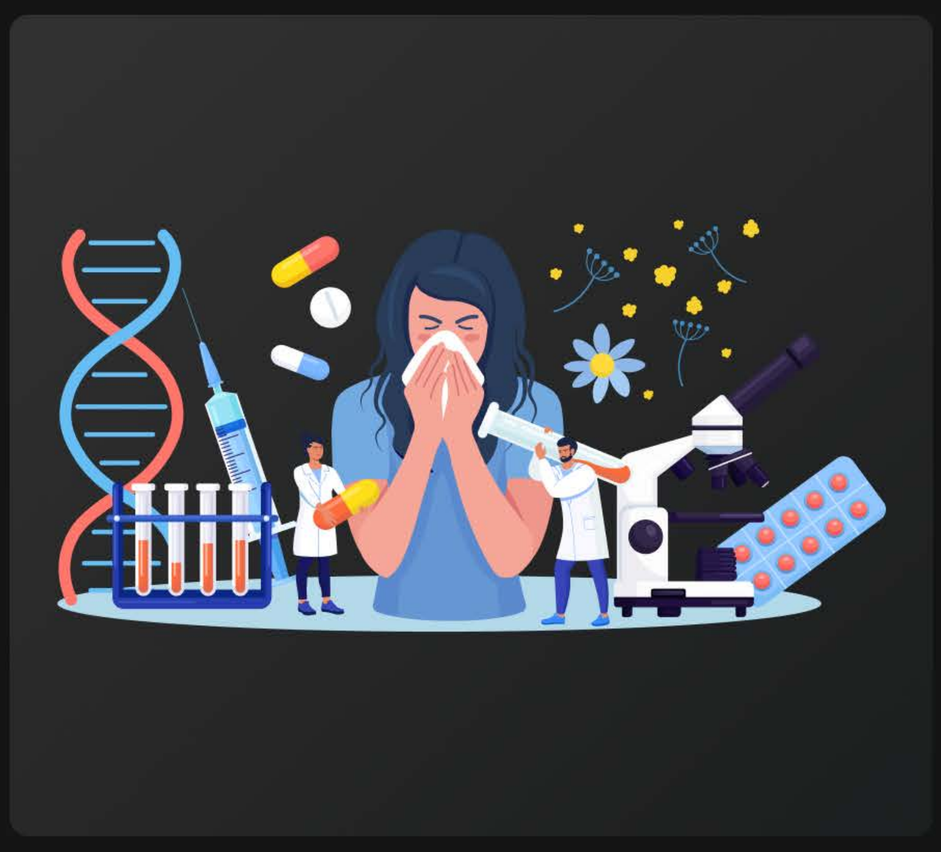
A Complete Guide To
Pollen-Based Marketing



The advent of the spring season has often been a dreadful event for many individuals across the globe. The fear comes attached to pollen particles floating more actively in the air. On their way to fertilize plants and tree flowers, these pollen particles often end up in our noses, eyes, ears, and mouths. The result of it? Sneezing spells, coughing, red and watery eyes, nasal congestion, and an itchy throat. It's pollen allergies.

In this whitepaper, we will dive deep into the effects of pollen allergies, the market of pollen-related products, and how pollen data is the secret behind effective marketing campaigns for those products.

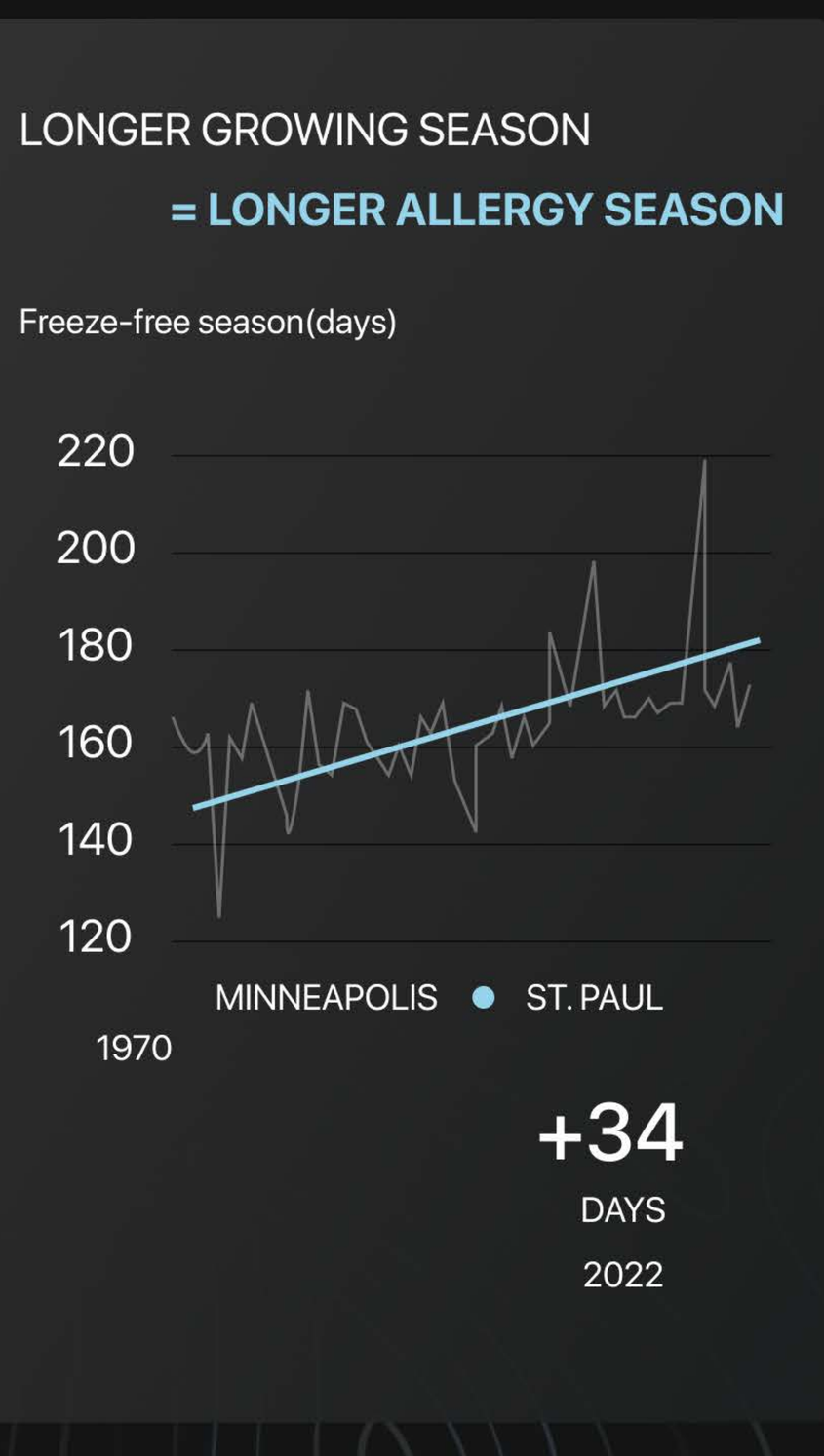
The intensity of pollen season and allergies

The World Allergy Organization claims that over 400 million people suffer from allergic rhinitis globally. Allergic rhinitis affects 10% - 30% of all adults and up to 40% of children in the U.S. alone. It is the fifth most common chronic disease.

Pollen-related diseases do not end with allergic rhinitis or hay fever. Pollen allergies can cause or heighten health issues such as bronchial asthma and hypersensitivity pneumonitis. Pollen-related asthma is caused by inhaling pollen particles that are small enough to enter our bronchial tree.

While pollen season is a recurring event, scientific studies claim that the seasons have now become more prolonged and severe. The affecting factor is climate change.

The warmer temperatures and higher carbon dioxide concentrations in the atmosphere caused by climate change are altering flowering and growing seasons worldwide. Warmer temperatures instigate some plants, grasses, and flowers to bloom faster. The graph below is an indication of the impact of longer growing seasons.



*Source: Climate Central

Along with the growing seasons, the higher rates of carbon dioxide in the atmosphere have abnormal effects on certain types of plant growth, leading to quicker and denser growth of some plants. These changes are more prominent in urban areas with higher CO2 and temperatures when compared to rural areas. This makes the people living in these cities more susceptible to asthma than those in rural areas.

With continued high rates of carbon dioxide emissions, it is estimated that the U.S. could face up to a 200% increase in pollen production by the end of the century. Asthma and allergy reactions can become even more severe with more prolonged and extreme pollen seasons.

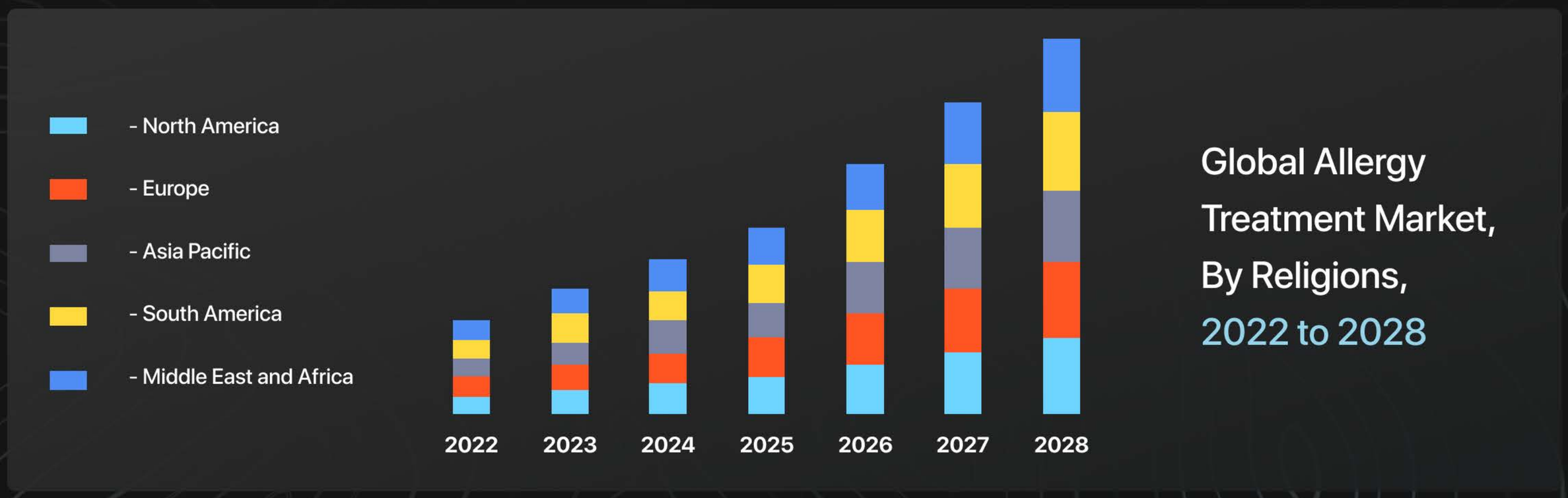
Pollen seasons affect people's daily lives, and the extended seasons will only make it more difficult for sensitive groups. This creates a massive scope for allergy-relief products and medications. To tap into this, businesses globally can take help from pollen data to effectively understand their market and make engaging marketing campaigns. But before that, let's figure out the scope for pollen-related products.

Allergy relief products and their growing market

As we have already established, climate and environmental factors have led to longer pollen seasons. The rising prevalence of allergies, growing population, better healthcare technologies, and enhanced research and development of medications have magnified the market's growth.

Data Bridge Market Research showcases the allergy treatment market was valued at $19.07 billion in 2021. This is expected to reach $31.63 billion by 2029, registering a compound annual growth rate (CAGR) of 6.53% from 2022 - 2029.

*Source: Data Bridge Market Research



Even the global revenue for the allergy shots market was valued at $2.2 billion in 2022, which is expected to reach $4.6 billion by 2023.

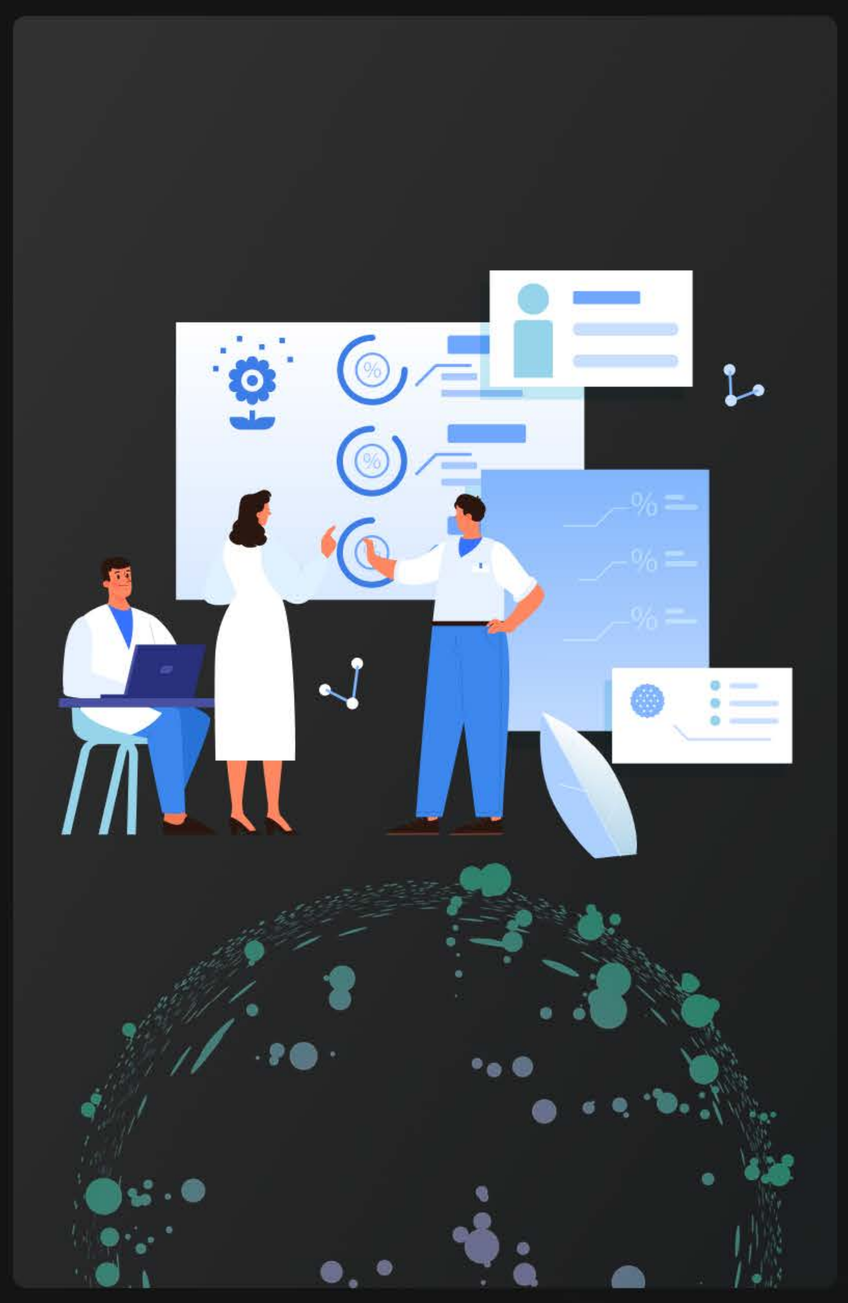
To effectively highlight their products in this growing market, pharmaceuticals, healthcare, retail, and CPG businesses can use pollen data to target their advertisements accurately.

Pollen-based marketing for personalized marketing results

Technology and data have revolutionalized the advertising and marketing industries. Giving new perspectives on creating brand loyalty and retaining customers, the latest age of marketing creates a sense of personalization. As marketers and advertisers move away from mass-appeal approaches, targeted and personalized marketing has delivered a more efficient approach and paved the way for more significant ROI.

Personalized marketing offers an improved user experience (UX) by targeting critical messages based on the customer's purchasing activities and behavior. A survey by Adobe states that 89% of marketers see a positive ROI when they personalize campaigns.

Personalized marketing also creates an opportunity for businesses to form personal relationships with their customers. By leveraging big data and analytics, marketers can better understand their target consumers and their preferences to drive their business.



Here's where pollen data can perform its best miracles.

With the help of artificial intelligence and machine learning technologies with sophisticated algorithms, pollen data can be interpreted in a way that provides meaningful insights. Marketers that work for/with companies that fall under the domain of pharmaceuticals, retail, healthcare, and CPG can use this opportunity to target ads to their customers effectively.

Pollen data allows brands to tailor messages to their customers and serve information that is more likely to add value to their lives. Hyperlocal pollen data can help create marketing campaigns tailored to the customers and generate a sense of customer loyalty, which might otherwise be difficult to engender.

Pollen data can help marketers showcase advertisements on pollen-related products by understanding their customers' location. The ad can be triggered to be displayed when the levels of pollen in the customer's location reach a certain point. The ad can also be triggered according to the time of the day when pollen levels are often at their peak. With these effectively targeted advertisements, companies can:

Create location-based advertisements to assist shoppers in deciding which brand to buy their product from. For example, advertising allergy medications in an area with a high pollen count can increase sales.

Better engage customers by creating personalized marketing campaigns and messages. These ads generate an impact and also increase customer engagement. For instance, businesses can trigger anti-allergy product ads based on pollen levels to increase their probability of selling products.

Generate leads by helping the customers know exactly where to go for their needs. For example, by advertising items like tissues or masks during high pollen duration.

Increase brand loyalty by tailoring advertisements relevant to their existing customers. Using pollen data can help target customers who suffer from pollen-related issues, leading to a higher chance of them returning to the brands that understand their needs

Increase ROI by retaining existing customers while attracting new ones. Customers with a good engagement experience can become returning customers, increasing the company's ROI.

Each pollen parameter provides endless opportunities for personalization and optimization of advertising efforts, such as location-based advertising or pollen-triggered marketing. Data helps messaging become more timely and relevant to the customers, resulting in more effective ad spending for advertisers. It allows businesses to advertise when it matters most, increasing the chances of conversion.

The most crucial role of marketing is to capture and retain consumers' attention. The laws that govern human behavior remain valid regardless of the environment a person is in, and they can be utilized effectively in this business scenario. To trigger these ad campaigns and, subsequently, greater revenue, businesses can use Ambee's pollen data

Intro to Ambee's pollen data

Businesses can leverage Ambee's hyperlocal and accurate pollen data to create valuable campaigns to help their customers understand the state of pollen-related issues and offer solutions through effectively targeted ads.

Ambee's pollen API provides hyperlocal pollen data with detailed insights into multiple subspecies. Ambee provides real-time, forecast, and historical data for countries across the globe.

Ambee provides global pollen data with a demonstrably high degree of accuracy and street-level granularity.

Ambee's proprietary pollen data is generated by 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 following table shows the risk level for each type of pollen derived by applying NAB guidelines to Ambee's data.

Risk Level	Tree	Grass	Weed
Low	0-95	0-29	0-20
Moderate	96-207	30-60	21-77
High	208-703	61-341	78-266
Very High	704+	342+	267+

Marquee case studies for Ambee's pollen data

Ambee's pollen data are being used by companies across the world, from startups to Fortune 500 companies. Ambee has already partnered with major companies from industries like pharmaceuticals, retail, healthcare, and CPG for such advertising campaigns. Here are some insights from those campaigns:

- 20% increase in VTR on Youtube ads
- 60% reduction in cost per click (CPC)
- 155% increase in click-through rates (CTR
- 30,000 daily unique visitors

Some major companies from across continents are utilizing Ambee's scientifically validated data. Below are some of the marquee cases.

Kimberly Clark Corporation's Kleenex

Kimberly-Clark Corporation's Kleenex aimed to provide a platform to help allergy sufferers get information on pollen count around their location. They utilized Ambee's pollen API to power and enhance the 'Pollen Pal' engagement tool. Moreover, they utilized Ambee's data to cleverly send automated emails and campaigns to users whenever the pollen level was higher than average. Their platform garnered 100k visits in the first week alone and now has around 30,000 unique visitors daily. They also witnessed a whopping 200% increase in website traffic after Ambee API integration As a result, the campaign was deemed 'exceptional' in terms of return on ad spending.

Boots

To connect with their consumers on a more personal level, Boots—a leading British health and beauty retail chain, reached out to Ambee to develop a solution. The idea was to provide customers suffering from pollen allergies with location-based forecasts and reach them with specialized and personalized offers and promotions. Using the pollen API, Boots campaign saw higher CTRs and app retention while engaging people across its website and app with customized content and marketing.

Adylic

Adylic used Ambee's pollen data to create campaigns for customers who sell medicines for seasonal allergies and hay fever. The campaign was to utilize hyperlocal historical pollen data to understand and analyze the Australian city and use it to project their dynamic advertisements according to the location's pollen levels. Ambee's historical and real-time pollen data helped Adylic formulate a digital strategy for their customer and hyper-localize their programmatic ad campaigns in Australia. The overall campaign achieved a cost-per-click (CPC) of $40.05 for video activity, which was way lower than their usual CPC.

Bayer's Claritin

Ambee is aiding Bayer's anti-allergy product Claritin to create personalized marketing campaigns for Bayer's Claritin. Ambee's air quality and pollen data is plugged into their data catalog to target advertising based on pollen alerts. This campaign activation on DV360 led to a 20% increase in VTR for Youtube Ads and improved return on advertising spend (ROAS)

GSK's Piri

GlaxoSmithKline (GSK) has a range of anti-allergic products that use Ambee's Pollen API to help customers stay updated with hyper-local weather and pollen insights in their area. GSK uses Ambee's data to increase targeted advertising campaigns in the U.K., thus ensuring customer loyalty and response. Ambee's data powers sales and increases brand awareness for Piri products. Piri's range of products is anti-allergy medicines that help prevent and control triggers and severe cases of pollen allergies. Ambee's Pollen API increased the company's advertising ROI and created brand recognition with accurate pollen count updates.

Key takeaways

Pollen data provides businesses and companies worldwide with endless possibilities to tap into the pollen market effectively. Marketing is one such area where the impact can lead to great results. Pollen data can help bridge the gap between the brand and its consumers by personalizing marketing efforts and helping them develop a sense of loyalty.

The instances provided in this document of Ambee's pollen data use cases are not limited to just these companies. Some of the companies, in collaboration with Ambee, have run DCO ads to dynamically update the version of an advertisement according to the pollen levels of their target location. Other companies have also utilized the data beyond merely selling their products, creating awareness and demonstrating that the company genuinely cares.

Pollen allergies are highly prevalent across nations, with the market for its products expanding at a high rate. With properly measured data on pollen, the companies that cater to pollen products can do much more than advertise their products. Effective strategies combined with the right marketing tools can aid businesses in creating a lasting impact on their potential customers and help their regular ones come back for more.

To learn more about pollen-based marketing, get in touch.