Overview

The Weather Channel is an American basic cable and satellite television channel, which broadcasts weather forecasts and weather-related news and analyses, along with documentaries and entertainment programming related to weather.

The Challenge

Weather impacts everything – what we eat, drink and wear; where we go on vacation and how we get there. The experts at The Weather Channel leverage their proficiency in weather forecasting to service over 55 million unique users per month via their digital properties including a website (Weather.com), mobile apps (Android and iPhone), and a content-rich tablet experience (iPad).

A key source of revenue for The Weather Company comes from the value of providing local weather information. 100M+ users tell The Weather Company where they are to get the best forecast for their day or week. Pairing market leading data with the rising demand in local and small business digital advertising, The Weather Channel wanted to capitalize on potentially missed revenue by building out a stronger local sales arm. An integral component of that local sales initiative was to seek out an efficient and cost effective tool to automate the process.

The Solution

The Weather Channel began to search for a self-serve solution to generate incremental revenue without adding significant overhead to manage local campaigns. They started with a ‘storefront’ self-serve solution for smaller advertisers. According to Michelle Roberts, Sales Channel Partner Manager, their current self-serve platform was not fully automated and lacked a full eCommerce solution, which didn’t meet all their needs and self-serve criteria.

Rubicon Project Self-Serve is incredibly scalable for us. It has become a very important part of our business, and a very fast growing one with infinite potential. There’s no way we could do what we’re doing today in our business without it.

Ryan Davis
VP, Local Platform
The Weather Company

After a thorough search, The Weather Channel selected Rubicon Project’s Seller Cloud Self-Serve to provide an end-to-end, turn-key solution, and wanted to move forward with an aggressive implementation timeline. The key benefits included:

Operational Efficiency
- Direct flow of buys from the buyer to the source
- Extremely low cost of operations
- Manages and monitors inventory in real-time
- Targeting across mobile, table, and web
- Set up in a day and fully launch in less than a week

Full eCommerce Solution
- Fast and Easy IO Process
- Automated Finance Management
Results

With the ease of implementation, user-friendly UI, responsive client services, and almost zero manpower needed, the revenue impact to the bottom line was almost immediate for The Weather Channel. "We went from $0 to a real product and incremental business" according to Ryan Davis, VP Local Platform. "There’s no way we could do what we’re doing today in our business, and Rubicon Project Self-Serve has proven to be the solution that has enabled us to grow our business to where it is today... and onward."

Continued Momentum

The Weather Channel quickly recognized valuable efficiencies, and saw that the Self-Serve feature could be a key driver for their internally created Reseller program. Leveraging the extensive functionality of Self-Serve, they increased direct Agency Resellers’ opportunities. Without the need for costly sales overhead, The Weather Channel could quickly tap into readily available revenue via agency Resellers by leveraging the Self-Serve product. One person would be able to manage the entire platform and allow for the business to expand indefinitely. According to Roberts, their customers were amazed by the simple orders process - 5 clicks and you’re good to go; simple drop-down menus - and are looking to switch to implementing it for their own business.

Complete Control

- Manages and monitors inventory in real-time
- Set pricing, products, and creative guidelines
- Customized buying interface
- Full approvals

With only a week-long implementation process, Robert’s was impressed with how quick and easy it was to set up and launch the Self-Serve feature. Its full integration into Weather.com’s ad server (DFP) and email server (Live Intent) provided a true e-commerce solution that met their needs. To provide a seamless white label experience, the design team was able to completely integrate a custom self-serve interface. Another appealing feature and important benefit to The Weather Company was the user-friendly interface, which minimized industry language, such as "impression," for customers unfamiliar with digital media buying terminology. Moreover, the Self-Serve feature supported key Weather Company platforms such as mobile and tablet.

Let Our Brand Drive Your Local Business

Questions? Call us today. 1-855-599-8896

Better Reach. Better Results.

Rubicon Project is a leading technology company automating the buying and selling of advertising. Relentless in its efforts for innovation, Rubicon Project has engineered one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions within milliseconds each month. To learn more, visit www.RubiconProject.com.