

A silver pickup truck is parked on a sand dune at sunset. The sun is low on the horizon, creating a warm orange glow. The sky is a mix of blue and orange, with some light clouds. The sand dunes are in the foreground and background.

WEATHER TARGETING AND CARS





Weather Targeting and Cars: A Match Made in Heaven

It might seem kind of obvious that cars take a beating from the weather. After all, even cars that are garaged at night are out on the roads in all kinds of weather. But the average commuter – the person who sees a car as a way to get from Point A to Point B rather than as a toy or a status symbol – probably doesn't give it much thought. And that presents a huge opportunity for automotive retailers and service providers to capitalize on weather-based targeting. It's also a great way to establish your thought leadership by providing important information that can protect customers' investments in their vehicles and help them avoid getting stranded. Here are just a few examples.

Batteries: Weather directly impacts battery life, especially in parts of the country that see temperature extremes. When the temperatures are high, the plates in an automotive battery start breaking down. And, while some drivers will see that play out as a car that fails to start on a broiling hot day, failure usually doesn't happen until the next winter, when those weakened plates just can't provide enough cranking power to start the engine. Battery effectiveness also decreases when the temperature drops. Email trigger automation, based on the weather – or customized landing pages – based on temperature triggers can remind drivers to get their batteries checked or provide helpful tips on proper battery maintenance so that they don't end up stuck by the side of the road.

Tire tread: Many drivers don't even think about the tread on their tires until they find themselves slipping around in rain or snow. In this case, weather targeting could remind customers who have those conditions in the forecast to check the tread on their tires, even providing instructions on how to do it and how to know when tires are ready for replacement.



Wipers: Wipers are another item that a lot of drivers don't think about replacing, but most are only designed to last a year or two. And it can be even less than that in areas where they get a lot of use – like the rainy Pacific Northwest – or areas that have extreme heat, which breaks the components down. Another factor in reducing wiper life is ice: wipers that have frozen to the windshield take a beating trying to break free. With weather targeting, you can reach out to customers with rain or snow in the forecast, reminding them to check the condition of their wipers and, if they're worn, to replace them before they're driving down the highway, trying to see around all of the smears left by their ineffective wipers. You could also suggest applying a coat of spray-on water repellent to the windshield.

Paint: Salt and other chemicals used to melt icy roads can really wreak havoc on a paint job. You could use weather-based targeting to get pre-emptive messages in front of customers expecting wintry weather, reminding them to make sure their cars are protected with a good coat of wax

Interior: Older leather tends to crack in cold temperatures. You could send weather-based messages to drivers facing extremely cold temperatures, reminding them to condition their seats to keep the leather as soft as possible. Carpets and floor mats are affected, too, as drivers and passengers track snow, mud, and chemicals in on their feet. In fact, some customers – with a little gentle nudging – may even want to replace their floor mats with pre-molded inserts that act as basins to collect all of that gook.

Winterization: Insufficient antifreeze/coolant can cause serious engine problems. You could use weather targeting to touch base with customers just before the cold weather sets in, reminding them to make sure their coolant-to-water ratio is correct. You could also remind them to check their heaters to make sure they're working properly.



Tinting: Tinting isn't just for looks. Weather-based messaging in late spring could point out all the ways in which tinting can protect car interiors and even help the AC be more effective.

Tow package: A tow package might not help drivers navigate icy roads, but they might appreciate a reminder to check their equipment before boat- and trailer-hauling season.

There are few market sectors more suitable for weather-based targeting than the automotive market. You have a product that's highly influenced by the weather and a customer segment that could benefit from helpful information on just what weather can do to their automobiles. Skymosity's enterprise weather targeting solutions help automotive brands create a better customer experience based on the weather.

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.

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