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Adylic Harnesses Ambee's Pollen Powers to Reach Allergy Sufferers at the Right Time

This case study illustrates how Adylic used Ambee's pollen data to create dynamic advertisements for their customer, who sells medicines for seasonal allergies and hay fever. The results of this campaign led to them winning the allergy season against their major competitors and consequently generating greater revenue.

How it all began

Pollen from various species of flora can cause serious health issues like allergic rhinitis (more commonly known as hay fever). Pollen grains are small and lightweight and can enter deep inside the lungs, aggravating asthma and other conditions.

4.6 MILLION — **19%** of the population are affected by allergic rhinitis or hay fever.

Anaphylaxis and allergies represent one of Australia's most challenging public health issues. The level of impact created merely by pollen on millions of people has led to a massive demand for allergy care products and medications.

Adylic, a leading global adtech company, wanted to create campaigns for their client— a pharmaceutical major specializing in medicines for seasonal allergies and hay fever. Their approach utilized historical pollen data to understand and analyze the Australian market. With that, Adylic directed its marketing efforts by leveraging dynamic advertisements according to the local pollen count in eastern Australia.

So when the challenge arose, they looked to Ambee to provide the best-in-class solution.

Enter Ambee's Pollen API

The solution to Adylic's requirements came in the form of Ambee's pollen APIs and data. Our historical and real-time pollen data helped Adylic understand the Australian market and run campaigns based on scientifically-validated decisions.

Ambee's pollen data was used to formulate a digital strategy for their client and hyper-localize their programmatic ad campaigns in Australia. With the help of Ambee's time-tested data, Adylic achieved precisely what they envisioned.

Adylic took pollen values for each day, morning and evening, and used it to check the pollen count constantly. By monitoring the pollen count, they triggered campaigns at the optimal time in areas where pollen values were moderate or high. The campaign ran over multiple cities in Australia, including Melbourne, Sydney, Brisbane, and Perth.
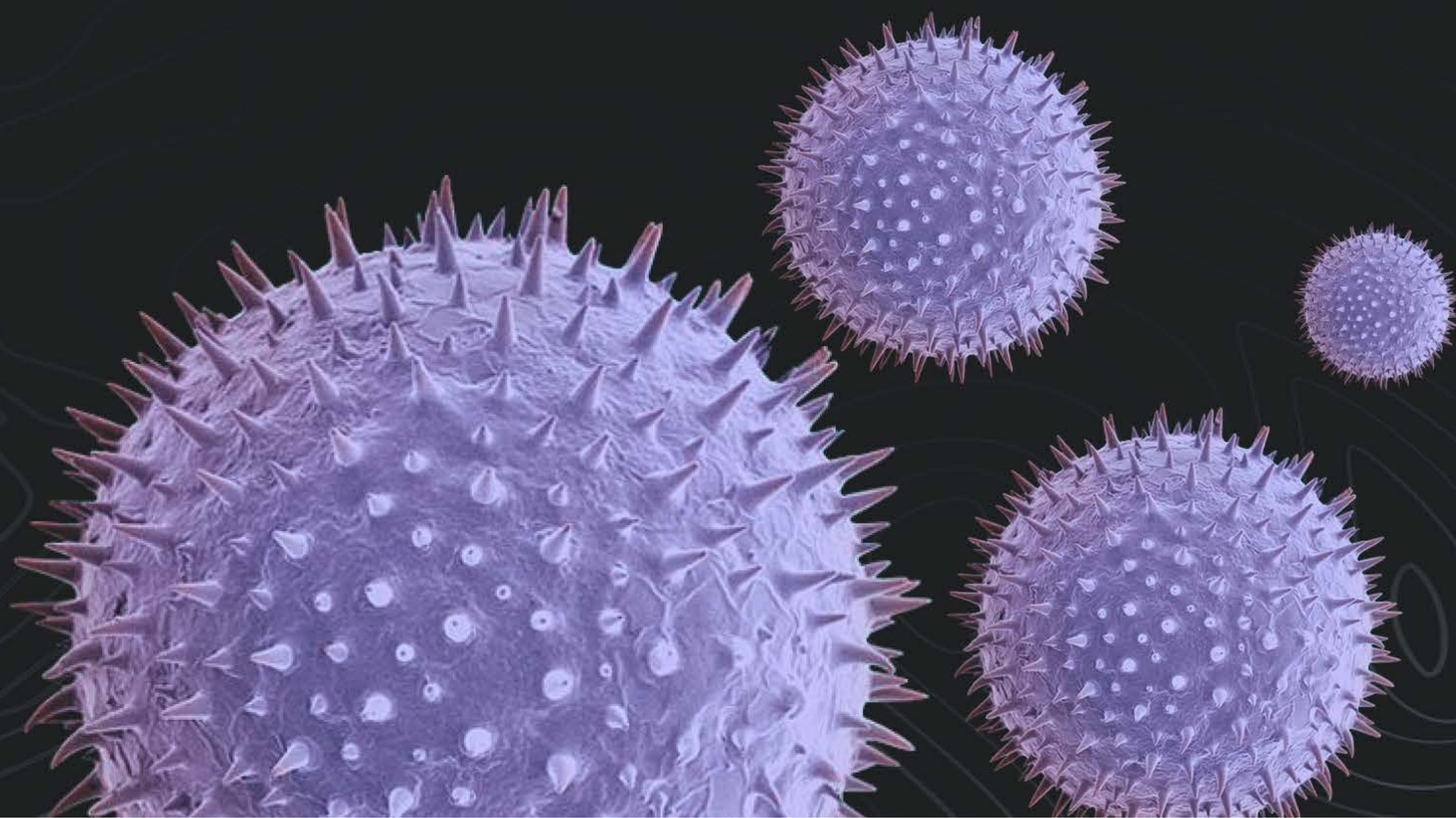
And the results speak for themselves.

This campaign helped Adylic's client win the season against their major competitors. Adylic leveraged Ambee's pollen API to deliver advertisements at the right time and place. When pollen count was moderate or high in major cities on the eastern seaboard of Australia, Adylic displayed ads for their client.

The campaign was remarkably successful in all parts of Australia. The overall campaign achieved a cost-per-click (CPC) of $40.05 for video activity, which was way lower than their usual CPC. Adylic were able to hyper-localize their ads for users suffering from pollen allergies or living in areas with high pollen counts. The overall campaign helped them personalize their ads according to their target audience and simultaneously generate profit along the way.

About Ambee's Pollen API

"It has helped Adylic showcase the power of utilizing API in personalizing ads. In this case, we were able to target users' needs at the right time based on the user's location."

Stefanie Wong, DCO Specialist at Adylic

Ambee, provides global environmental data with a demonstrably high degree of accuracy and street-level granularity. Ambee's proprietary pollen data is generated through a multi-modal approach combining data from proprietary on-ground sensors, satellites, and multiple open sources.

Ambee's pollen 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. Using the pollen data from the past, present, and the near future, companies can create valuable campaigns and solutions that help their customers not only avoid seasonal allergies but tackle them all together.

More questions?

Write to us or contact us at

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