



FIRST DAY OF  
**FALL**



## Marketing for the First Day of Fall: When the Calendar and the Weather Aren't in Sync

If you've ever doubted that seasonality has a huge impact on consumer purchasing behavior, just think about your favorite big-box store. In August, stores devote a lot of space to notebooks, backpacks, and other back-to-school supplies. As soon as the back-to-school rush is in the books, the Halloween merchandise comes out. At about the same time, you start seeing pumpkin-spice cookies, lattes, candles, and just about anything else that can have a flavor or a smell. So, yes, seasonality has an indisputable impact on consumer behavior. In fact, research suggests that it can carry more weight than factors like income, age, and household size.

That's valuable information for brands to have. The challenge is that seasonality and weather don't always run in sync. For instance, in [northern Michigan](#), average temperatures for the month of November are in the 40s. [Arizona](#), on the other hand, sees average November temperatures in the 70s. Residents of Maine can see their [first frost](#) as early as September. In [Georgia](#), it's typically late October or November. These examples clearly illustrate that calendar events like the first day of fall, for example, may be vastly different from one region of the country to another. Some people may still be buying sunscreen while others are shopping for flannel pajamas. Consider these [examples](#) of how temperature, humidity, precipitation, and hours of sunlight affect spending:

- Wal-Mart once lowered its June sales forecast because cooler temperatures were driving down sales of air conditioners and pool supplies.
- Coca-Cola once rolled out vending machines that monitor temperatures and automatically raise prices as temperatures rise.
- As daily temperatures cool, sales of ice cream decrease, while sales of oatmeal increase.
- As the days become shorter and there are fewer hours of sunlight, sales of tobacco, coffee, and alcohol increase.





### Applications

What does this mean for brands? It means that the calendar alone is not a sufficient trigger for seasonal targeting. You also have to factor in local weather. Tactics could include:

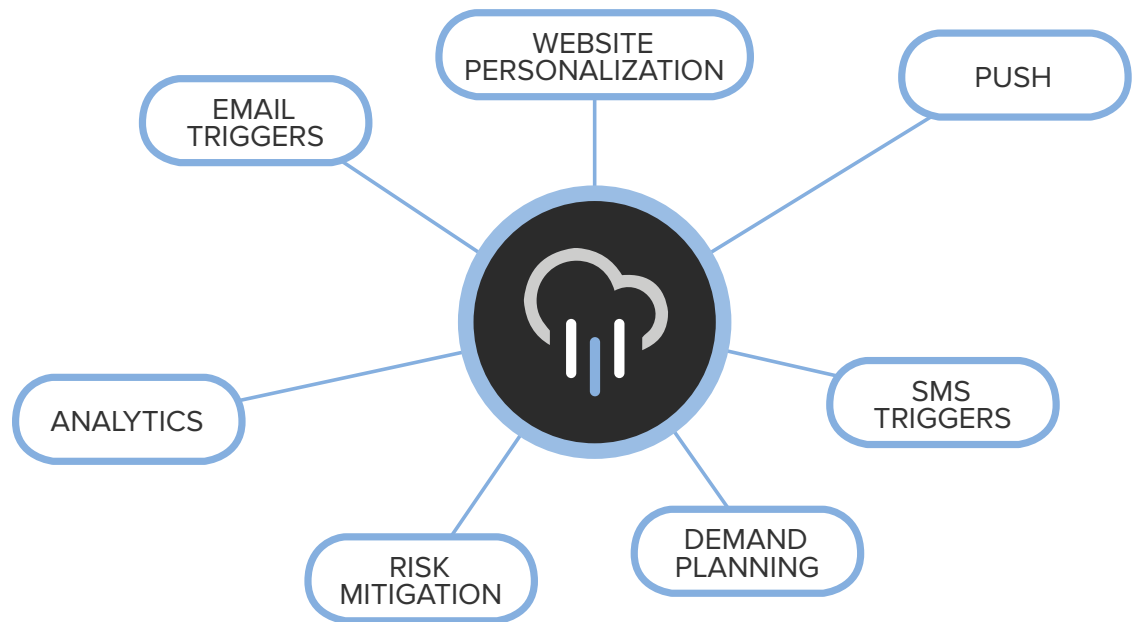
- Establishing a temperature-based trigger for promoting sales of pumpkin-spice coffee and similar products.
- Linking customized landing pages to temperature, so that customers logging in from the northeastern United States would see different content than customers logging in from the Southwest.
- Establishing precipitation-based triggers so that locations where it's raining would get emails containing online promotions, while customers in areas where it's sunny and warm would get emails highlighting in-store promotions.
- Developing triggers for aberrations in typical weather. If the forecast predicts an 85-degree day in October, emails could promote “last-taste-of-summer” products like sunscreen and pool toys. Likewise, an unseasonably cool day in September could trigger emails reminding customers that winter is on the way.
- Establishing triggers that would automatically generate emails to roll out on the first sunny day after a long period of rain or snow, encouraging customers to get out and go shopping, see a movie, eat at a restaurant, etc.

### How Skymosity can help

Skymosity can help brands identify links between weather and purchases of their products and services to optimize those links with weather targeting.

- **Analytics:** Starting by merging brands customer and sales data with historic weather data, Skymosity identifies not only what weather triggers purchase behavior, but how strong it is, as well as the potential for capitalizing on weather's influence.

- **Email triggers:** Skymosity’s seamless technology allows brands to establish weather-based triggers: What do customers do when the weather turns cooler? What do they do when there’s an unexpected warm day? What do they do when it’s sunny? When it rains? Or when it’s sunny after raining for five days straight? Skymosity’s patent-pending weather-based email trigger technology can automatically deploy messaging to subscribers based off of their weather conditions.
- **Content personalization:** Weather targeting has more applications than just automated emails. Skymosity can also help brands personalize their website with different content based on local weather conditions. Just like your emails, the landing pages would present customers with the content that is most likely to influence purchasing at that particular time.



**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).

