

Weather-Based Email Triggers Now Available Throughout Australia via Skymosity

Skymosity Expands Patent-Pending Weather-Based Email Trigger Technology Coverage to Australia

San Francisco, CA | Sydney, AU

Skymosity, an Email Aptitude company and leading weather marketing platform, announced today that they have expanded international coverage of their patent-pending weather-based email trigger technology to Australia, which has just broken over 156 heat-related records, over the 2013-2014 summer, according to the [Climate Council](#).

Brands with subscribers in Australia can utilize the technology to create multiple weather trigger campaigns, each with custom creative and weather condition logic. A campaign can be set to trigger an email based on an immediate weather change, or set to “forecast” mode, in which the marketer can indicate the cadence of deployment and how far out to look at a local forecast. Only subscribers living in an area where the determined campaign logic is set to occur will receive the email. Skymosity integrates with Responsys, Bronto Software, MailChimp and other top ESPs, so marketers can leverage the weather-based email trigger technology in the Skymosity UI without disrupting their normal email marketing efforts.

“In the past several years, Australia has grown significantly in the eCommerce Marketplace,” said Andrew Christison, Director of Business Development, Skymosity. “Skymosity expanding its weather-based trigger coverage across Australia will add tremendous value to current clients, while opening up weather marketing opportunities for Australian businesses, or any company with subscribers in AU.”



Skymosity's weather-based email trigger technology already covers every US zip code, all of Canada, [recently launched United Kingdom](#), and now includes Australia. This added coverage allows marketers on most major Email Service Providers to create targeted email triggers, automatically deploying to email subscribers living in an area where a marketer-defined weather condition is going to occur. Marketers can target based on virtually any weather condition, temperature range, temperature dips or spikes, or any combination thereof. [Read how weather impacts consumer purchase behavior.](#)

Companies interested in learning more about how the weather-based email trigger automation technology can add value to their programs should [contact Skymosity](#) for a private demo.



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.