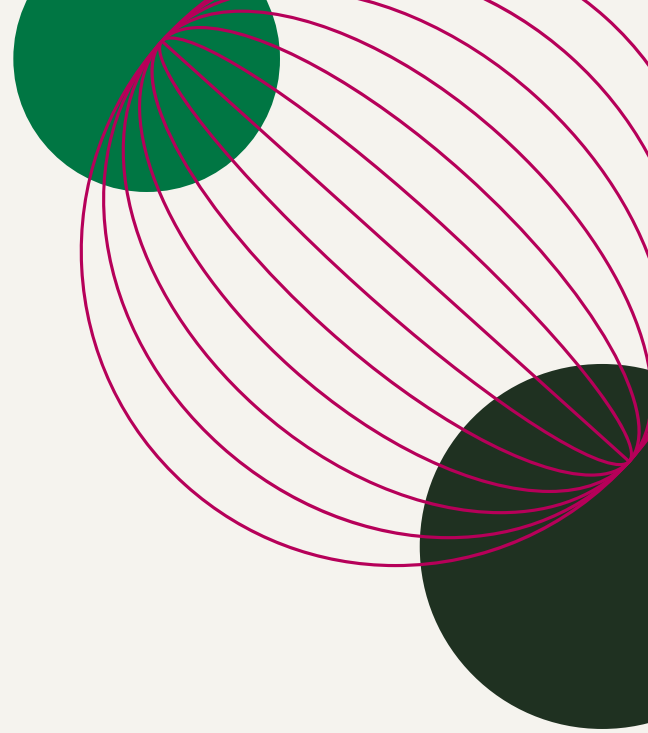
The Weather Company travel client's niche personas uncovered significant differences across various attributes, which can inform future media planning and execution.

Sample Land Traveler Persona



Sample Air Traveler Persona





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