



# HOW AIRLINES CAN USE WEATHER TARGETING TO DRIVE BUSINESS





## **Flying High: How Airlines Can Use Weather Targeting to Drive Business**

Many people think of air travel as something that's planned in advance and set in stone. Airlines, however, know that's not always accurate. Business travelers often book flights at the last minute and change or cancel itineraries based on business needs. Then there are affluent, recreational travelers who, facing a stormy, snowy, or hot weekend, might decide it's a great time to get out of town. And there's one thing that's true for all travelers, regardless of the reason for the trip: There will be weather at the destination. This creates an ideal opportunity for airlines to use weather targeting to both influence travel decisions and to establish themselves as thought leaders by providing accurate, useful information. Here are some examples:

### **“Getaway” trips**

Not everybody has the funds to book a last-minute trip just because the weather is going to be nasty at home, but many do – and many more have frequent-flier miles to spend. Frequent-flier programs are a great place to start: They can tell airlines both who is most likely to take advantage of a weather-inspired trip and who has the means or miles to do so. Airlines could also use their databases to identify leisure travelers who have previously purchased last-minute and/or expensive tickets. Once the optimal targets have been identified, airlines could match that information with local weather conditions and send those people emails suggesting getaway destinations, showing available flights and ticket prices, and even offering discounts or promotional codes. People who live in New Orleans, for instance – where it's often hot and muggy through October – could be sent emails that promote New England fall foliage trips. It's a great way to fill up seats on an otherwise potentially unprofitable flight.



### **Planned Vacations**

Weather targeting isn't just for last-minute trips, either. Airlines could target people in areas that have been hit by a "polar vortex" or snowstorm after snowstorm with emails promoting tropical vacations or cruises. The emails could even include accurate, up-to-date weather information for each suggested destination. Landing pages, too, could be personalized depending on the traveler's location.

### **Weather Alerts**

Most airlines already send passengers reminder emails before a scheduled trip. With weather-based targeting, these emails could easily include both current and forecasted weather at the intended destination as well as reminders to take things like umbrellas, shorts, or hiking shoes in order to make the most of some beautiful weather, or perhaps a heavy winter coat, gloves, and boots to stave off colder conditions. Additionally, travelers going to locations expecting stormy weather could be reminded of the possibility of weather-related delays. These emails could even include an offer to rebook the traveler on another flight to avoid the weather, which could save both the traveler and the airline time from rerouting frustrated travelers in the middle of a crowded airport terminal.

### **Enter Skymosity**

Skymosity can help airlines transform their knowledge of how weather impacts the airline industry into actionable messages.

**Analytics:** By looking at ticketing data we can identify causative relationships between weather and travel activity – variance for things like reservations, cancellations, and no-shows.

**Email/SMS/PUSH:** With an understanding of weather’s influence, campaigns can be developed accordingly, with automated email, sms or push triggers that will roll out to travelers, based on their specific weather conditions.

**Content personalization:** Since travel plans are so heavily influenced by weather, weather-based personalization can also help airlines customize landing pages so that the first thing customers see when they visit the website is the information that’s most likely to deliver what they’re looking for. So somebody logging in from a place that’s stormy would see different content than someone logging in from a place that’s bright and sunny.



**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).

