



Skymosity



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Skymosity Announce Gold-Level Sponsorship at 2015 Salesforce ExactTarget Connections Conference

Three-day event will offer the marketing community insight into how the digital and email marketing industries are rapidly transforming with emerging technologies

NEW YORK – June, 16, 2015 – Skymosity, the leading weather targeting platform, will present their technologies as gold sponsors at the Salesforce ExactTarget Connections Conference held in New York City, June 16 - 18.

“Our entire team is thrilled to be a part of such a recognized industry event,” said Forest Bronzan, CEO, Skymosity. “We’re looking forward to speaking with current clients and attendees about the tremendous impact that weather has on their business and the technology that Skymosity provides through Salesforce ExactTarget’s HubExchange.”

With over 15,000 registered attendees for the three-day event, top brand marketers, agencies, platforms, systems integrators and technology providers from around the world will come together for an educational and inspirational event unlike any other, giving attendees the opportunity to interact with innovative and game-changing marketing solutions.

“New York is the global hub of marketing and advertising, and that’s why we’re excited to bring our 10th annual Connections conference to the city for the first time,” said Scott McCorkle, CEO, Marketing Cloud, Salesforce. “During three days packed with inspirational speakers and more than 100 breakout sessions, and the smartest marketers in the world... It is the digital marketing event of the year.”

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.

Connections attendees will learn from the smartest marketers in the world about how they deliver powerful marketing solutions that drive results. Highlights of the Connections conference include keynote speakers such as Duke University men's basketball head coach Mike Krzyzewski, Late Night host Seth Meyers, fashion icon Diane von Furstenberg, Michael J. Fox Foundation Co-Founder Debbie Brooks and New York Times' bestselling author Marcus Buckingham.

Marketers interested in learning how to better leverage the weather can visit Skymosity at the conference, attend the Skymosity AppTheater Presentation, 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.

