

A close-up, profile view of a woman with long hair drinking from a white coffee cup. The scene is bathed in warm, golden light, suggesting a sunrise or sunset. The background is a soft, out-of-focus bokeh of light.

# COFFEE AND THE WEATHER



## Coffee and the Weather

[T.S. Eliot](#) once wrote, “I have measured out my life in coffee spoons.” It’s an eloquent way of acknowledging the integral role coffee plays in the lives of many Americans, from those who refuse to have a conversation before their second cup to those who go without all year until it’s time for pumpkin spice lattes to roll around again. Whether people see coffee as a sublime luxury or just an efficient way of waking themselves up in the morning, there’s no doubt that the [coffee market](#) is huge:

- 54% of Americans over the age of 18 drink coffee every day.
- 65% of all coffee consumption in the U.S. takes place during breakfast hours.
- The average coffee drinker consumes 3.1 cups every day and spends \$164.71 per year on coffee.
- 60% of U.S. coffee drinkers say they need it to jumpstart their day.
- 68% have a cup within the first hour after waking up.
- Americans spend a total of \$18 billion per year on specialty coffee.

And then there’s the anecdotal evidence. [MarketWatch](#), for example, makes the bold claim that 161,000 people list “coffee” as a skill on LinkedIn. However, despite the fact that coffee is inextricably woven into the fabric of American life, coffee consumption has been trending downward. We know the market is there, so that decline presents a rich opportunity for coffee merchants to drive traffic and increase sales. One highly effective way of doing that is with cutting edge weather-based targeting from Skymosity.

Weather Targeting technology enables brands to maximize the power of the weather as actionably, as possible. By utilizing extremely granular weather data, Skymosity is able to help brands understand how weather impacts their business through historical analytic analysis, as well as take action on these insights through triggered messaging via email, push, and SMS. For example, Skymosity’s leading and patent-pending weather-based email trigger technology allows brands to deploy emails to their subscribers based off of their immediate or forecasted weather conditions. These powerful triggers can be easily deployed via most top email service providers (ESPs) through seamless integrations, allowing brands to easily harness weather’s power.



### **Weather + Coffee = <3**

While die-hard coffee drinkers will reach for their steaming cups even in the midst of a heatwave, others are much more likely to be influenced by the weather. The first bitterly cold day of the season, for example, is enough to drive even the most casual of coffee drinkers to the nearest coffee shop. Seasonal drinks like pumpkin spice lattes and peppermint mochas have a faithful following awaiting their appearance each year. Then there are the frozen beverages that re-emerge every spring when the weather starts warming up. And that means that everyone from national chains in a mall to mom-and-pop corner shops can use local weather conditions to engage customers with well timed, targeted messages:

- “It’s Freezing Out. Warm up with a Latte.”
- “Scarf? Check. Gloves? Check. Coffee? Double Check.”
- “Nothing Warms a Cool Morning Better than a Hot Drink”
- “Hot Weather Calls for Iced Coffee”
- “Take a Break from the Rain with a Sip of Americano”

Sometimes it’s difficult to see the relationship between weather and business trends. With coffee, it’s easy, because coffee is the ultimate comfort beverage. With weather constantly changing, smart coffee merchants can leverage weather targeting to bring in more traffic and drive more consumption.



### **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](http://www.skymosity.com).

