

DEPLOYING MESSAGING FOR AIR QUALITY ALERTS





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One [EPA brochure](#) sums it up perfectly: “Where there’s fire, there’s smoke.” And smoke can wreak havoc on air quality by spewing toxic gases and particulate matter into the air – the same air that people breathe. While it’s unhealthy for everyone, poor air quality caused by smoke from fires is particularly dangerous for children, the elderly, and people with heart and/or respiratory conditions like asthma, congestive heart failure, angina, chronic obstructive pulmonary disease, emphysema. That presents an opportunity for brands to deliver both good-will messaging – in the form of actionable advice – and, when appropriate, content designed to drive immediate sales.

Here are a few examples of what brands could tell their customers about wildfires, planned fires, and the smoke they produce:

Don’t judge a book by its cover.

It’s important not to make judgments based on the way the air looks – there can be dangerous levels of particulate matter in the air even if the particles are too small to be seen. Instead, refer to the EPA’s Air Quality Index.

[The Air Quality Index](#) (AQI) takes into consideration factors other than those you can see: ground-level ozone, particulate matter, carbon monoxide, sulfur dioxide, and nitrogen dioxide. Tiny particles, like those produced by fires, constitute one of the biggest health risks. An Air Quality Index over 100 is considered to be unhealthy for sensitive groups, such as those with heart and lung conditions. As the numbers get higher, the risks encompass other groups, and suggested responses increase accordingly:



- When the AQI is over 150, even healthy people begin to feel effects like headache, sinus pain, stinging eyes, etc. Members of sensitive groups may experience severe effects, including shortness of breath, heart palpitations, chest pain, wheezing, and fatigue.
- Any AQI over 200 is considered to be very unhealthy and will usually trigger a health alert.
- An AQI over 300 is considered an emergency situation, meaning that the entire population is at risk for serious effects.

Many communities include the air quality in their weather reports. If not, the information is available at airnow.gov.

How brands can use air quality to engage with customers

Brands can use air quality to engage their customers in a variety of ways. The first is what's known as "goodwill messaging," which means providing customers with helpful information with no attempt at promotion. Any brand, for instance, could set up an automated email trigger that would roll out specific messages based off of Air Quality Alerts – simple "heads up" alerts to let people know to be on the lookout for ill effects. Such emails could also include simple action steps, like:

- "If you have air conditioning, or if it's cool outside, keep your windows shut to maintain the air quality inside your home."
- "Don't let a dust mask give you a false sense of safety! They're designed to stop larger particles than those found in smoke."
- "With today's Air Quality levels, it's time to bring out your air cleaner, if you have one."

Brands can also use a bad air quality as the foundation for promotional emails:

- “Today’s Air Quality levels are at a dangerous high. If you have asthma, make sure your inhaler is full and in good working order. If it isn’t, order a replacement now, before you need it.”
- “Dirty filters can’t keep your air clean. Make sure yours are up to the job today’s Air Quality demands.”
- “With today’s Air Quality levels, it’s no time to be cutting the grass. Take advantage of our “bad air” special, and let us do it for you.”
- “Stuck inside because of today’s poor air quality? Happy hour starts early today, so you breathe easily while relaxing indoors.”

How Skymosity can help

When it comes to Air Quality for both goodwill and promotional messaging, Skymosity’s weather-based trigger technology enables brands to deploy email and SMS triggers based on weather conditions and emergency alerts, including the official “Air Quality Alert.” Brands can also personalize website content based on each visitor’s weather condition.

Like the EPA says, “Where there’s fire, there’s smoke.” Smoke means poor air quality, and that means brands have a unique opportunity to connect with their customer base.

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.

