CASE STUDY | NATIVE

AccuWeather Diversifies Inventory and Drives 13% Incremental Spend Through Native Assembly

AccuWeather has been dedicated to saving lives and helping people and companies prosper since 1962. Reaching billions of users in the US and globally across the web, its digital and media products, television network, and podcasts, AccuWeather combines weather data, technology, and decades of human insight to provide the most accurate forecasts to help people understand the impact of weather and make the best decisions.

The Challenge

AccuWeather continuously searches for programmatic channels that will further diversify revenue streams and deliver its leading products and services to new and bigger audiences. When assessing new options, it's essential for AccuWeather to find efficient solutions that allow it to monetize inventory while incurring as few resources as possible.

AccuWeather consulted with the Xandr team to explore new ways to boost advertising revenue and drive business growth. After strategizing together, Xandr presented AccuWeather with the opportunity to capture native demand with minimal operational lift using Xandr's Native Assembly feature.

The Solution

With Native Assembly, AccuWeather did not have to create any new native-specific inventory and instead could enable its existing web-based display placements to accept incremental native demand. After a quick inventory setup process, AccuWeather had access to a library of native templates, preview tool, and placement editing options from a guided workflow—without having to edit page code or request support from its in-house development team. AccuWeather's inventory could now tap into native demand it previously did not have access to through Xandr.

Once set up, AccuWeather took advantage of Xandr's built-in integrations with top native demand providers, allowing the company to increase bid density on placements and maximize yield. AccuWeather's new hybrid inventory was supported by the Monetize SSP reporting and inventory management features it had grown accustomed to with its display inventory. The easy enablement of native capabilities for its display inventory compelled AccuWeather to make the change for the majority of its web-based placements.

Now that AccuWeather's placements were accepting both display native demand, all that was needed was to see how the inventory would perform.

The Result

Thirty days after scaling native demand on display placements, AccuWeather saw native account for 13% of spend, achieving the goal of bringing an additive revenue stream to its monetization program. During the same timeframe, AccuWeather's native inventory generated 50% greater CPMs with 10x engagement compared to display.

↑ **13%**

Incremental spend

50%

Greater CPMs for native inventory

10x

Higher engagement compared to display

"Enabling our inventory to accept native demand with Native Assembly was a quick, low-lift way to bring in new, additive demand for our web properties. We didn't need to get our engineering team involved to get started and the reporting for the new demand works how it always has for our inventory — which keeps things simple. Overall, it's helped to diversify our revenue efforts that much more and we're happy with the added lift we've seen."

Steve Mummey
SVP, Digital Ad Revenue & Technology

AccuWeather