



# Skymosity Brings The Weather to MailChimp Users

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



Skymosity

*MailChimp.*



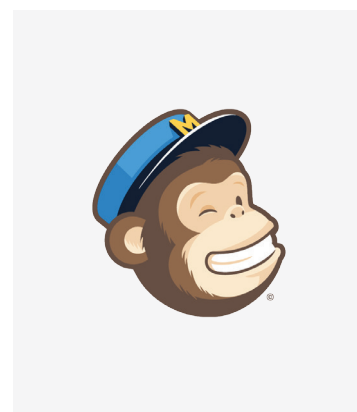
Weather influences everything we do, especially if and when we purchase certain products and services. Skymosity makes it easy to digest and understand big weather data so that brands can better understand weather's influence on their products and services to make smarter decisions. In addition to data insight, Skymosity makes weather actionable via automated email triggers for marketers to deploy relevant and timely emails to their subscribers based on current or forecasted weather conditions.

MailChimp users now have the ability to leverage the Skymosity Weather Marketing platform to deploy advanced weather-based email triggers through their MailChimp account.

Weather-based marketing is emerging as one of the newest and most impactful approaches in eCommerce. It can take on a variety of forms such as website personalization, mobile ads, weather analytics, email triggers, and more. The ability to target customers based on the weather enables marketers to provide a better user experience.

*“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*



Covering every zip code in the US and Canada in real-time, a MailChimp 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.

With the integration, a MailChimp user accesses the Skymosity platform and can setup multiple weather-based triggers. They then select which MailChimp campaign they want to associate with each trigger. Skymosity leverages the MailChimp API so all emails are deployed via the user's actual MailChimp account. Setup is extremely simple. A user just needs to create an API token in their MailChimp account and paste it while setting up their Skymosity account.

*“From rain to snow to flurries to thunderstorms and any range of temperature fluctuations – a brand can now trigger emails in advance that are tailored for an extremely targeted user experience. We are excited to provide MailChimp users with tools that help to improve their email marketing efforts.”*

*- Forest Bronzan, CEO, Skymosity*



## MailChimp 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.



## 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](http://Skymosity.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](http://MailChimp.com).