

Weather Meet Email. Email Meet Weather.

“May all of your emails be sunny and all of your weather be automated.”

-Old Skymosity Proverb

Marketers are in a constant search to fulfill their digital marketing needs. Established companies focus on email, social media, content development, and an array of paid methods to capture the attention, hearts, and minds of their customers.

In an effort towards personalization and customization to each customer’s needs and wants, marketers are often hard-pressed to find sexy and new means by which to execute their brand’s strategic objectives, until we mentioned the weather...

Introducing a New Friend to Digital Marketing: The Weather

There’s a reason why weather is the most popular topic of conversation. Weather is the hottest new topic in digital marketing today as discussed in the White Paper: [Weather is the New Black](#). We know that weather influences everything, including consumer purchase behavior. Consumers make decisions on what to wear, whether to purchase, when to purchase and what to purchase, depending on their own hyper-local weather conditions. Weather marketing is the perfect mechanism for translating big data into actionable results for marketers for maximum impact.

For smaller brands or brick and mortar locations, finding the voice to speak about weather can be a doable task and a true asset to their brand. For example, a local New York company could speak intelligently about weather’s effect on the streets of Manhattan, the need for certain goods and services in relation to the

weather and how people may be feeling, easily aligned with the weather forecast or immediate condition.

For digital marketers in larger organizations and eCommerce retailers, though, weather still makes an impact, although it takes much more effort to figure out beyond stepping outside.

Consider knowing the current weather condition in each zip code throughout the United States, how each weather condition and temperature range impacts purchase behavior for your brand, and being able to contact consumers with specific media, during weather conditions where they are most prone to purchase your company's products or services.

Sounds like a dream come true, right? But wait, there's more.

Re-Introducing Our Old Friend in Digital Marketing: Email

Email is consistently praised as the most tried and true form of marketing, whether for retention, conversion, or repeat financial benefits. From segmentation to retargeting to priority planning to deliverability and frequency modeling, it is abundantly clear that there are well-practiced and ever-evolving ways to maximize a company's email marketing strategy and tactics. Email, when executed correctly, pulls through as the preeminent leader in the digital marketing world.

Perhaps as the leading means to achieve maximum success in the world of email, thus far, has been the ability to automate based on advanced logic and test one's automation. From creating automated welcome series' to triggers based on site engagement, to automation based on RFM data, and so on, email marketers have some powerful tools at their fingertips.

When World's Collide: Weather Meets Email

What if marketers could combine their knowledge of weather marketing in combination with their expertise in email marketing? What if marketers could create automated email triggers, based on weather conditions and temperature ranges to promote the right product or service to the right subscriber in the right location?

Skymosity has combined the new power of weather with the established power of email.

Skymosity makes big weather data easily understandable and actionable through all 42,000 zip codes in the United States, and all of Canada, the United Kingdom, and Australia. Not only can marketers learn how weather influences consumer purchase behavior through Skymosity weather analytics technology, which allows marketers to evaluate historical transaction data through the lens of weather, but they can also create and deploy automated emails, based on immediate or forecasted hyper-local weather.

Weather matters.

With Skymosity's patent-pending weather-based email trigger technology, marketers are able to create automated campaigns that deploy through their Email Service Provider, choosing from over 40 weather conditions and any temperature range or fluctuation. For example, a retailer can trigger a warm-weather email, advertising swimwear and BBQ gear, to everyone located where the immediate temperature is over 80 degrees Fahrenheit (26.6 degrees Celcius) and the temperature has increased by 10 degrees, day over day. Simultaneously, a delivery-based food retailer can trigger an email, whenever it's currently thunderstorming, encouraging customers to stay in from the storm with food delivery. In fact, weather-based emails can be used to ignite demand and mitigate supply, based on precisely what customers have shown predisposed interest in, based on weather analytics.

Weather-based email triggers are the perfect marriage of tried and true and sexy and new. Marketers can enliven their email marketing efforts, speak to their customers more personally, and engage clients more readily, with the combination of the hottest new methods and the most reliable established ways.

Weather and Email fell in love at first sight and truly are a match made in heaven for marketers.

As we bid adieu, remember the Old Skymosity Proverb,
“May all of your emails be sunny and all of your weather be automated.”



About Skymosity

Skymosity, an Email Aptitude company, is a breakthrough Weather Marketing SaaS platform that helps top brands around the world enhance their marketing efforts by leveraging advanced weather marketing technology. Starting with its flagship and patent-pending email trigger technology, EA Rainmaker, the Skymosity Weather Marketing Platform transforms big weather data into actionable wins and enables marketers to leverage advanced weather analytics, email triggers, weather-based site personalization, and more. For more information, visit Skymosity.com.



About Email Aptitude

Based in the San Francisco Bay Area, Email Aptitude provides strategic services, full-service management, and ESP-Agnostic technology. From triggers based on site activity and weather-based automation to advanced email reporting and view-through email conversion tracking for multi-device attribution, Email Aptitude's functionality enables marketers to have powerful interactions with their customers. For more information, visit EmailAptitude.com.