



SNOW, RAIN, HEAT...
AND THE FOOD-DELIVERY
INDUSTRY



Snow, Rain, Heat... and the Food-Delivery Industry

The saying inscribed on the [General Post Office](#) at 8th Avenue and 33rd Street in New York City that starts with, “Neither snow, nor rain, nor heat, nor gloom of night...” could well be the motto of the food delivery industry.

As anyone in the food delivery industry knows, bad weather tends to send food delivery sales through the roof. After all, when it’s too nasty to leave the house to get food, why not let someone else do it for you? In fact, as [Snowmageddon 2015](#) was bearing down on Boston, both PeaPod and Instacart experienced a jump in sales, especially during the last few hours before the storm was to begin. And, during a [late-winter storm](#) in Tulsa, Oklahoma, steak joint Ramsey’s Steak and Grill saw delivery orders double.

Anecdotal evidence is everywhere on how food-delivery restaurants capitalize on customers’ tendency to stay home and order in during nasty weather, creating the perfect scenario for using weather-based targeting. Food service brands can easily setup automation for email and/or SMS triggers to deploy to subscribers based on their immediate or forecasted weather condition or temperature range to maximize sales when the impact can be the greatest.



- During rain, snow, and otherwise less-than-ideal conditions, food delivery spikes. Deploying messaging to subscribers to encourage inspiration to choose delivery from brands utilizing weather targeting can make an enormous difference.
- Many customers have other worries on their minds during inclement weather, from snow-packed driveways to flooding rain gutters to children locked indoors all night. The last thing on many customers minds is what to cook for dinner. Brands can help customers order comfort food from them with perfectly timed, relevant messages utilizing weather-based email or SMS triggers.
- Crafting creative subject lines for weather-based messaging for the food-delivery industry can be as direct as mentioning the condition, such as, “Stay in from the Rain, Order XYZ Tonight,” or can be more discreet utilizing the timing alone, such as “It’s the Perfect Night for XYZ Tonight.” For customers receiving these messages, extreme relevance and quintessential context makes a huge difference.

Ordering delivery is, much of the time, a last-minute decision. Send out emails too early, and a good portion of potential customers won’t yet have made the decision to order in. Send the emails out too late, and brands can miss families with young children and early bedtimes. By learning how weather impacts customer behavior and order trends through weather analytics from Skymosity, a brand can better optimize timing and maximize weather’s influence. Or, with Skymosity’s leading and patent-pending email and SMS trigger technology, businesses can automate weather-based messaging to maximize orders and revenue, when it can make the biggest 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.

