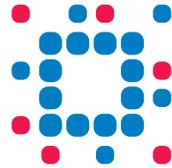




Skymosity



Experian



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Skymosity to Help Enterprise Brands Leverage the Weather with Sponsorship at the 2015 Experian Marketing Services Client Summit

Annual conference focuses on uniting brilliant marketing minds with the world's most innovative brands for three days of learning and networking to define and reach "Marketing Utopia."

LAS VEGAS – July 28, 2015 – Skymosity, the leading weather targeting platform, will present their breakthrough weather targeting technology as Silver Sponsors at the Experian Marketing Services Client Summit held in Las Vegas, July 29 - 31.

"The Experian Marketing Services Client Summit is shaping up to be one of the best events of the year for marketers and we're thrilled to sponsor," said Andrew Christison, Director of Business Development, Skymosity. "From the incredible line up of breakout sessions by key opinion leaders, to discussions on how Experian and Skymosity are helping enterprise brands leverage the weather, this event will leave everyone in attendance with powerful takeaways."

The Experian Marketing Services Client Summit is one of the preeminent marketing conferences of the year that brings together some of the industry's top organizations and influencers, and offers an exclusive networking setting unlike any other conference in the market.

Top brand marketers, agencies, platforms, systems integrators and technology providers from around the world will come together for inspiring speakers, personalized breakout tracks, actionable case studies, and engaging networking events to help brands create and execute exceptional customer experiences across every touch point, every time.

Skymosity will be featuring its patent-pending Weather Targeting technology. The Skymosity platform allows marketers to create a better user experience by leveraging big weather data with weather-based email trigger or SMS automation, website personalization, analytics based on weather, and more.

Experian Marketing Summit attendees will learn from some of the world's leading marketers about how they deliver powerful marketing solutions that drive results. Highlights include speakers such as graffiti artist, entrepreneur and author, Erik Wahl, U.S. World Cup Women's Champions, Carli Lloyd, Megan Rapinoe, and coach Jill Ellis, "Magic Mike" and "True Blood" star, Joe Manganiello, and Chief Brand Officer of WWE, Inc., Stephanie McMahon, as well as a legendary private performance for attendees, by 90's sensation, Salt-N-Pepa.

Marketers interested in learning how to better leverage the weather can visit Skymosity at the summit, attend the Skymosity Roundtable: "Weather targeting trends & best practices for enterprise brands" or reach out directly: service@skymosity.com <http://www.skymosity.com>

About Skymosity

Skymosity is the leading Weather Targeting™ Platform, powering advanced weather-based technology for some of the world's biggest brands. With patent-pending solutions for SMS and Weather-Based Email Trigger™ automation, plus website personalization and analytics based on weather, the Skymosity Weather Marketing Cloud™ helps businesses seamlessly leverage big weather data.

For more information, visit www.skymosity.com.

