



Experian Hitwise insight helps Met Office attract more customers, enhancing value to advertisers.



ABOUT

Founded in 1854 to provide weather information to mariners, the UK's Met Office has grown into a recognised global leader in meteorological services. Today it uses high performance supercomputing technologies to create 3,000 forecasts and briefings a day. These are delivered to a range of customers including governments, businesses, the public and armed forces.

The Met Office is working with Experian Marketing Services to understand and deliver the services that customers really want, attract more visitors to its website and maximise opportunities for advertising revenue.

CHALLENGE

Whilst part of the UK Government, the Met Office operates on a commercial basis and must meet strict financial targets. Its website is a hugely successful channel, with an average of 4.5 million unique visitors a month, which can rise to well over six million during peak periods.

The Met Office began to explore ways of optimising the value of its website, introducing advertising and sponsorship opportunities. A new digital marketing strategy included the launch of a 'Weather Events Calendar' for popular national events, designed to reach key demographics with highly tailored content. The aim was to provide customers with ever more relevant information and give advertisers the insight they needed to engage with targeted messaging. To maximise the opportunities offered, the Met Office identified that it needed sophisticated and specialised support in: online competitor analysis; creating syndicated content; advertising opportunities and to better understand what visitors require from the Met Office.

"We knew our website held a lot of business potential, but turning that into demonstrable value demanded specialised expertise. Experian Hitwise has delivered exactly what we asked of it and is constantly refining and improving our approaches so that we are now ahead of the curve."

Simon Swan

Online Marketing and Planning Manager, Met Office

“Today, we are confident that the Met Office website is seizing every opportunity to drive our business and achieve financial goals. It’s encouraging existing users to return and getting us new customers too — by giving them access to the content they really want.”

Simon Swan
Online Marketing
and Planning Manager,
Met Office

SOLUTION

The Met Office turned to Experian Marketing Services as an industry leader in online competitive intelligence solutions. A key differentiator is access to high quality data resources. Experian Hitwise is able to monitor the behaviour of millions of internet users every day.

As well as data, Experian Marketing Services also brings the business analysis and marketing know-how to transform a mass of information into insight that drives high value traffic to the website. The relationship has been an important factor; the Experian Marketing Services team provides ongoing support to constantly enhance approaches, helping the Met office to develop the best online content, and the most effective search and online business development strategies.

A key part of Experian Marketing Services analysis involved getting to know what the Met Office’s users wanted from the site and using this understanding to deliver a better service. It means that customers are encouraged to visit and, in finding precisely what they’re looking for, keep coming back. By increasing traffic, the Met Office becomes a far more attractive proposition to advertisers and can increase both the volume and value of advertising content.

Simon Swan, Online Marketing and Planning Manager, Met Office said, “We knew our website held a lot of business potential, but turning that into demonstrable value demanded specialised expertise. Experian Hitwise has delivered exactly what we asked of it and is constantly refining and improving our approaches so that we are now ahead of the curve.”

RESULTS

In a single year, Experian Hitwise delivered demonstrable improvement across the Met Office’s three specific Key Performance Indicators for the Weather Events Calendar — getting more customers and enhancing its value to advertisers.

- 1. Keyword Ranking:** the Met Office has optimised key event content for high volume search terms associated with events — increasing awareness of its services, building visibility and boosting incremental visits.
- 2. Page Views:** this has led to the number of customers using the site increasing dramatically, with page views increasing by 183% year-on-year.
- 3. Advertising Revenue:** with the Met Office site getting more customers, advertising revenue has increased year-on-year.

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About Experian Marketing Services

Experian Marketing Services is a leading global provider of consumer insights, targeting, data quality and cross-channel marketing. We help organisations intelligently interact with today’s empowered and hyperconnected consumers. By helping marketers identify their best customers, find more of them, and then coordinate seamless and intelligent interactions across the most appropriate channels, Experian Marketing Services’ clients can deepen customer loyalty, strengthen brand advocacy and maximise profits.

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