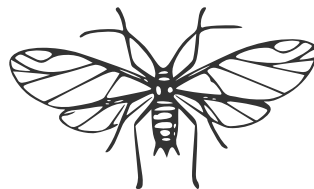




Autumn Weather and Fall Pests



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Weather Targeting to the Rescue

Autumn's right around the corner: in some parts of the country, kids have started their school year; stores are already starting to stock up for Halloween; and as the days get cooler and the nights longer, people are digging out jackets and sweaters, ecstatic for a reprieve from the summer heat.

But not all reactions to autumn weather are so benign. Just like we change our behavior to meet changing conditions, so do the insects, spiders, and other pests we share living spaces with. Most are highly affected by things like temperature and moisture, so when those things change, the pests have to change, too. Some migrate to areas with friendlier fall conditions, but many more just attempt to move inside. Here are a few examples:



- **Whiteflies**, beet armyworms, and a number of other insects thrive in temperatures between 85 and 90° F. An Indian summer means these pests will be around causing trouble for a longer period of time. An early cold snap, on the other hand, may drive them inside, looking for warmth.
- **Aphids** prefer much cooler weather, typically between 55 and 60° F. The timing of their appearance and their reproductive cycles is closely linked to seasonal temperatures.
- **Silverfish** are drawn to high humidity. As humid summer days give way to cooler, drier weather patterns, the dark, damp areas of your home can be a big draw.
- **American cockroaches** seek out food, water, and warmth. Seasonal weather changes can cause them to creep inside, trying to recreate their preferred environmental conditions.
- There are at least 4,000 species of [spiders](#) living in the United States and Canada, and they all have different habitat and dietary needs. Some like cool, damp, hiding spots, while others prefer warm, dry nests. When outdoor conditions no longer meet those needs, they may look for them inside your home. And, if their prey responds to changing conditions by moving inside, the spiders will likely follow.

The United States boasts a huge variety of insects, arachnids, and other pests. Add to that weather patterns that stretch from blizzards in Alaska to 80-degree days during Florida winters, and there's no way to make a global prediction as to which pests will appear when. And that makes it difficult for pest control companies that operate on a one-size-fits-all basis. But pest control companies that know how to incorporate hyperlocal weather data into their marketing and planning activities don't have to worry about a global solution. They can give their customers information that's current and relevant to where they live, all the way down to the zip code level. That's the kind of thing Skymosity can help with.

How weather-targeted technology can help

Weather-targeted messaging can help you get your knowledge about the weather's impacts on pests in front of the right people at the right time.

- **Analytics:** You can start by doing a deep dive into your sales data to make sure your assumptions about weather-related pest activity hold up to scrutiny. With your assumptions confirmed (or revised) you can then use that information to determine which pest control problems customers in different areas are likely to be experiencing, basing your conclusions on current weather conditions and forecasts rather than using historical weather data, which may not apply this year.
- **Email:** Brands can tailor their email campaigns and create new triggers, based on the weather. With weather-triggered email, you can set up automatic emails triggered by the types of weather changes that impact pest behavior. You could, for example, set up an automated email that deploys to subscribers down to the zip code level, after the first rain of the season, or first temperature dip below 50F.
- **Content personalization:** In addition to weather-based email automation, weather-targeted messaging allows you to personalize both landing page content and email content based on weather data. Customers living in areas that are still having summer weather conditions aren't going to be interested in reading about the pests that come inside after cold, rainy weather... but they might be very interested in knowing how long they're going to have to put up with flies and mosquitoes. So a consumer living in a place where it's warm and sunny will see a different site content – and even different email content – than someone living where it's cool and rainy.

With weather-based technology, pest control companies and retailers with pest-control products no longer have to use a one-size-fits-all – or even one-size-fits-many – approach. You can get each of your customers relevant information when they need it, no matter where they live.

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.

