



## Optimizely Customers Can Now Deliver Weather-Based Online Experiences

**Weather marketing technology, Skymosity, partners with Optimizely to bring advanced weather personalization capabilities to Optimizely customers.**

**San Francisco, CA** – Skymosity, a leading weather marketing platform, today announced partnering with [Optimizely](#), the leading customer experience optimization platform, to offer Optimizely users a new add-on for leveraging weather's influence with advanced weather targeting capabilities.

Skymosity makes it easy for marketers to leverage big weather data with patent-pending technology for weather-based email triggers, plus site targeting based on the weather. With the custom Skymosity add-on, Optimizely customers can now easily personalize their website based on real-time weather conditions and temperature ranges. Customers can improve their website user experience by displaying different content based on each visitor's weather to ensure right content at the right time for the highest possible impact.

### **At a Glance: Skymosity Weather Add-On Features**

- Target site visitors based on their local weather conditions
- Create custom audiences based on weather conditions and temperature ranges
- Use the add-on to create weather-targeted A/B experiments or personalized dynamic content
- Simple 2 minute setup



“Weather has a profound impact on many businesses and marketers who have wanted to create a better user experience with weather-based targeting now have a seamless option with Skymosity and Optimizely,” said Andrew Christison, Director of Business Development, Skymosity. “Through Skymosity’s partnership with Optimizely, savvy marketers can easily integrate the Skymosity weather targeting add-on and personalize their website based on real-time weather and temperature ranges. We are very excited to be partnering with the #1 website optimization platform and helping to add value to their customers.”

“We are thrilled to be partnering with Skymosity and to now offer weather-based targeting options for our users,” said Nate Leung, Technology Partnerships, Optimizely. “Our growing customer base requires the best features so they can truly maximize the on-site experience. Skymosity’s weather add-on helps us to continue evolving our world-class product.”

Optimizely users interested in learning more and signing up for the Skymosity weather add-on should visit <http://www.skymosity.com/optimizely> or contact [service@skymosity.com](mailto:service@skymosity.com).



## About Optimizely

Optimizely is the world's leading optimization platform, providing [A/B testing](#), multivariate testing, and personalization for websites and iOS applications. The platform's ease of use empowers organizations to conceive of and run experiments that help them make better data-inspired decisions. Optimizely meets the diverse needs of any organization looking to deliver unique experiences to their audience. To learn more, visit [optimizely.com](http://optimizely.com) or join [Optiverse](#) today.



## About Skymosity

Skymosity is a breakthrough Weather Marketing SaaS platform. Starting with its 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 & SMS triggers, weather-based site personalization, and more. For more information, visit [skymosity.com](http://skymosity.com).