



HOW THE WEATHER AFFECTS
RECIPE SITES AND THEIR USERS



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Online recipe sites have, quite literally, become an all-you-can eat buffet for home cooks. People can search by meal, preparation method, time involved, level of difficulty, and ingredients. Other sites focus on niche markets, like calorie-counters and vegans. One thing almost all recipe sites have in common, however, is the opportunity to capitalize on weather and seasonality, both of which have a huge impact on what people cook and eat. Many already do this to some extent, but they still have additional opportunities to drive more traffic to their sites, increase the time spent per page or recipe, and boost email engagement. Here are some ideas:

- Using granular local weather data to automatically customize landing pages so that users see themes designed specifically for their weather conditions: chili for cold weather, stew for rain and snow, frozen drinks for hot weather, etc.
- Customizing landing pages for individual recipes to include “perfect for...” menu suggestions.
- Capitalizing on nostalgia by linking weather to seasonal memories and traditions. For instance, during the first hard freeze, sites could feature recipes with titles like “Mom’s Meatloaf” or “Cozy Comfort Stew.”
- [Restaurants](#) know that people order more dessert when the weather is gloomy and more salads when it’s hot out. Recipe sites could capitalize on that by featuring recipes for desserts for areas experiencing cold, snowy, or rainy weather, and salad recipes for users enduring a heat wave.
- People are also more likely to stay inside during gloomy weather. That would be a good time for recipe sites to feature “make it tonight” recipes, meals users could make with ingredients they’re likely to already have on hand.
- Recipe sites could also feature “comfort food” recipes for people who live in areas experiencing long periods of gloomy weather. Studies have shown that people feel happier after eating foods that are psychologically linked to happy, secure feelings from childhood: grilled cheese sandwiches, chicken soup, ice cream, chocolate chip cookies, etc.
- Alternatively, recipe sites could present “fair weather” recipes to people living in areas enjoying the first beautiful day after a stretch of bad weather. That could be an opportunity to feature meals intended to be cooked on the grill, for instance.



How Skymosity can help

That covers the what and the why, but what about the how? How can a recipe site possibly tailor content to local weather in a country as big and diverse as the United States? By using weather-based targeting, which is Skymosity's area of expertise.

Analytics: Understand the weather drivers that affect the food choices made by a site's users.

Email/SMS Triggers: Leverage weather-based triggers to automatically deploy relevant content based on the weather. For instance, recipe sites could construct their triggers so that users in zip codes experiencing both cold and rain or snow would receive emails touting the site's "comfort food" section. Another option is to include a customized, weather-based section in emails going out to a broader audience.

Site Personalization: Leverage Skymosity's weather-based site personalization so that site visitors see content inspired by the weather conditions where they live. For example, users in the northwest might see very different featured recipes than users in the southwest.

Weather affects nearly every aspect of consumer behavior, and the way in which people use recipe sites is no exception. By customizing content based on weather targeting, recipe sites can drive traffic and increase the time users spend on a site, both of which make them more appealing to the advertisers who pay the bills.

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.

