



NFL FOOTBALL

AND THE WEATHER



NFL Football and the Weather

For a lot of people, fall means football – even if it still feels like summer in some parts of the country. And the effects of various types of weather on NFL football can't be underestimated. For one thing, weather has a direct impact on attendance. While many die-hard fans are willing to sit through bad weather to cheer on their favorite teams, a lot of casual football fans will just decide to stay home when precipitation or extreme temperatures are in the forecast. That affects everything from ticket sales to revenue from food, beverages, and merchandise. But bad weather can also affect the way the game is played, and, in many cases, even the outcome.

- [Wind](#) decreases passing efficiency by approximately half a yard for each 15-20 mph in wind speed. While that decreased efficiency affects both teams equally, it can serve to even out differences in passing proficiency, possibly narrowing the odds between a team that has a superb passing game and one that doesn't.
- Similarly, wet weather often leads teams to play more of a passing game, which can either broaden or narrow the gap between two teams.
- Teams whose home stadiums are domed win only 20% of the games they play in open stadiums when the temperature is 30F or below. Warm-weather teams win only 35% of the time under the same circumstances.

How to Better Leverage the Weather

From football fans to brands, including the NFL and its member teams, understanding the impact of weather on NFL football opens the door to some fascinating opportunities for weather-based targeting.

- The NFL, individual teams, and venues could develop email marketing campaigns that trigger automatically under different weather conditions. For example, they could try to support attendance by using rain-based triggers to encourage fans to come watch a fun, messy game. Or, the underdog team could point out that rain helps even the odds, encouraging fans to be there for a potential win.
- Domed stadiums, and those with retractable roofs, could use weather-based email triggers – heat, cold, precipitation, etc. – to point out that fans can enjoy the game in comfort despite the weather.
- The league, the teams, and the venues could use weather-triggers to customize



landing pages, thereby giving fans the information that's most important at that particular moment: what the forecast is for a particular stadium, whether the stadium is open or domed, what the field conditions are, etc.

- Stakeholders could optimize revenue of food and merchandise by taking their marketing cues from the weather. Freezing temperatures? Send out automatically-generated emails pointing out where in the stadium you can buy coffee and hot chocolate. Rain in the forecast? Use the same system to let fans know where in the stadium they can buy rain gear.
- Fantasy football leagues could use customized emails or landing pages to remind players to reconsider their selections if the outcome of a game may be affected by local weather conditions.
- Food and beverage brands could use promotional emails and landing pages to target tailgaters based on weather.
- Pizza outlets and other restaurants that offer delivery could send out automatic emails when bad weather makes it more likely that people will stay home and watch a game on TV.

How Skymosity Can Help

The playbook is right on front of you: The possibilities of combining football schedules and weather to target consumers are limited only by your imagination. Skymosity can provide correlations between sales data and historical weather conditions to identify opportunities for weather-based targeting. Then, Skymosity can optimize those opportunities through automated weather triggers and personalized site content based on each visitor's weather conditions.



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.

