



Increasing Customer Engagement and Maximizing Sales for Boots With Ambee's Pollen API



Origin of the partnership

Boots looked to increase sales of their allergy relief products and over-the-counter (OTC) medications. They aimed to achieve their sales targets by driving customer engagement through personalized messages via email and app, leading to higher conversion rates and customer interest.

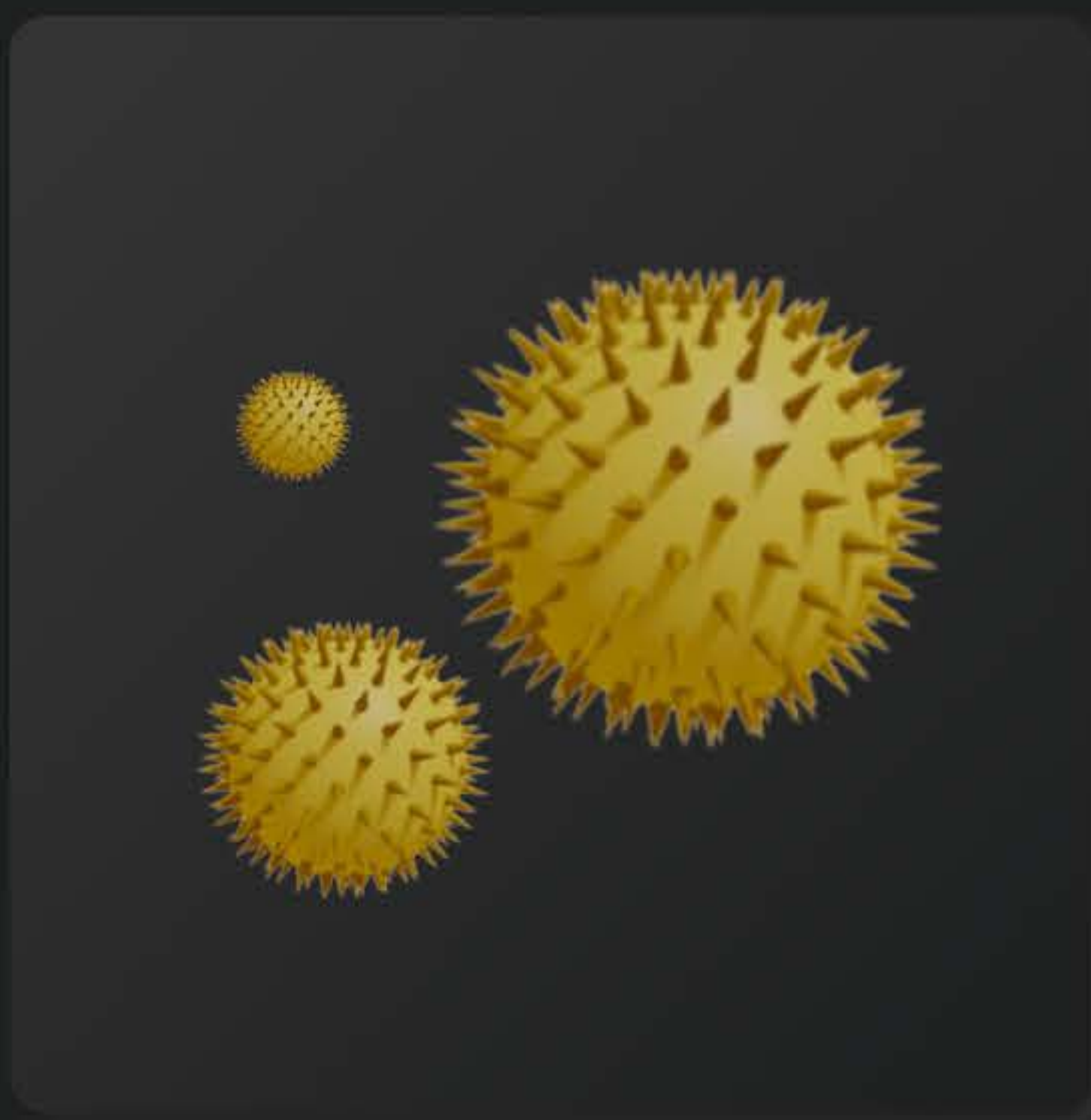
The leading British health and beauty retailer's idea was to provide customers suffering from pollen allergies with forecasts for their immediate location and engage with them through personalized discounts and offers. To achieve this, Boots utilized Ambee's pollen data.





Ambee's pollen API at work

Boots' integration of Ambee's pollen API enables them to provide customers with real-time and forecast pollen information in their location. The information contains the measures they can take to reduce the risks of pollen allergies. They also divert them towards their platforms—website or app—where they can easily find OTC products and medications for their issues. The pollen forecast is available in their app inbox, where customers can check it daily.



Pollen data has also allowed Boots to create dynamic email content, display relevant messages, and provide targeted discount coupons. The sense of urgency created by pollen levels helps them convert their leads into customers by providing timely and immediate solutions.

Your 3 day pollen forecast
London

Pollen Type	Tonight	Tomorrow	Wednesday
weed pollen	High	High	Very High
grass pollen	Moderate	Moderate	High

BUY 1 GET 2ND# 1/2 PRICE
across selected Summer Health & Wellness

HAYFEVER & ALLERGY RELIEF
10mg TABLETS
CETIRIZINE HYDROCHLORIDE

ALLERGY BARRIER
NASAL SPRAY POWDER

ALLERGY EYE MIST
COMFORTING RELIEF

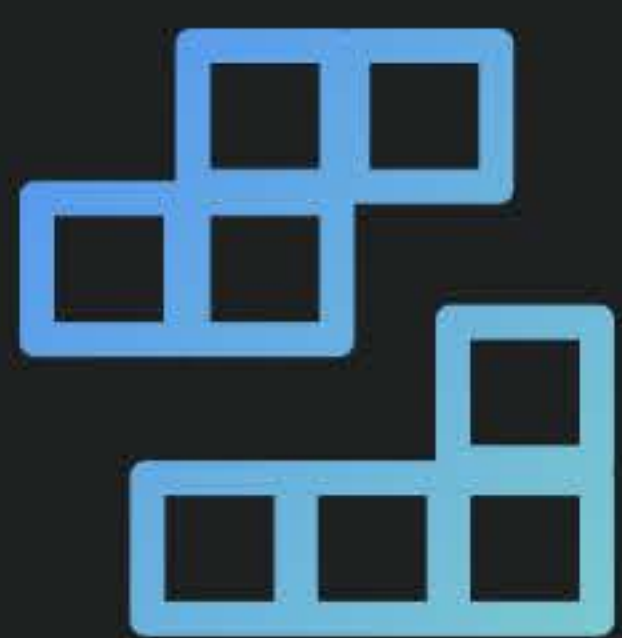
SHOP NOW

Buy 1 get 2nd 1/2 price, across selected Summer Health and Wellness. Cheapest product half price, in a single transaction. Subject to availability. Offer ends 6th September 2022. Boots Hayfever & Allergy Relief 10mg Tablets, contains Cetirizine. Always read the label. Normal pharmacy and legal restrictions apply.

Creating relevant messaging with pollen data



To increase customer interest and sales of allergy-relief products and OTC medications, Boots used Ambee's hyperlocal pollen data to create smart marketing campaigns and boost sales.



As the campaign progressed, Boots witnessed a higher click-through rate in their hyper-personalized emails along with a significant increase in app visits, especially among customers looking for regular pollen forecasts.



Their effective strategy, combined with Ambee's pollen data, helped them increase user engagement, grow app retention rate, and drive product sales.

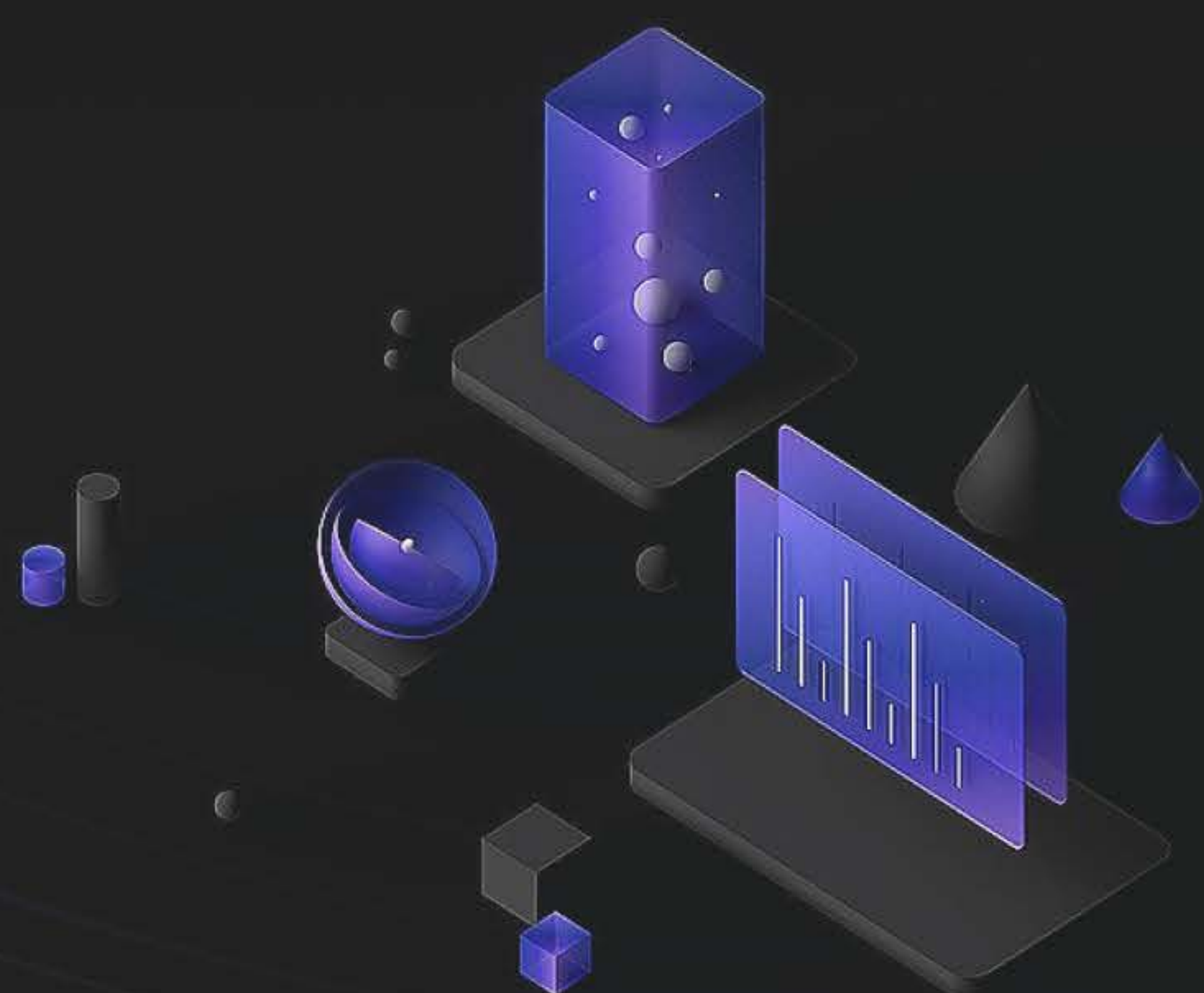


About Ambee's APIs



"Working with Ambee was a great experience. The Ambee team is very responsive and knowledgeable. They have supported us in every stage of our implantation and were able to provide a quick turnaround time so we were able to get everything ready on time. We are looking forward to continuing our collaboration in the future."

- Sagi Laniado, Senior Manager, Customer Journey Orchestration, Boots



Ambee's environmental data enables anyone, anywhere in the world, to understand their hyperlocal environment in real time. The datasets provided by Ambee are used to power decisions across continents, from startups to Fortune 500 companies.

More questions?

Write to us or contact us at contactus@getambee.com.