

# Ambee Helps Innovid Personalize Advertisements Using Pollen Data

## Overview

Innovid, a global advertising platform for the delivery, personalization, and measurement of converged TV, is always looking for ways to enable its clients to create personalized, effective ads. Recognizing the impact of seasonality and the environment on many businesses, Innovid aimed to incorporate Ambee's environmental data into their dynamic creative (DCO) technology to enable personalization based on pollen levels.



# What Innovid was looking to solve

In a highly competitive adtech landscape, staying ahead of the competition often requires unique connections to new technologies and data sources that can be used to personalize creative for consumers who expect relevant content – even with ads.

If a brand offers personalized experiences, **80% of consumers** are more likely to make a purchase. It also yields 20% higher customer satisfaction rates, about a 15% percent boost in sales conversion rates, and an increase in engagement of up to 30% percent, according to **McKinsey**.

If environmental data is added to the mix, the audience can be segmented based on their location, season, and real-time environmental factors. Using factors like pollen, various industries—specifically pharma and CPG—could create engaging advertising that messages to the right audience, at the right place, and at the right time.

To help its global clients continue to deliver relevant and personalized ad experiences to audiences, Innovid wanted to tap into the power of hyperlocal pollen data. The need for a reliable and flexible environmental data source to enhance personalization prompted Innovid to explore a partnership with the leading environmental data provider—Ambee.

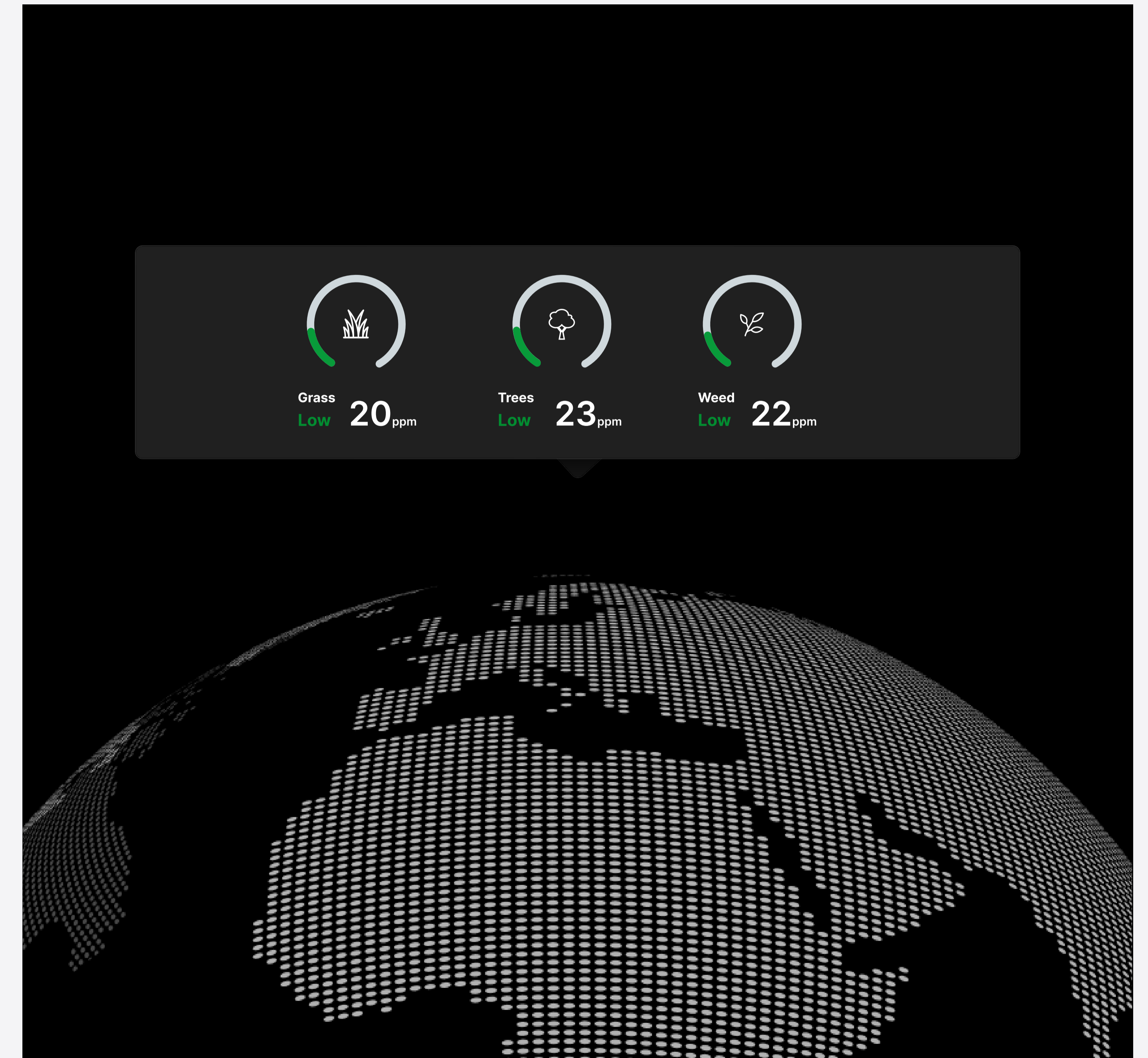


# The solution Innovid sought out for

Innovid aimed to enhance its clients' personalized messaging experiences by leveraging environmental data, specifically pollen count. The objective was to enable clients to generate relevance in their advertising by dynamically adjusting the message based on the real-time environmental conditions in the target audience's location. This required a seamless integration of accurate and comprehensive environmental data into Innovid's ad tech platform.

Innovid wanted a standardized risk-level value (high, medium, low), and some of the solutions they looked at could only provide numerical values that required translating and, thus, a more complex API setup. They also needed comprehensive global coverage for the pollen data and the ability to query that data so that it could be matched against multiple types of geo-location data signals.

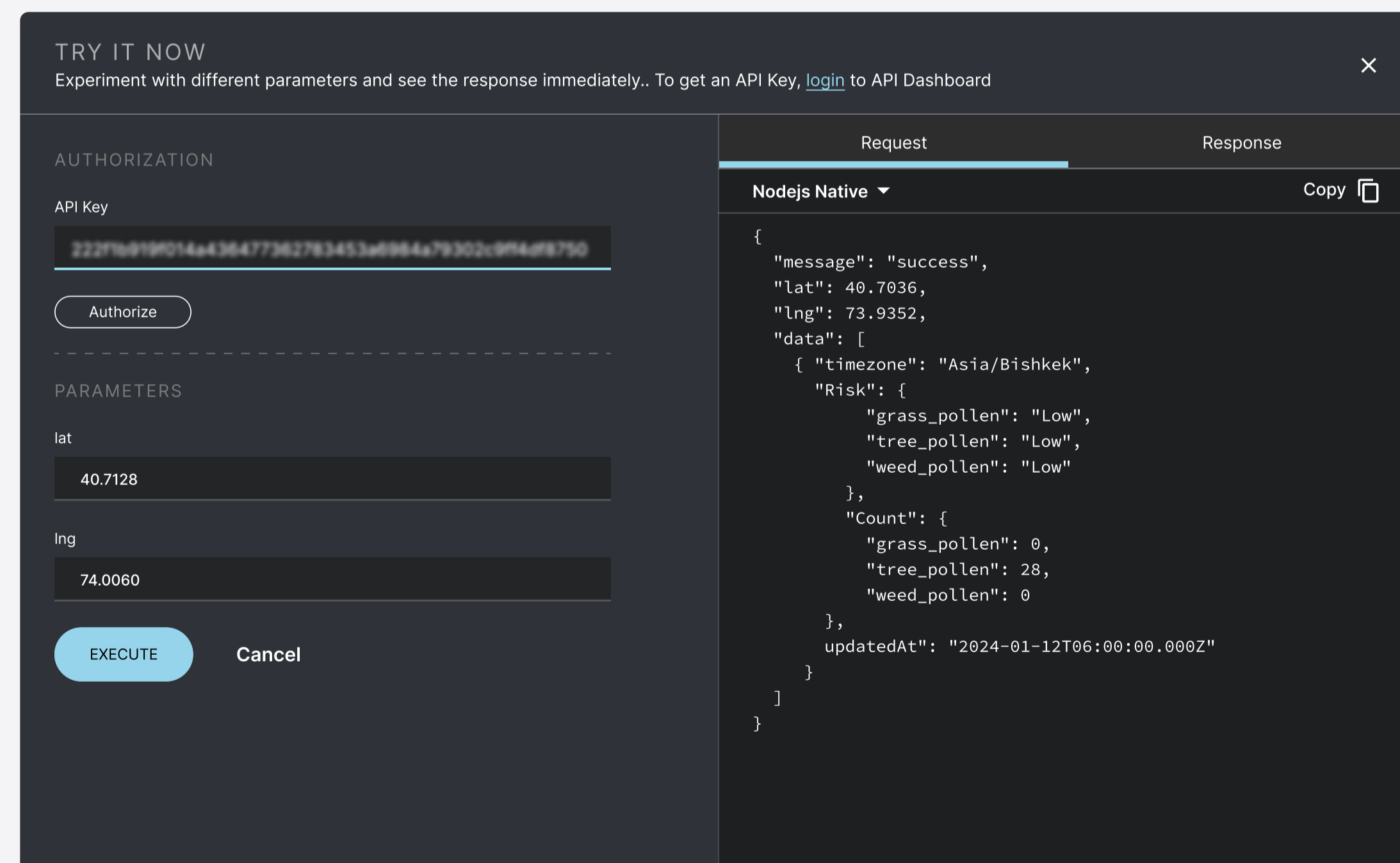
**Ambee matched all of their requirements.**



# The solution provided by Ambee

Ambee's environmental data emerged as the ideal solution for Innovid. Notable features that set Ambee apart include the standardized risk level value, which is NAB-compliant. Ambee's data covered a wide range of countries, facilitating global campaigns with localized pollen data and insights.

Ambee's APIs also allowed queries using either zip codes or latitude/longitude coordinates, offering flexibility in campaign targeting.



*\*API Dashboard Sample*



# The outcome of the partnership

Integrating Ambee's pollen data empowered Innovid to provide added value to its customers. The ability to tailor advertising content based on real-time environmental data enhanced the relevance and effectiveness of campaigns. With the flexibility and coverage of Ambee's data, Innovid was able to offer another valuable data source that clients could leverage to deliver personalized and contextually relevant advertising experiences.



“Delivering personalized, relevant experiences is critical for advertisers trying to increase the performance of their messaging. The beauty of DCO is when you have a high-quality API like Ambee’s pollen count - you can turn that into creative experiences directly tuned to the real-world circumstances of your audience. Because of the flexibility and coverage of their data, we were able to roll out a solution that not only met but exceeded client expectations.”

**Simeon Powers, Director - Product Marketing | Ad Management**

# What the future might hold for Innovid and Ambee

Ambee and Innovid are considering the idea of including extended pollen forecasts (up to 15 days) in Innovid's campaign triggers. This aims to help advertisers better align their media planning and activation efforts with environmental conditions.

By giving people a heads-up about upcoming high pollen levels through early advertising, consumers can be more informed and take proactive steps during peak seasons. This approach adds another layer of engagement and impact for the audience.

## More questions?

Write to us at [contactus@getambee.com](mailto:contactus@getambee.com).



Innovid (NYSE: CTV) powers advertising delivery, personalization, and measurement across linear, connected TV (CTV), and digital for the world's largest brands. Through a global infrastructure that enables cross-platform ad serving, data-driven creativity, and measurement, Innovid offers its clients always-on intelligence to optimize advertising investments across channels, platforms, screens, and devices. Innovid is an independent platform that leads the market in converged TV innovation through proprietary technology and exclusive partnerships designed to reimagine TV advertising. Headquartered in New York City, Innovid serves a global client base through offices across the Americas, Europe, and Asia Pacific. To learn more, visit <https://www.innovid.com/> or follow us on [LinkedIn](#) or [Twitter](#).



**Ambee** provides global environmental data with demonstrably high accuracy and street-level granularity. The datasets provided by Ambee are used to power decisions across continents, from startups to Fortune 500 companies. Ambee enables climate professionals, experts, and trailblazers across the globe to take action and save the planet.