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# LABOR DAY SALES





### **Labor Day Sales: Have You Checked the Weather?**

Despite the fact the official start of autumn isn't until the end of September and that in much of the country, hot weather lingers until October, Labor Day weekend still marks the customary "end of summer" and the beginning of the fall shopping season. But how does weather affect that seasonal ritual, and how can retailers use their weather-related knowledge to influence shopper behavior?

By understanding just a few secrets about the effect of weather on shopping habits, retailers can capitalize on these trends and use them to their advantage.

### **Unseasonable weather**

Studies show that even a brief period of unseasonable weather can disproportionately affect consumer behavior. On unseasonably warm days, researchers saw a corresponding five-percent spike in sales of convertibles. And on days with unusually heavy snowfall, sales of four-wheel-drive vehicles increased by about six percent. It seems consumers tend to "forget" the unseasonable weather is an aberration, so they rush out to buy the items they would need if that weather were going to prevail for months.

How can retailers capitalize on this tendency? By basing their messaging on real-time weather data rather than historical patterns. If a part of the country that typically has hot weather for Labor Day weekend experiences a cold snap, smart retailers can ditch their plans for advertising clearance sales on swimming suits and flip flops. Instead, they can target customers in those areas with special promotions on light jackets.



### **Inclement weather**

Labor Day is almost universally seen as summer’s last hurrah, but Mother Nature doesn’t always get the message. Sometimes it’s stormy, and sometimes it’s just miserably hot. In those situations, all of the people who had planned picnics, cookouts, and pool parties need something else to do. It’s a great opportunity for retailers to introduce shopping as a fun “plan B” – a worthwhile diversion that also knocks out the chore of shopping for fall weather.

### **“Normal” weather**

Even if the forecast is for sunny weather at a locally typical temperature, retailers can still optimize their sales through weather-based targeting. Shoppers in hot climates, for example, are unlikely to be ready to shop for wool pants and cozy sweaters in 90-degree temperatures, regardless of what the fashion magazines portray. Sending out messages that tell customers “There’s still plenty of time to wear summer clothes, so take advantage of our end-of-the-season sales” will be a lot more effective than messages about snow boots and heavy winter coats.

### **Marketers Taking Action**

These basic conclusions about weather and consumer behavior make sense on an intuitive level, but they don’t tell retailers how to optimize that knowledge. That’s where Skymosity comes in. It’s important to look for causative relationships between weather triggers and shopping habits. Some of the insights make sense – shoppers buy more umbrellas on rainy days, for instance – but some are more surprising, like the fact that one nice day causes a spike in convertible sales. Retailers must identify these triggers before they can use them. From there, leveraging advanced weather-based targeting enables marketers to create a pristine user experience and maximize weather’s impact.



### **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).

