SPF ALWAYS-ON: A FORECAST THAT ALWAYS SAYS SPF

LA ROCHE-POSAY ANTHELIOS | EFFECTIVE USE OF DATA

DCO ARCHITECTURE

OPENWEATHER
20 cities / hourly data

→

APPS SCRIPT
Maps weather codes

→

ACTIVE STUDIO FEED
One active row per city

→

GWD + STUDIO
Builds dynamic HTML5

→

CM360 + DV360
Traffics and serves

→

LIVE CREATIVE
City + weather context

FEED DECISION LOGIC

LINE ITEM ID
Matches the city

CREATIVE DIMENSION
Matches the format

ACTIVE = TRUE
Keeps one eligible row

DYNAMIC FIELDS
Populate the creative

CREATIVE EXECUTION

20 CITIES | 4 WEATHER STATES | 2 FORMATS | 80 CITY-WEATHER COMBINATIONS

CONTROL GROUP

Static benchmark creative

Control Group



TEST GROUP

Weather-responsive dynamic creative

Test Group



DYNAMIC CREATIVE TEMPLATE

Dynamic template and variable elements



20 cities x 4 weather states created 80 locally relevant combinations across two display formats.