



BAD WEATHER
HAPPENS





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Let's face it. Bad weather happens, and it happens everywhere.

Thunderstorms, hurricanes, tornadoes, heat waves, blizzards, droughts, and floods – you name it; there isn't a corner of the globe that doesn't get its share of nasty weather. And while it's well documented that weather affects consumer behavior, the trick is to identify the specific weather triggers that drive specific buying patterns so that you can capitalize on and influence those choices. People who live in hurricane warning zones, for instance, might be rushing out to buy wood to board up their windows. But you don't want to look like you're taking advantage of someone else's misfortune, so, instead of direct selling, try "goodwill messaging," which is all about providing your customers with important information right when they need it. Let's look at a couple examples.

Example 1: Hurricanes

Every year, from June 1 through November 30, residents all along the Atlantic and Gulf Coasts of the United States keep an eye on the Atlantic Ocean. The main threats from hurricanes are flooding, damaging winds, and even tornadoes. That creates an opportunity for businesses in a variety of verticals to use weather targeting to get vital information in front of their customers:

- Hardware and home improvement stores could encourage homeowners to stock up on plywood and hardware for boarding up windows and to purchase generators and gasoline containers in case the power goes out.
- Grocery stores could remind residents to stock up on water and non-perishable food.
- Insurance companies could notify home, car, and boat owners of the proper precautions to take to protect their property (move your vehicle to high ground or multi story parking garages, board up your house and



photograph your belongings in place, and bring your boat into safe harbor, etc.). They could also warn customers about the risk of carbon monoxide poisoning during power outages.

- Airlines and travel agencies could advise people of the best and safest way to evacuate the areas in the storm's path and even offer discounted rates for residents wishing to leave.

Example 2: Droughts

During a drought, water becomes a precious commodity, and people look for ways to conserve it. That provides another kind of “goodwill messaging” opportunity:

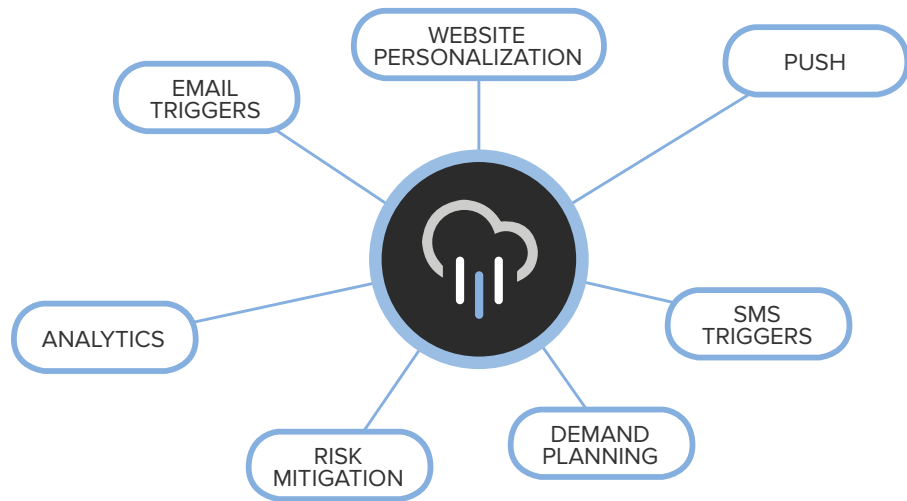
- Local water companies could send out messages to keep customers up-to-date on current conditions and to educate them on how to use less water.
- Appliance manufacturers could tell customers about the most water-efficient way to use their products.
- Grocery stores could encourage customers to drink bottled water to save their tap water for other uses.

It's clear that businesses can use goodwill messaging to provide vital services while, at the same time, strengthening their own competitive positions. The good news is that Skymosity makes it easy.

- Skymosity allows you to set up weather triggers that will automatically send relevant messages to customers in affected by severe weather.
- Customers in areas that have impending bad weather are likely to turn to the internet to get their questions answered. With Skymosity's weather targeting, you can adjust content on the landing page a user sees based on local weather conditions. That means customers looking for information on hurricane preparation wouldn't have to search for it on your web site; instead, it would be the first thing they see, or the first thing they're referred to.

Weather-targeted goodwill messaging is a win-win for everyone involved: Customers get the vital information they need in front of them when they need it, and your business optimizes your advertising by focusing on the people who most need what you're selling, or maybe would just like to hear a kind word from you.

If you think weather doesn't affect your business, think again.



About Skymosity

Skymosity is the leading Weather Targeting™ Platform, powering advanced weather-based technology for some of the world's biggest brands. With patent-pending solutions for SMS and Weather-Based Email Trigger™ automation, plus website personalization and analytics based on weather, the Skymosity Weather Marketing Cloud™ helps businesses seamlessly leverage big weather data.

For more information, visit www.skymosity.com.

