

Skymosity Brings Weather-Based Marketing to Responsys Users

Skymosity Weather Marketing Platform Now Integrated with Responsys for Advanced Weather-Based Marketing

San Francisco, CA

Weather influences everything, especially consumer purchase behavior for products and services. Skymosity makes big weather data both easy to digest and highly actionable, so brands can maximize the influence that weather has on their customers. Skymosity not only provides meaningful data insight through weather analytics tools, but also enables brands to take action on these insights with their patent-pending weather-based email trigger technology.

Skymosity has integrated with Responsys so that brands can utilize the Skymosity platform to create and deploy advanced automated email triggers through their Responsys account, based on the subscriber's current or forecasted weather condition or temperature range. Covering every zip code in the US and Canada, a Responsys user can utilize the Skymosity platform to create multiple triggers, each with custom creative and weather condition logic. A trigger can be set to automatically deploy based on an immediate weather change, or set to "forecast" mode, in which the user can indicate how far out to look at a local forecast. Only subscribers living in a specific city where the campaign conditions are set to occur will receive the email.

"We're very excited that brands on Responsys will now be able to fully utilize our automated weather trigger technology for smarter targeting with their subscribers," said Andrew Christison, Director of Business Development, Skymosity. "With Responsys' orchestration approach to marketing, having an integration for weather-based email triggers is a new essential asset for any enterprise brand on Responsys."

With the weather trigger integration, a Responsys user can access the [Skymosity platform](#) to setup multiple weather-based triggers. They then select which Responsys campaign they want to associate with each trigger. Via the Responsys API, Skymosity deploys all emails through the user's Responsys account.

“Responsys Users expect high caliber products and services that are effective at delivering results,” said Forest Bronzan, CEO, Skymosity. “We are proud to complement Responsys’ offerings with our weather-based email triggers so that Responsys users can truly leverage the weather to their advantage.”

Responsys Users Now Have Powerful Weather-Based Tools

The applications for [weather-based email triggers](#) are many. By being able to trigger based on current and forecasted weather conditions, a retailer can drive better content based on each subscriber's local weather. A food-service company can deploy targeted emails that promote the perfect meal on a hot or freezing day. A movie theater can encourage customers to enjoy the latest blockbuster on a rainy spring day; and the list goes on. With over 42,000 zip codes in the US alone, and the ability to setup advanced, hyperlocal email triggers, based on weather, Skymosity enables marketers to get smarter with their email program. Learn more about weather-based marketing in this [industry White Paper: Weather is the New Black](#).

Companies interested in learning more about how 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.

