

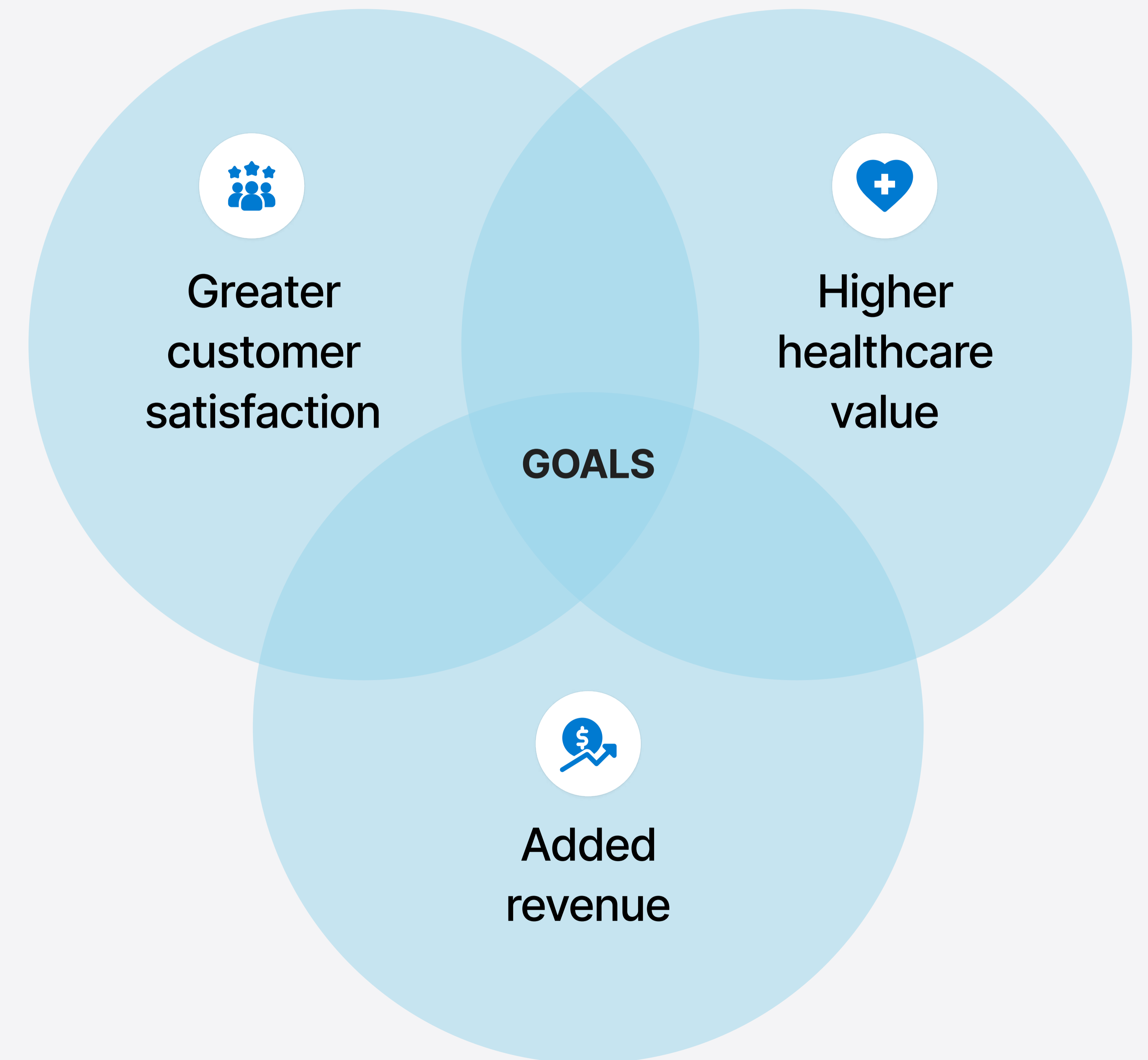
Personalized Ads With Ambee Data Boost Bayer's Claritine Sale By 59%

Overview

Bayer is one of the largest pharmaceutical companies in the world, with a significant presence in the Middle East. Focusing on accessible and innovative healthcare solutions, Bayer in Egypt partnered with Ambee, a climate and environmental data company.

This collaboration aimed to leverage air quality data for a targeted marketing campaign promoting Claritine, an OTC allergy relief medication.

The campaign's level of detail ensured that ads reached the relevant people when they were most helpful—*the right information to the right audience at the right time.*



Bayer's Challenge:

Raising Awareness About Pollution Levels Among Egyptians Through Targeted Ads

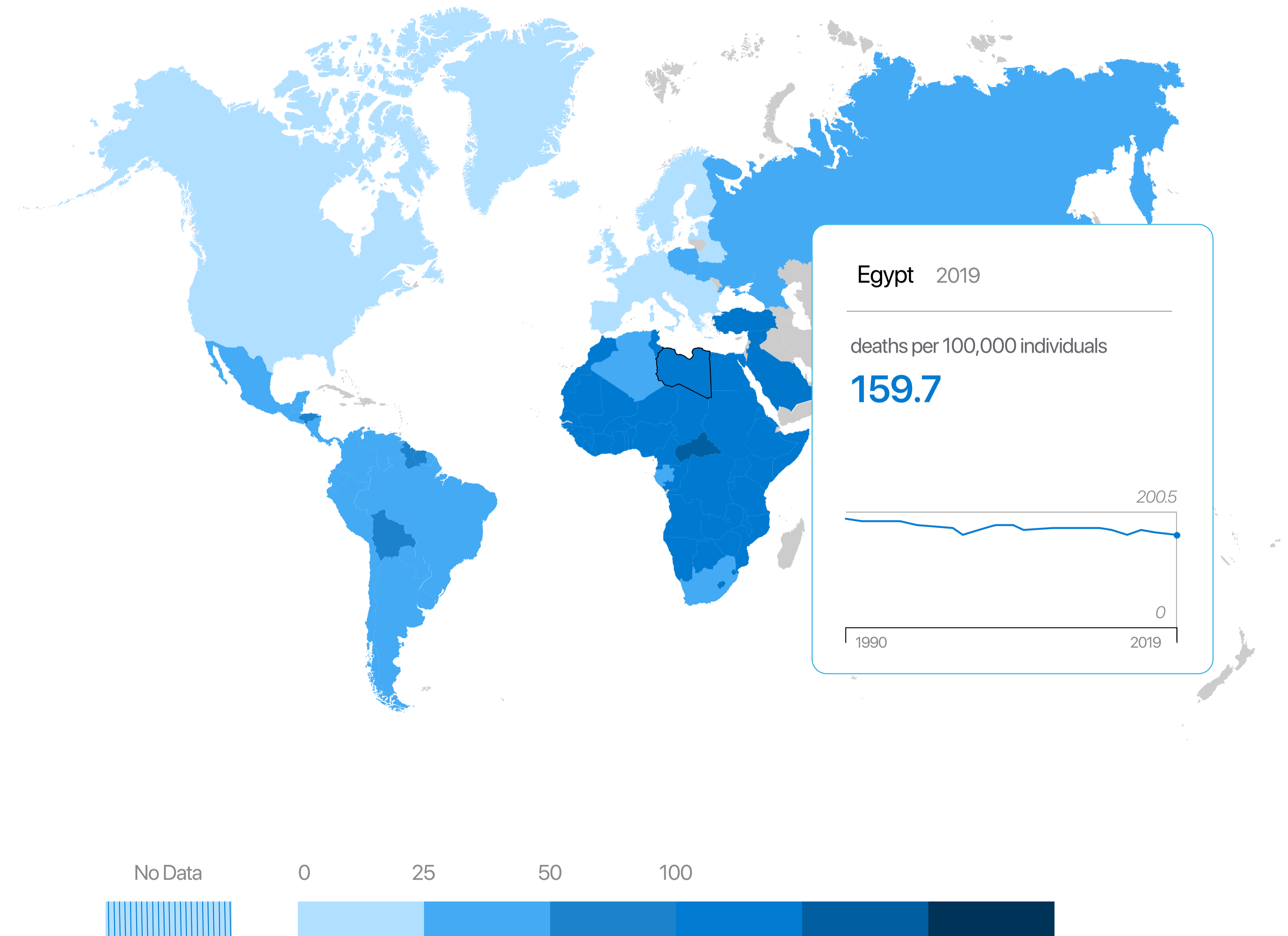
Air pollution is a growing concern worldwide, but it takes a heavier toll on low and middle-income countries. The [World Health Organization](#) highlights air pollution as one of the leading risk factors for premature deaths.

One of the most concerning pollutants is fine particulate matter. **PM2.5**—These microscopic pollutants can penetrate deep into the lungs, causing various health problems.

*Source: <https://www.epa.gov/pm-pollution/particulate-matter-pm-basics>

Death rate from air pollution, 2019

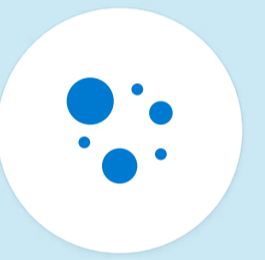
Estimated annual number of deaths attributed to air pollution per 100,000 people.



How can air pollution affect our health?



Bayer observed that the air quality in major Egyptian cities, such as Cairo, Giza, and Alexandria, was severely poor.



The concentration of fine particulate matter in Cairo is **12 times higher** than the WHO recommendation.



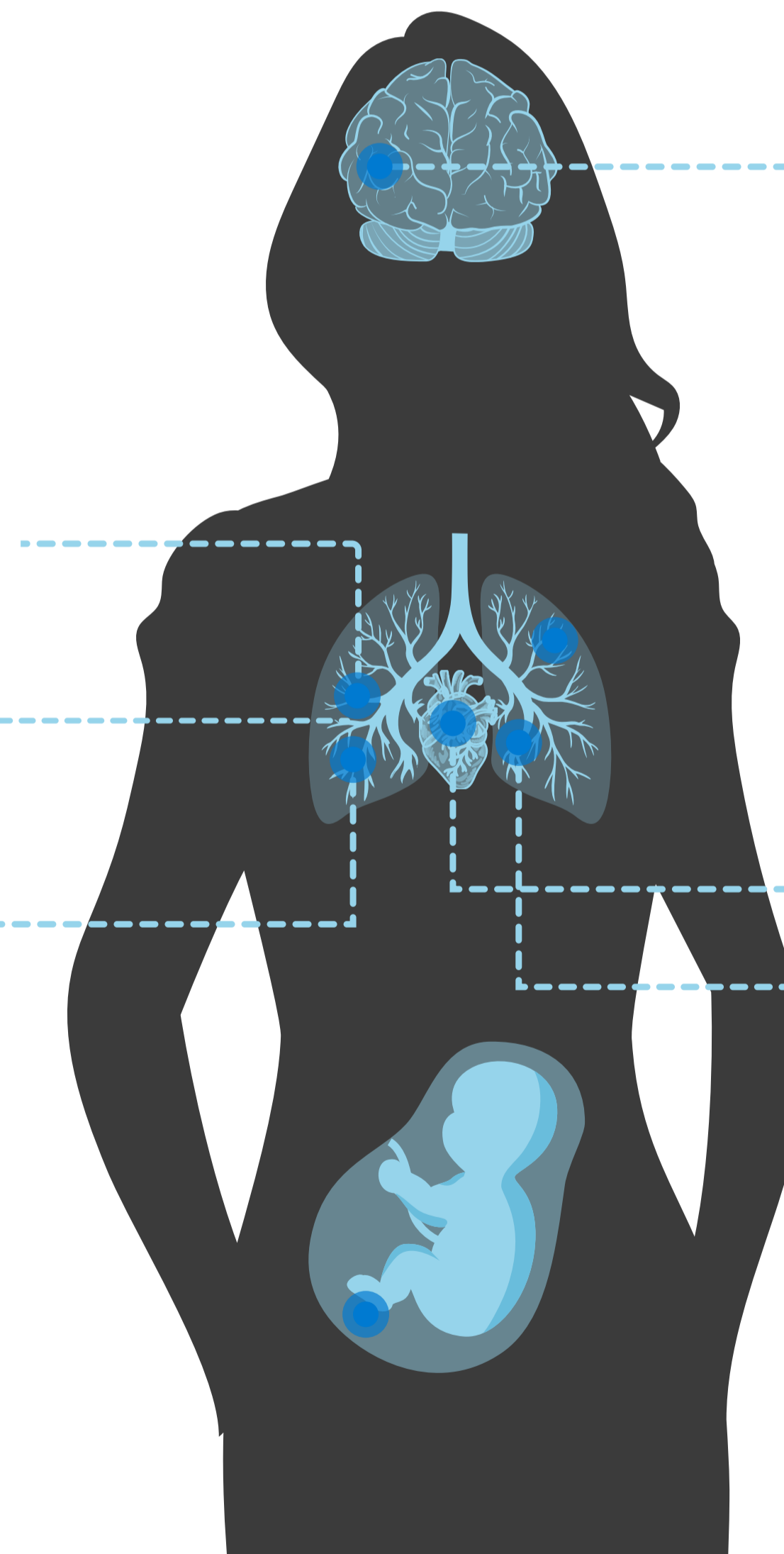
As a result, nearly **2 million** Egyptians need medical treatment for respiratory problems every year.

Particulate matter air pollution has been shown (through a branch of scientific study called epidemiology) to increase our risk of experiencing the following health problems:

Chronic obstructive pulmonary disease, or COPD, meaning a reduction in the amount of air going in and out of the lungs.

Lower respiratory infections, including pneumonia, some types of flu, and bronchitis.

Problems during pregnancy, including pre-term delivery, low birth weight, and other issues.



Stroke, a reduction in blood flow to the brain, which can be fatal if not treated right away.

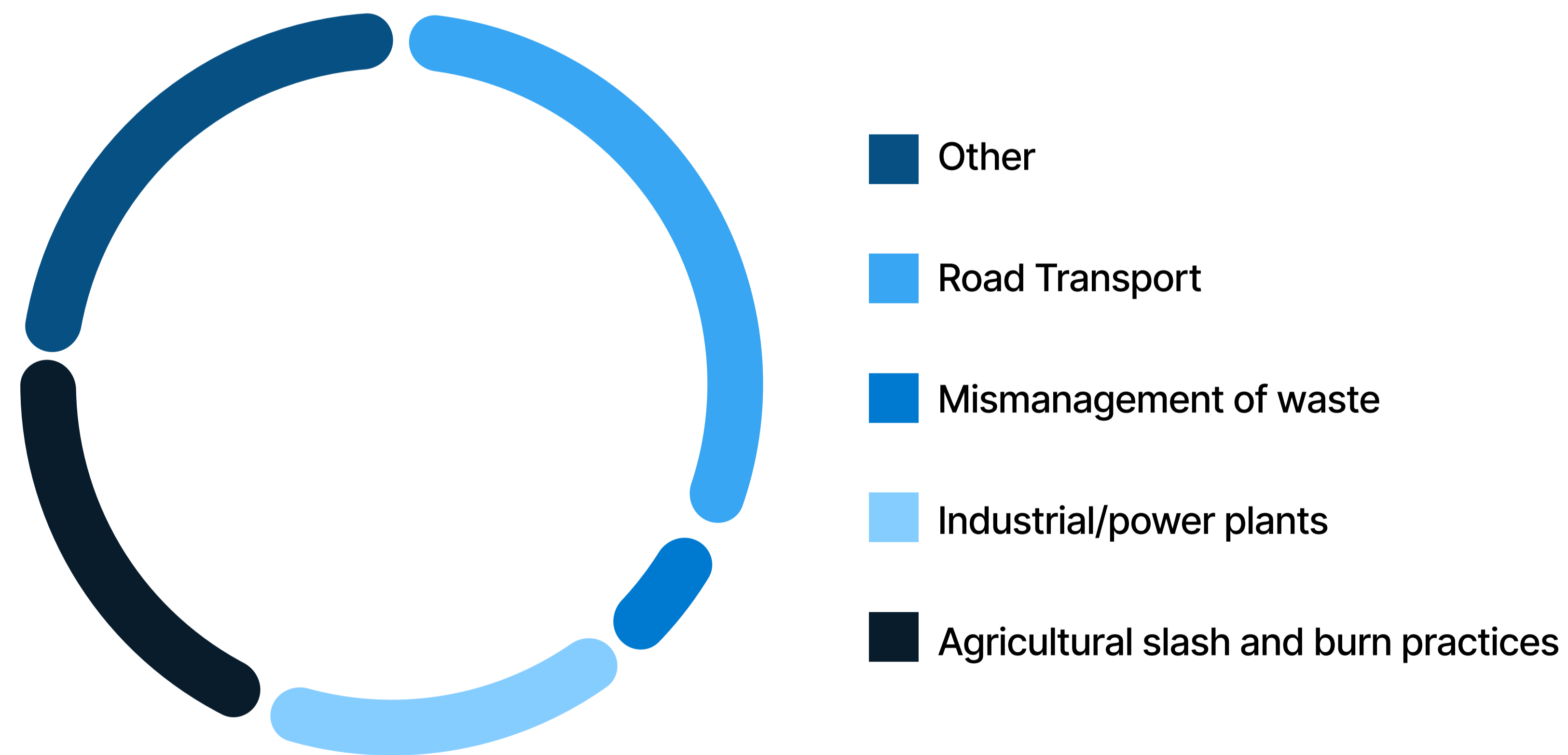
Heart disease, meaning a reduction in blood flow to the heart, which increases the risk of heart attack and stroke.

Heart attack, a very dangerous condition where part or all of the heart muscle is deprived of oxygen.

Lung cancer, one of the most common and deadly forms of cancer.

*Source: <https://climate.nasa.gov/news/3027/getting-to-the-heart-of-the-particulate-matter/>

There are many reasons for the increasing air pollution in Cairo, with road transportation alone contributing 33%.



*Source: Cairo and air pollution - Clean Air Fund

The Middle East and North African region have witnessed tremendous impacts of air pollution on health and the economy.

- 01 Health cost: 270,000 premature deaths > road accidents, HIV/AIDS, diabetes, malaria, and TB combined.
- 02 Economic cost: 2% of GDP per year

*Source: World Bank

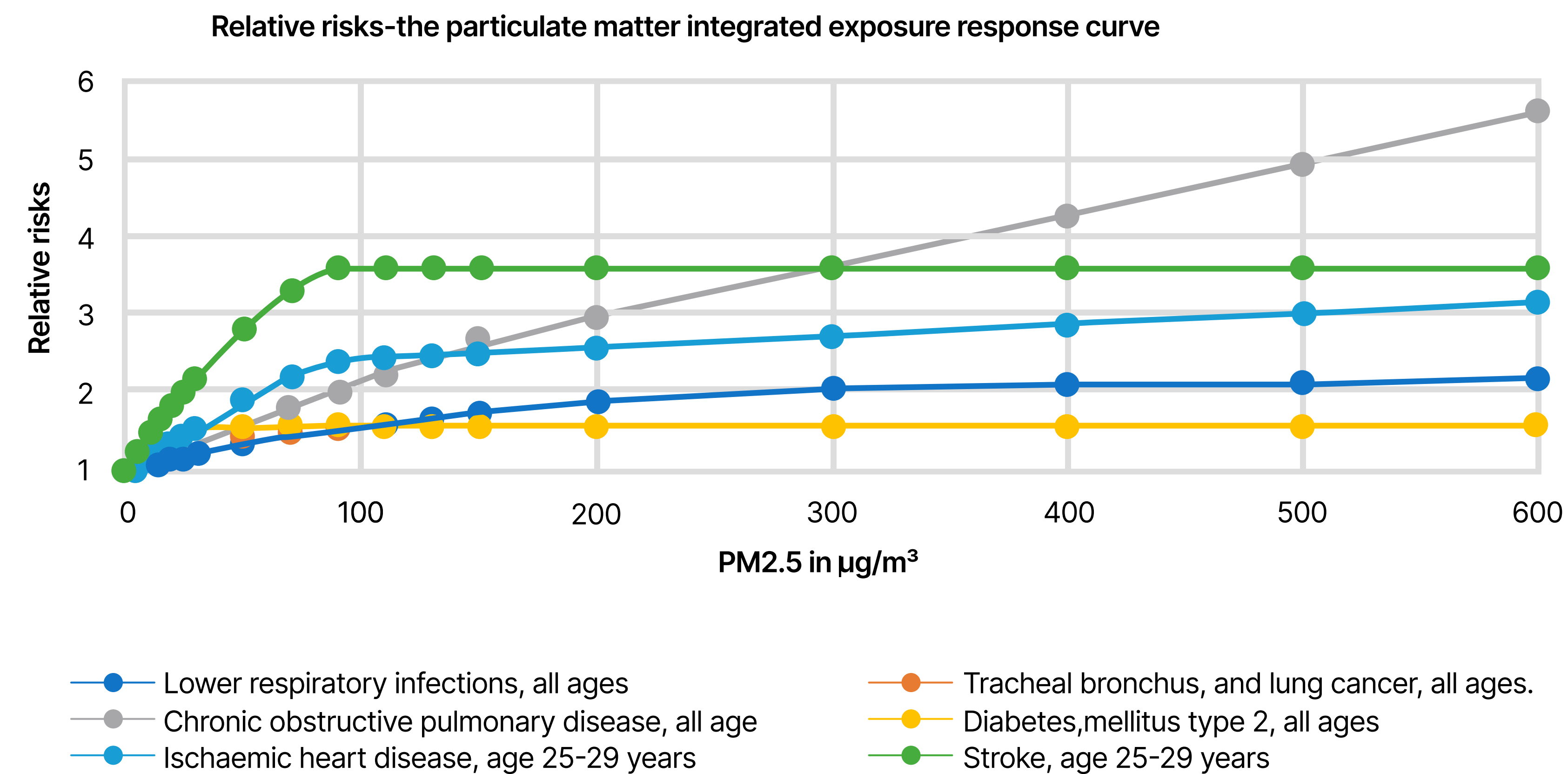


Bayer Findings

Bayer recognized the link between growing pollution and allergies. They aimed to -

01 Raise awareness among Egyptians about rising pollution levels in their vicinity.

02 Promote its OTC allergy relief medication, Claritine, as the solution for allergy relief



*Source: <https://www.mdpi.com/2673-4672/3/3/29>

Bayer's Solution:

Ad Personalization for Claritine

Bayer made a strategic choice to move with data-driven insights for their latest Claritine Campaign - precision marketing.

The idea was clear: pair environmental data with relationship-building to reach ideal customers at the right time. **49% repeat customers** is a testament to the power of personalization.

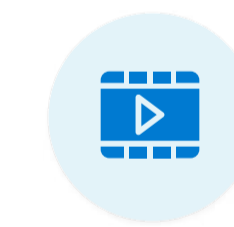
The strategy involved-



Targeting high-pollution areas:
Cairo, Alexandria, Giza.



Dynamic display ads with background
visual of a particular location showing its
pollution index.



Display and video 360 (DV360) based on
real-time air quality- only show a specific
display ad in a particular part of Egypt if
pollution conditions are moderate, high,
or very high.

For example:

If you're in Cairo, you will see an ad tailor-made for you—visuals of Cairo in the background with added information about the pollution index.



*Source: Claritin ads in Egypt

To bring this vision to reality, Bayer required accurate hyperlocal air quality data, which provides insights into different pollutants and air quality indexes.

Ambee provides accurate climate data that fits business needs.

Ambee's Offerings:

Accurate Information for the Right Audience at the Right Time

Ambee's air quality data was the perfect fit for Bayer's needs.

Ambee's air quality API helps you get historical, real-time, and forecast air quality data with street-level granularity. The advanced algorithm accounts for six different pollutants:



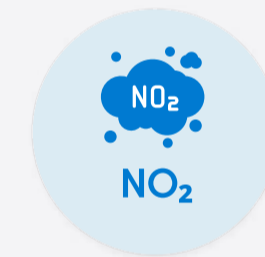
PM2.5



PM10



ground-level O₃



NO₂



CO

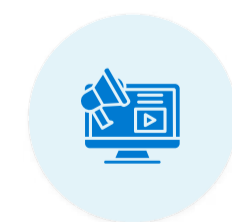


AQI

The developer-friendly API also provides information about latitude and longitude passed, such as country code, division, postal code, place name, city, etc.



Bayer integrated Ambee's air quality data into the Claritine Ad campaign.



Bayer designed dynamic display ads.



Air quality data informs DV360 when to run an ad in an area - i.e., only show in locations with moderate, high, or very high pollution.

The Outcome:

Increased Sales and Product Visibility

By integrating Ambee's data, Bayer provided the audience with content that offers support, solves problems, and helps them make decisions, ensuring a positive consumer experience.

The two-month campaign yielded impressive results:

59%

increase in sales for
Claritine in Egypt.

2X

click-through rate
compared to standard
campaigns.

13%

uplift in ad
viewability.

40%

month-on-month growth
in search interest for
"Claritine" (Arabic).

15%

year-on-year increase in
search interest for
"Claritine" (Arabic).

Status Quo



Generic target audience



Market saturation



Preference for
alternative drugs

Ambee Advantage



Relevant target audience



Increased brand preference



Enhanced customer
experience

About



Bayer is a life science company with a history of more than 150 years and core competencies in health care and agriculture. Its innovative products strive to build on its mission of Health for all and Hunger for None.

Bayer marked its presence in Egypt in 2014, establishing Bayer Ltd Egypt, LLC, one of the first in the Middle East region.

The **Consumer Health** division markets mainly nonprescription (OTC = over-the-counter) products in the dermatology, nutritional supplement, analgesic, digestive health, cold, allergy, sinus, and flu categories.

About ambee

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

More questions?

Write to us at contactus@getambee.com.