

Pollen And Weather Data For One Of The World's Biggest Consumer Goods Companies



Creating an information tool and campaign for allergy sufferers in the United Kingdom

In this case study, learn how Ambee has helped Kimberly-Clark in creating a powerful tool to educate and inform users about pollen and weather in the U.K. while evangelizing its newly launched anti-pollen tissues.

Kimberly-Clark (KCC) is an American multinational corporation that is a world leader in paper-based consumer products. The Fortune 500 company manufactures personal care products, sanitary paper products, surgical gloves, and medical instruments. Kimberly-Clark brand name products include Kleenex facial tissue and Kotex feminine hygiene products. It employs approximately 40,000 people globally and has annual revenues of around \$18 Billion. Kleenex is undoubtedly the best-known brand of KCC, and it was to evangelize their new line of anti-allergy tissues that KCC approached Ambee.

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For more than a century, Kimberly-Clark has been transforming insights and technologies into innovative products and services that improve the lives of nearly a quarter of the world's population.

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KCC picked Ambee because of three reasons. Price, product, and partnership. We were the most accurate and cost-effective solution for them to run their trial solution. What started with a trial in one country quickly transformed into a three-country rollout, with a global rollout expected to happen in 2022.



The Challenge


Pollen allergies cost the United Kingdom about US\$10 billion annually in lost productivity. KCC sought to tap into this massive market by launching their new Allergy Comfort™ tissues. Given widespread pollen sensitivity, the demand for anti-allergy products is enormous. As a relatively new entrant in the anti-allergy specialty market, KCC needed to promote the product uniquely. Further, given its history of excellence in relevant innovation, KCC wanted to build something that users could find helpful primarily and then promote their products later. Rather than creating another app, a decision was taken to build a pollen tracker that users could regularly visit to track the possibility of allergies in real-time. The pollen tracker provided them a forecast of pollen levels over the next three days. Understandably, users would want to engage with a constructive and helpful website, providing tips on how to help improve health on an ongoing basis.

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The Kleenex Pollen Forecast that supplied the Pollen Bomb warning is one of the most regionally accurate pollen tracking tools available, the firm claims. It provides a detailed pollen count for all 1.7 million postcodes across the UK three days in advance.” quoted by the Daily Mail UK.

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Pollen is a sensitive topic, with levels constantly varying depending on time and location. It was the ability to build a product with real-time and accurate data that became a challenge for KCC. However, Ambee was there to help and worked with them to build out the Pollen Pal in record time.



A touch of comfort, when there's pollen around.
Extremely gentle. Ultra absorbent.

Kleenex
NEW allergy comfort

A Solution

How To Educate Your Users First And Also Evangelize Your Product?

The KCC Pollen Pal has an easy-to-use, colorful interface that was built keeping the end-user in mind. Upon reaching the landing page, the user is exposed to three types of pollen for the given location: grass, trees, and weed. There is also a five-day forecast that is provided to the consumer to understand the way better forward. They can also see different tabs for weather in their location, avail forecast, and advice on pollen allergies. Also on the cards for next year's release is a heatmap for the user's location, helping them understand where pollen levels are highest and lowest nearby.

On the advice page, customers also can provide their email addresses and receive regular pollen alerts on their emails. Thus KCC continuously engages with its customers by providing regular updates on the pollen levels around them.

**100
MILLION+ API CALLS**

WERE MADE ONLY ACROSS THE UK FROM AMBEE SERVERS.



**200%
INCREASE**

IN WEBSITE TRAFFIC RECORDED AFTER AMBEE API INTEGRATION



**EXPONENTIAL INCREASE
IN REVENUE**

WAS OBSERVED FOR KLEENEX ALLERGY COMFORT™ TISSUES



Ambee anticipated a solid response to this product and high engagement across all categories, which is why proprietary AI algorithms were designed to handle calling of up to 10000 APIs every second. Given the significant amount of money spent on marketing on traditional media like newspapers and hoardings, it was expected that there would be a deluge of new users to the platform. And there was. In the first week since launch, the pages saw upwards of 100,000 hits daily, and this has now reached an average daily usage of around 30,000 unique hits.

The program has been such a success that KCC has already launched the Pollen Pal in France. A global rollout is on the maps for later this year, in time for next year's pollen season. The return on investment has been termed "exceptional."

First Pollen, Then Weather, Now Maps!

Ambee's contribution to the Pollen Pal has been to the extent of providing air quality and hyperlocal weather APIs. As an add-on to this data, Ambee is also building an interactive heatmap to allow users to actively understand the 'lay of the land' and plan their days. The heatmap can have a tremendous impact on those looking to reduce pollen exposure and live healthier lives.

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The Kleenex Pollen Forecast offers unrivaled insight into local pollen levels and should be a big help for anyone struggling with allergies,' said Ori Ben Shai, Vice President and Managing Director Kimberly-Clark UK, makers of Kleenex.

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KCC also used Ambee's APIs for targeted marketing and social media advertisements to users. These advertisements were displayed when pollen levels were higher than usual and in areas where search history for pollen was typically high. In these campaigns, the Pollen Pal was directly evangelized rather than the tissues.

About Pollen API

By integrating with real-time, accurate location-based pollen data, healthcare companies can monitor user exposure to pollen and identify their requirements. The consumer's overall health index can be calculated based on their hyperlocal environmental data. The index helps alert the users for personal triggers, medication they need, and use of inhalers as a part of companies' personalization campaigns. These opportunities prove to empower both the company and the patient.

Conclusion

The Pollen Pal made by KCC has become the go-to place for people who want to understand more about their pollen allergies. By integrating Ambee's pollen and weather data, KCC is taking the lead in the anti-allergy product market. In this way, they have demonstrated an interest in selling a product and addressing the problems faced by customers at a far more fundamental level. This, in turn, has engendered loyalty to the Kleenex brand and shown a tremendous response in terms of customer engagement.