



Using Predictive Marketing to Know Exactly What Your Customer Wants Before They Do

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FROM RX ONLY...



TO OVER-THE-COUNTER

KEY CAMPAIGN GOALS



Awareness



Perception



Education



Reach



Efficiency

What makes you sneeze?

Beyond pollen...



Pet Dander



Dust



Tree Pollen



Ragweed



Mold/Mildew



Smoke



Grass Pollen

Weather is personal...

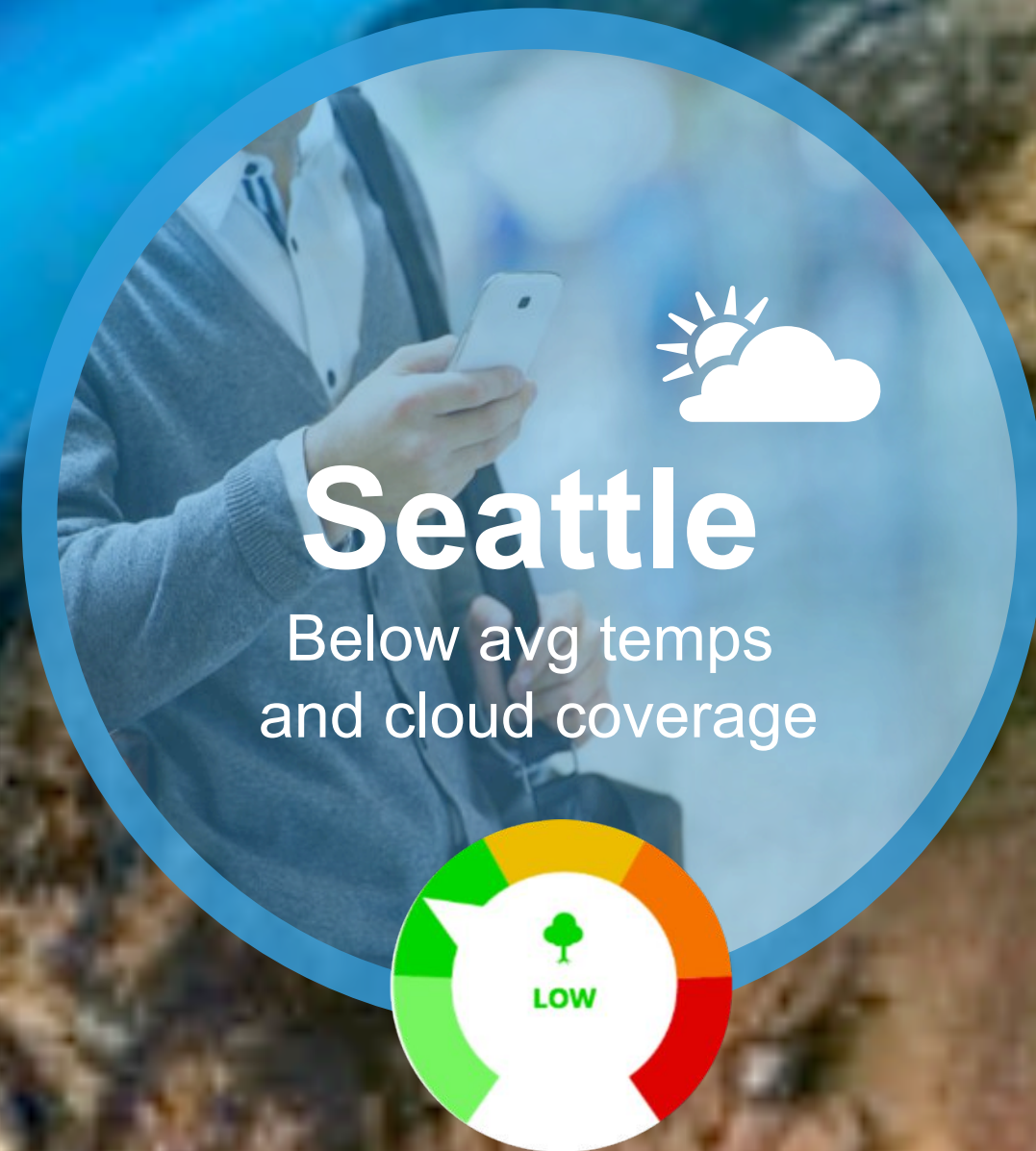
The result... Allergy Tracker



ALLERGY TRACKER TOOL

The screenshot displays the Allergy Tracker website interface. At the top, there are navigation links for FORECASTS, MAPS, VIDEO, PHOTOS, NEWS, TV, and HURRICANES. A search bar is located on the right side. The main heading is "Allergy Tracker" with a sub-heading "In partnership with FLONASE". Below this, there are three circular gauges representing "Pollen" (Moderate), "Breathing" (Poor), and "Mold" (Low). To the right of these gauges, there is a "Next Day Outlook" section stating "Conditions are expected to IMPROVE". Below the gauges, there is a "Maps" section with a "Tree Pollen" map of the United States. The map shows a color-coded scale from LOW to VERY HIGH. A "BUY NOW" button is visible in the advertisement area on the right.

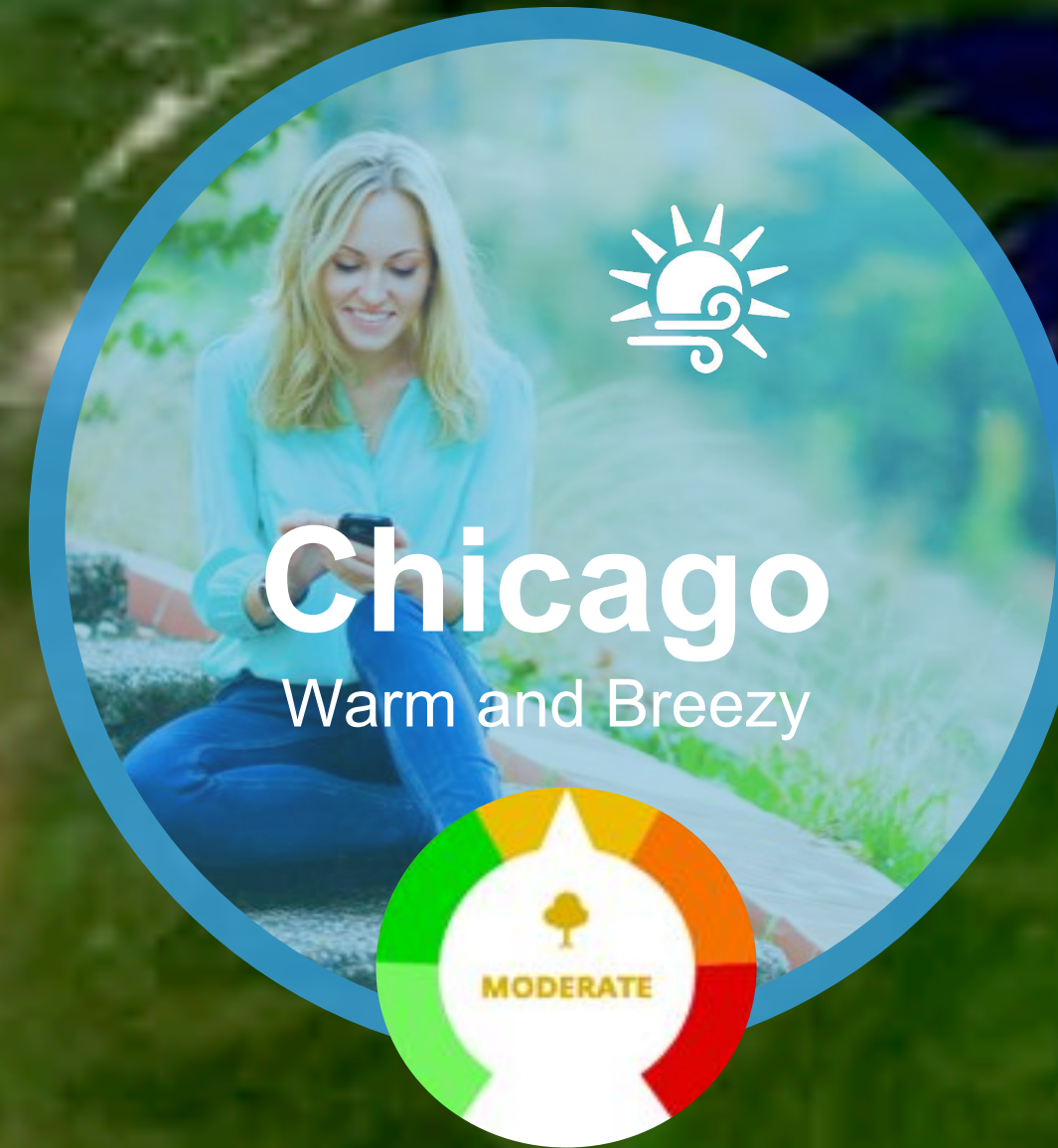
REAL-TIME MEDIA ACTIVATION: Ads display most prominent local condition



Seattle
Below avg temps
and cloud coverage

LOW

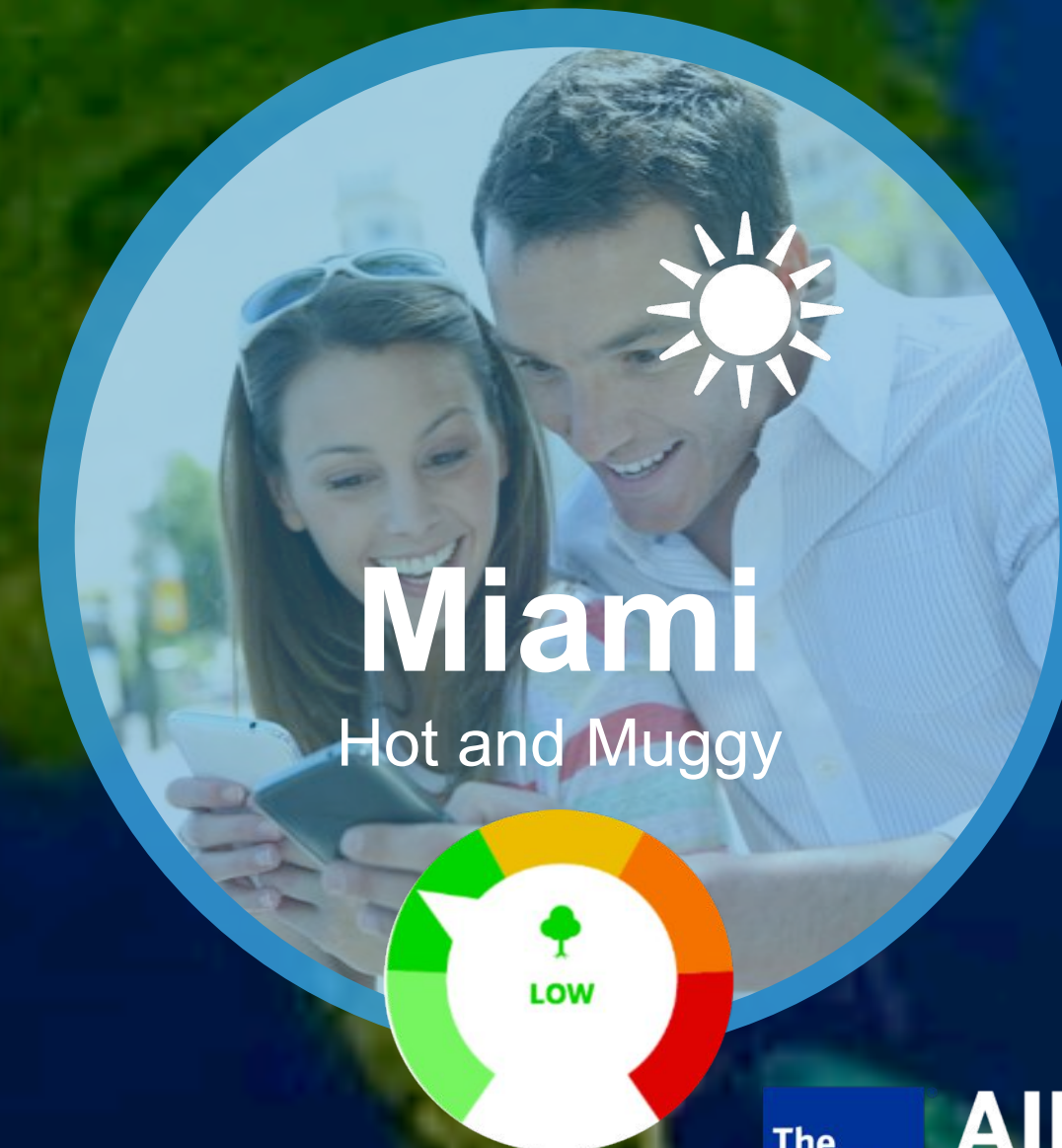
A circular graphic for Seattle featuring a person in a grey sweater looking at a smartphone. A weather icon shows a sun partially obscured by a cloud. A circular pollen level indicator at the bottom shows a green segment for 'LOW'.



Chicago
Warm and Breezy

MODERATE

A circular graphic for Chicago featuring a woman in a light blue shirt sitting on a bench and looking at a smartphone. A weather icon shows a sun with a wind symbol. A circular pollen level indicator at the bottom shows a yellow segment for 'MODERATE'.



Miami
Hot and Muggy

LOW

A circular graphic for Miami featuring a man and a woman looking at a smartphone together. A weather icon shows a bright sun. A circular pollen level indicator at the bottom shows a green segment for 'LOW'.

REAL-TIME MEDIA ACTIVATION: Ads display most prominent local condition



Latest Allergy News

13 Things Only Allergy Sufferers Understand
Apr 6, 2015, 12:00 AM EDT
A new day, a new adventure with your allergies.

Which City Is the Worst for Spring Allergies?
Apr 2, 2015, 12:00 AM EDT
Allergy season got off to a slow start, but the pollen has officially arrived.

8 Gardening Hacks That Will Change Your Life
Mar 26, 2015, 12:00 AM EDT
Don't let allergies keep you from gardening.

How Weather Impacts Spring Allergies
Mar 17, 2015, 8:00 AM EDT
Weather conditions can increase or decrease the impacts of spring allergies.



Mobile Marketer™
THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

Weather Channel, Flonase offer in-app Allergy Tracker to boost engagement
By Caitlyn Bohannon

February 19, 2015

The Weather Channel app

The Weather Channel and nasal allergy medication Flonase are teaming up to offer an online and in-app Allergy Tracker for on-the-go relief that will also help drive consumers to the site and app for increased engagement.

The Allergy Tracker will provide a three-day outlook showing how weather forecast may influence consumers' allergies. With this tool, consumers that are prone to experience allergies throughout the year are more likely to make extra visits to the app to check these updates.

"Working with Flonase, we've put together the best information on weather conditions and the most relevant, allergy-specific details to create an Allergy Tracker on Weather.com that will truly help all..."

CONTENT DEVELOPMENT & AMPLIFICATION

Ready for #AllergyStorm? **FLONASE**
Switch Today

Be prepared for whatever spring throws in your way with FLONASE® Allergy Relief. [Learn More](#)

Hourly
10 Day
TIME COND PRECIP WIND TEMP

MMA
MOBILE MARKETING ASSOCIATION

The Weather Channel
1 hr · 48

Feeling miserable lately? Your city might be on this list.

This Year's Worst Cities for Spring Allergies Are ...
Is there an #ALLERGYSTORM brewing near you? Flonase® Allergy Relief is here to help.
WWW.WEATHER.COM

Like · Comment · Share

ALLERGY TRACKER
TREE POLLEN

LOW VERY HIGH

AMHQ

6:34m RAIN Tennessee, Alabama and northwest Georgia

The Weather Channel **Allergy Tracker** IN PARTNERSHIP WITH **FLONASE** ALLERGY RELIEF

DEADLY OKLAHOMA TORNADOES
SEVERE STORM CENTRAL
Departure Delays
PHL NO DELAYS

FLONASE.COM AMPLIFICATION

FLONASE

THE FLONASE DIFFERENCE | UNDERSTANDING ALLERGIES | SERVICES & COUPONS | NEWS SOURCE | THE ALLERGY FORECAST | Help

THE WEATHER CHANNEL ALLERGY FORECAST

THE ALLERGY FORECAST TO KEEP YOU 3 STEPS AHEAD

BE GREATER THAN YOUR ALLERGIES

FLONASE has partnered with the Weather Channel to bring you a first of its kind, comprehensive 3-day allergy forecast. Now you can get today's local allergy-related information—including pollen and mold counts, and the breathing index—plus stay ahead with a 3-day forecast of what's coming up.

Click the button below to learn more about the information provided by each tool.

The Weather Channel Allergy Tracker | IN PARTNERSHIP WITH FLONASE

Atlanta, GA #Change

APRIL 2019

Pollen	Breathing	Mold	Next Day Outlook
LOW	GOOD	NOT AVAILABLE	Conditions are expected to WORSEN

Visit weather.com for more details

The Weather Channel Allergy Tracker | IN PARTNERSHIP WITH FLONASE ALLERGY RELIEF

Summer Shop up to 50% OFF

Shop Now

The Weather Channel Allergy Tracker

IN PARTNERSHIP WITH FLONASE

Camp Hill, PA Change

Jun 8, 2018

Pollen: MODERATE (Pollen is the primary contributor)

Breathing: GOOD

Mold: NOT AVAILABLE

Next Day Outlook: Conditions are expected to STAY THE SAME

Walmart Learning

Rite Aid has made it easier for you to find the food and beverage fit your wellness needs.

Find your way to better wellness choices with our healthy shelf tags >

Affordable Care Act Counseling >

Diabetes >

Vitamins & Supplements >

Heart Health >

Skin Care >

Weight Management >

Allergies >

14

Allergy & Sinus

Visit our Allergy Solution Center

Learn More

Pollen: HIGH

Medicine & Health

New Medical Alert System

WE DON'T CHARGE FOR EQUIPMENT

- 24/7 Monitoring
- GPS Location Services
- Fall Detection

Act Now



Walmart

NEW! FLONASE ALLERGY RELIEF

OUTPERFORMS A LEADING ALLERGY PILL*

FLONASE Allergy Relief now delivers full prescription strength allergy relief without a prescription. Most over-the-counter allergy pills only block 1 allergic substance, but FLONASE helps block 6.**

24 HOUR RELIEF

Buy Now

Write a Review

CVS pharmacy

Pharmacy Shop Deals ExtraCare

FLONASE Brand Shop

FLONASE Allergy Relief

FLONASE 20 sprays

FLONASE 120 sprays

NEW! FLONASE ALLERGY RELIEF

SAVE \$2

Helps Block 6 Allergic Substances, Not Just 1!

FLONASE Allergy Relief now delivers full strength 24-hour allergy relief without a prescription. Most OTC allergy pills only block 1 allergic substance, but FLONASE Allergy Relief helps block 6, so you can be greater than your allergies.

Get Complete!

shop all categories

FLONASE

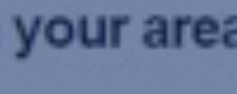
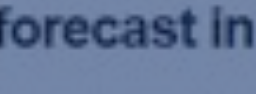
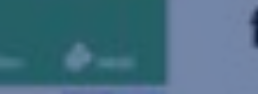
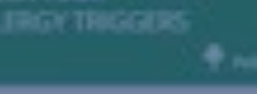
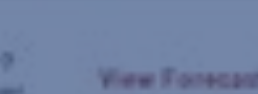
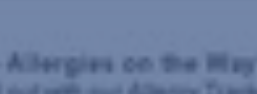
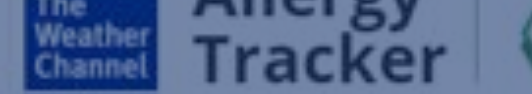
outperforms a leading allergy pill.*

FLONASE now delivers full prescription strength 24-hour allergy relief without a prescription. It also helps block 6 allergic substances** not just 1.

shop now >

The Weather Channel Allergy Tracker

IN PARTNERSHIP WITH FLONASE ALLERGY RELIEF



STRONG RESULTS



Surpassed
\$150MM in Retail
Sales Launch to
Date



Launch to Date
11.5% Market
Share of Allergy
Category:
#3 Allergy Brand



Contributed 91% of
Total US Allergy
Category Growth
of +15%



#1 & #2 Product
in Total US
Allergy Category



#1 & #2 Product in
Total US Healthcare
& Beauty During
Spring



#1 Doctor recommended Total Allergy Brand in the US within 3 months of launch

#1 Pharmacist recommended Allergy Nasal Spray Brand in the US within 2 months of launch

WHAT'S ON THE HORIZON...

Thank You.