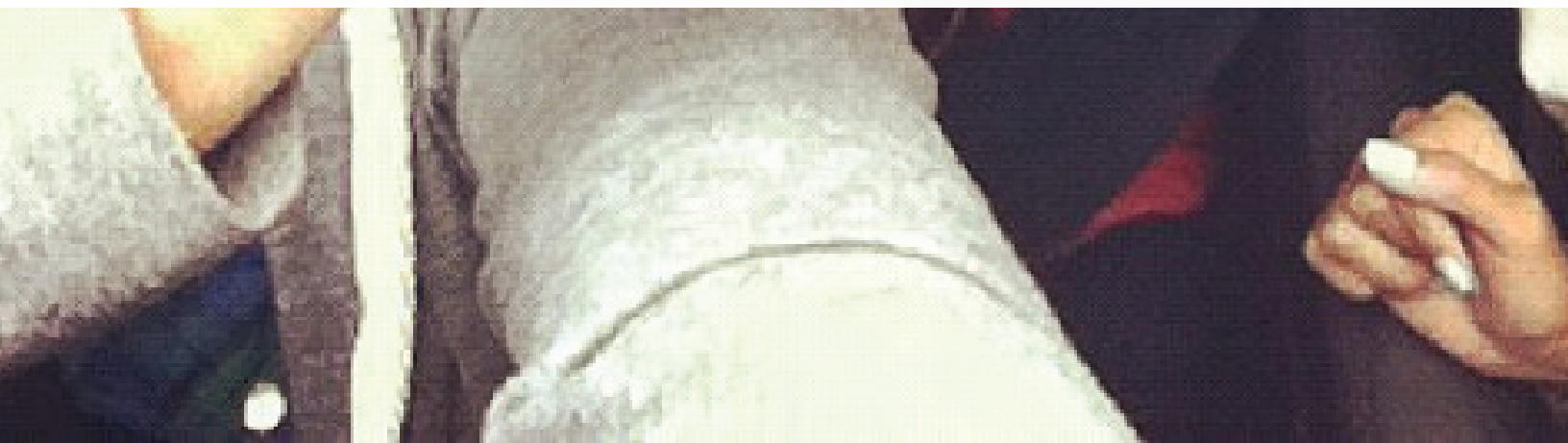




Lyft Takes On The Weather

Popular Ride-Share App, Lyft, Leverages Weather-Based Marketing Via Skymosity & MailChimp for Advanced Analytics & Real-Time Targeting





Weather influences everything we do, especially if and when we use a service like Lyft. Skymosity makes it easy to digest this big weather data so brands can better understand influence on their products and services to make smarter decisions. In addition to data insight, Skymosity makes weather marketing actionable for brands like Lyft.

Weather-based marketing is emerging as one of the newest and most impactful approaches in eCommerce. While it can take on a variety of forms such as website personalization and mobile ads, Lyft is focusing on two high-impact areas with Skymosity: Weather Analytics and Weather-Based Email Triggers

- **Weather Analytics** enables a brand to understand how every weather condition and temperature range has influenced past purchase behavior. Skymosity's powerful analytics tools make it easy for marketers to digest big weather data and turn it into actionable wins. While it's common sense that in bad weather, we're more likely to leverage a service like Lyft, by understanding the exact metrics around weather and also having the tools to take advantage of this data, Lyft has a huge advantage to continue rapid growth in the highly competitive ride-share space.
- **Weather-Based Email Triggers** allow brands to better leverage big weather data with the ability to automatically send targeted emails to their subscribers, based on each contact's current or forecasted weather condition. There are over 42,000 zip codes in the US, and being able to setup advanced, hyper-local email triggers based on weather enables marketers to get smarter with their email program.

Lyft Takes On The Weather

Lyft, a leading ride-sharing application, understands the importance of mastering the weather in order to maximize data analysis and marketing efforts. Lyft was founded in 2012 to solve major issues in the Taxicab environment, such as lack of a personable experience and immensely high costs. “Lyft is your ‘friend with a car’ on-demand, providing a unique in-car experience. Passengers can play their own music, charge up their phones...and even ride shotgun.”¹

Lyft is currently in 21 metropolitan areas and rapidly expanding. They are most recognized for the over-sized pink moustaches located on the front of their drivers’ cars. The Lyft experience is notably different than other ride-sharing applications in that Lyft passengers typically sit in the front seat, greet the driver with a fist bump, and pay directly through the application, so no cash ever changes hands. From the application, riders can actually see where their driver is located and follow their route to them on a map, so there is never any confusion about driver location.

“Skymosity’s technology is powerful and allows us to easily digest very important data points for our business. The ability to understand how rain, snow and heavy weather affects both our end-user and driver demand is paramount. We are very excited to be working with Skymosity.”

-Ben Lauzier, Growth Hacker, Lyft



At the 2014 New Year, Lyft aligned with Skymosity, a breakthrough weather marketing platform, in order to commence their weather marketing efforts. With many robust strategies on the roadmap, building the quintessential weather marketing foundation was essential.

Weather Analytics

Managing supply and demand for any business takes into account multiple considerations and data points. More marketers are now turning to Skymosity to learn how weather impacts consumer purchase behavior for their brand. Having a clear understanding of weather's influence is essential for Lyft's ability to create a smarter strategy for maximizing rider demand and matching driver supply.



Lyft cars are recognized for the over-sized pink mustaches located on the front of their drivers' cars.

Rider Demand peaks occur not only during certain hours of the day or days of the week, but in certain weather conditions and temperature ranges, as well. During certain weather conditions, where rider demand is low, marketing processes can be organized to increase demand. During other conditions, where rider demand is high, marketing can focus on further increasing demand, or mitigating demand, depending on available supply.

Driver Supply is dependent on a variety of complex factors. With metrics for weather's influence on rider demand and driver supply, Lyft can better manage drivers during peak times of weather influence that are established. This helps Lyft better understand key business data points and prepare accordingly.

Weather-Based Email Triggers

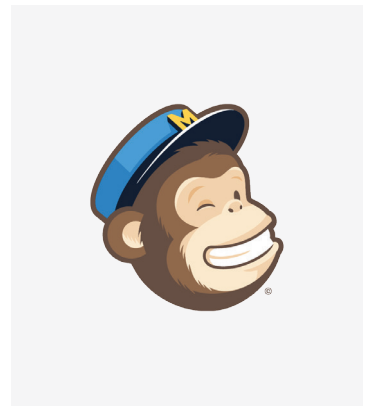
While Lyft utilizes the email channel in a variety of ways, through their Email Service Provider (ESP), MailChimp, they had not yet incorporated weather-based email triggers. Lyft will leverage Skymosity's patent-pending email trigger technology for real-time triggers based on current and forecasted weather conditions. These triggers integrate via MailChimp's powerful API for seamless deployment.

Email Triggers for Immediate or Forecasted Weather enable Lyft to better leverage data insights from Skymosity's Weather Analytics and supercharge both supply and demand-based email strategies.

Lyft is now able to merge two leading technologies in MailChimp and Skymosity for powerful improvements to their email program.

“MailChimp aims to provide powerful, easy-to-use technology so that our wide range of customers and partners can send better email. It is exciting to see a platform like Skymosity build on our API to create a really powerful solution that makes emails better and more relevant.”

-Ben Chestnut, CEO, MailChimp





About Skymosity

Skymosity is a breakthrough Weather Marketing SaaS platform. 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 Lyft

Lyft is an iPhone and Android app for friendly, safe, affordable rides. Request a ride at the tap of a button and a friendly driver will be on the way in minutes to get you where you need to go. Lyft drivers are background checked and interviewed to give you the best ride experience in the city. For more information, visit Lyft.com.



About MailChimp

MailChimp supports more than 4 million subscribers worldwide, sending 5 billion messages per month. MailChimp is designed for the do-it-yourself power user - someone looking for all of the power of an enterprise application, but built for anyone to use. MailChimp integrates with many third party applications including Facebook, Twitter, Hootsuite, Pinterest, Instagram, SurveyMonkey, Eventbrite, Etsy, Salesforce, Wordpress, Magento, Joomla, Drupal and Google Analytics. And best of all, prices start at free. For more information, visit MailChimp.com.