

Driving engagement for Kleenex[®] with Ambee's Pollen and Weather API

The Story

Kleenex[®]'s new portfolio of Allergy Comfort[™] products are designed for people suffering from pollen allergies and hay fever.

To drive meaningful engagement Kleenex[®] wished to develop Your Pollen Pal, a platform that alerts users about local pollen levels and provides product recommendations via email or SMS.

However, sourcing real-time and accurate data became a challenge for Kleenex[®], solved with Ambee's hyperlocal Pollen and Weather APIs.



Introducing...Your Pollen Pal

Kleenex®'s Your Pollen Pal platform helps allergy sufferers avoid and reduce pollen risks.

Powered by Ambee's hyperlocal pollen API it provides a user with information on three types of pollen: grass, trees, and weed along with a 5 day pollen forecast.

Users can also opt-in for more notifications and receive alerts that inform and minimize pollen allergy risk while driving meaningful consumer engagement.

The award-winning Your Pollen Pal platform has achieved significant commercial success with the new product portfolio launch while increasing engagement and brand perception.



Scaling marketing with environmental data

Kleenex® set the gold standard for engagement and personalization in the anti-allergy product market with its use of pollen and weather data for marketing, spanning across the funnel.

With 100,000 visits in the first week alone, Your Pollen Pal platform is now a staple of 30,000 unique visitors, daily. Kleenex® has rolled out Your Pollen Pal to other markets in the EU, terming it an “exceptional” return on ad spend.

For regions with higher pollen levels, Kleenex® integrated Ambee’s APIs for targeted campaigns (via partner DSP/Ad-platform) triggering display and mobile ads, alongside content optimization via partner DCO platforms.

'The Kleenex® Pollen Forecast offers unrivaled insight into local pollen levels and should be a big help for anyone struggling with allergies.'

*- Ori Ben Shai, Vice President and
Managing Director, Kimberly-Clark UK (Kleenex®)*

About Ambee's APIs

Ambee's data enables anyone, anywhere in the world, to understand the environment in a hyperlocal area in real time. The datasets by Ambee are used to power decisions across continents, from startups and Fortune 100 companies to governments.



Pollen API



Air Quality API



Weather API



Forest Fire API



Soil API



NDVI

More questions?

Get in touch OR write to us at

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