COVID-19 Triggers

Serve messaging based on increasing or decreasing rates of COVID-19 cases using IBM Watson Advertising's brand-safe targeting/triggering methodology. These triggers are available on The Weather Channel site and apps, many DSP platforms including The Trade Desk, along with Google, YouTube, and Facebook & Instagram.

How They Work

Watson Advertising aggregates and analyzes COVID-19 infection rates gathered from multiple public sources using Watson AI. The data is then passed through our proven triggering methodology to determine locations fitting prescribed thresholds.

Triggers are based on daily new cases vs a rolling 7-day average of new cases and are served at ZIP code levels.

About The Data

Watson Advertising has compiled data on COVID-19 infection rates, provided by multiple third-party sources including the World Health Organization, Centers for Disease Control and Prevention, state and local agencies, and other public sources. These sources update and report data on various regular and irregular schedules, so from time to time there may be discrepancies between data reported here and data reported by individual sources. Not all states allow for their data to be used for commercial purposes.

For more information, contact us.