



# IBM Watson Advertising COVID-19 Triggers

The current rate of COVID-19 transmission for a specific area can have a major impact on the emotions, behaviors and options for people located in that market.

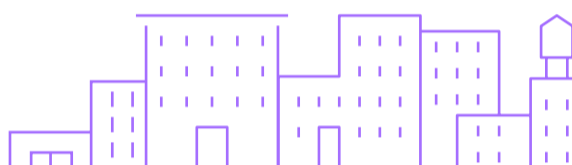


For brands, delivering empathetic and relevant ads based on each consumer's circumstances can be difficult as the rise or decline of cases may differ significantly between regions, states, and even ZIP codes.



## COVID-19 cases **decreasing**

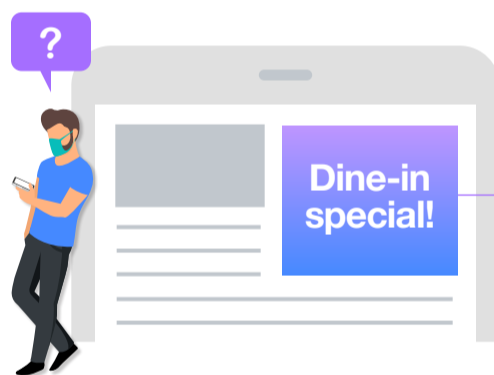
- Dine-in restaurants open
- Outdoor events are happening
- Increased non-urgent doctor visits



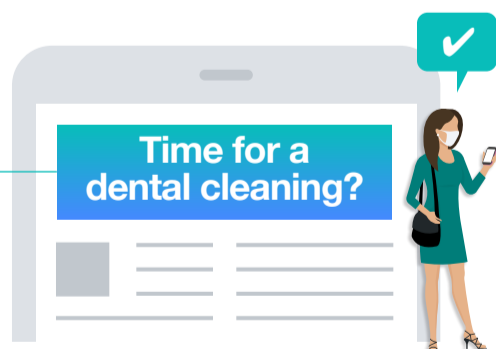
## COVID-19 cases **increasing**

- Dine-in restaurants closed
- Increased use of streaming services
- Fewer non-urgent appointments

Sending the wrong message based on the risk level in a specific location may lead to wasted ad spend and even consumer distaste, **ultimately damaging your brand reputation.**



**IBM Watson Advertising COVID-19 Triggers are designed to help improve message resonance** and relevance by using publicly available data to identify zip codes where cases are increasing or decreasing, enabling you to deliver sensitive, relevant ad experiences to users in those geographies.



Automatically send relevant ads and promotions based on predicted consumer actions when COVID-19 rates increase or decrease past a certain threshold.

To learn more about how you can use COVID-19 Triggers — as well as other factors that impact consumer behavior — **to help increase message resonance and improve empathy, [contact us.](#)**

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