



Integrated Marquee

Make your brand a part of the daily routine

Getting consumers' attention is hard enough. Between the loss of cookies, the growing competitive landscape of walled gardens and increasing privacy regulations, delivering targeted messages that resonate with users' current circumstances and mindsets might seem impossible.

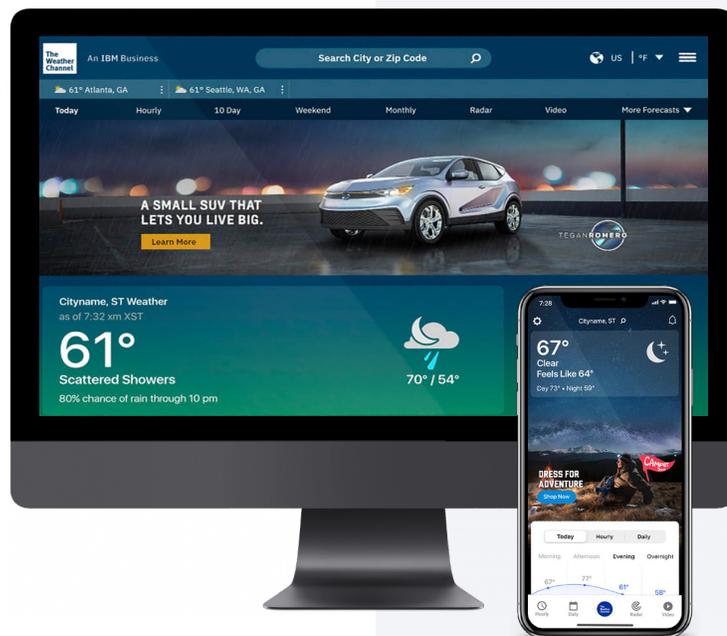
But what if you could put your brand center stage on a platform that draws millions of engaged users every day with messaging that is acutely related to their current experience?

Reach a massive audience with relevant brand messages

Millions of people check The Weather Channel properties every day. When they do, the Integrated Marquee puts your brand directly in their line of sight with messaging that adapts to the current time and weather in their location.

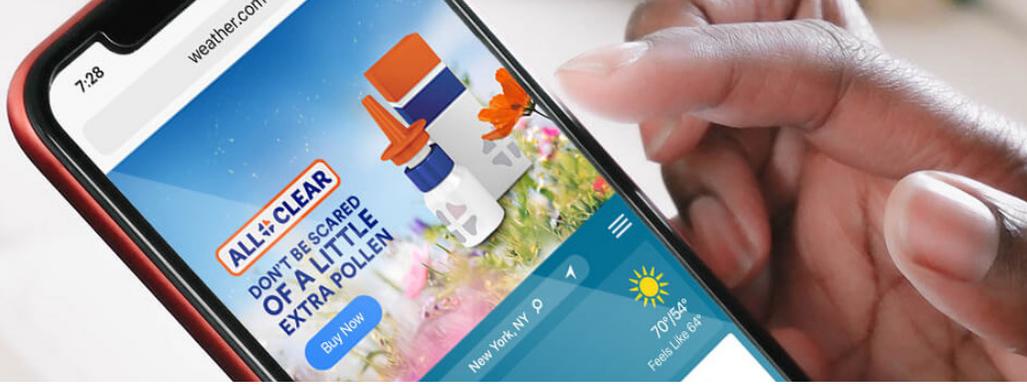
With creative elements designed and developed for your brand by the award-winning Creative Lab from IBM Watson Advertising, the Integrated Marquee ad product is built to seamlessly integrate your message into the day's weather forecast on The Weather Channel mobile app and weather.com.

Copy and images change dynamically based on the time and weather in the user's area. Features such as video playback, animation and product carousels are also available to allow you to choose the experience that best suits your brand goals.



The Integrated Marquee solution is a premium native ad product from IBM Watson Advertising that is designed to help you:

- **Connect with over 28 million daily users** across The Weather Channel mobile app and on weather.com.
- **Make a strong impression** by positioning your brand and message exactly where users look when they check the day's weather.
- **Deliver contextually relevant experiences** by dynamically aligning your brand message with near-real-time weather and location data.



Brands across industries have driven significant business impacts¹ with the Integrated Marquee ad product, including:

- **14% lift** in purchase intent among millennials for a consumer-packaged-goods advertiser
- **18% increase** in-store visits among new customers for a quick-service restaurant advertiser
- **+244% performance** versus the industry benchmark for a national soup brand during key periods of weather transitions

To find out more about the Integrated Marquee ad product, contact [IBM Watson Advertising](#) today.

¹ All statistics are based on IBM Watson Advertising campaign results from participating clients. Actual results may vary.

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