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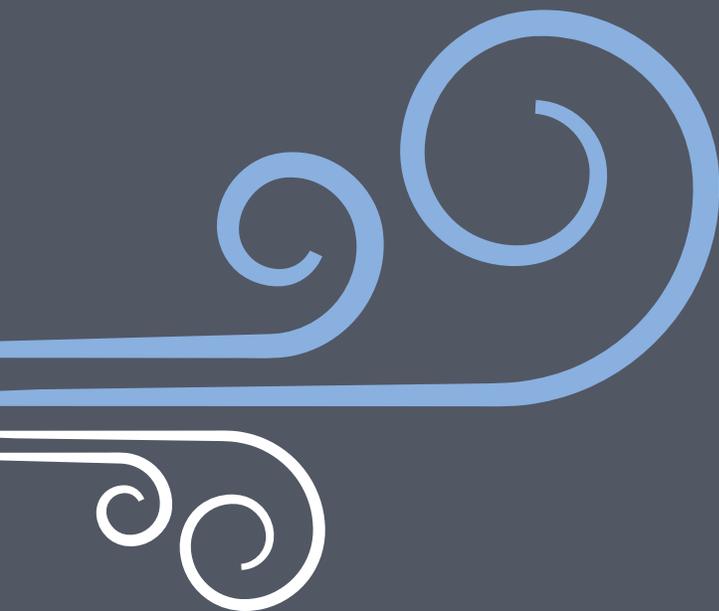
How Weather Affects Consumer Purchase Behavior

Andrew Christison, the Director of Business Development at Skymosity, was a recent guest on the TechnologyAdvice Expert Interview Series, sharing his insight on Marketing Automation. The series, hosted by TechnologyAdvice's Clark Buckner, explores a variety of business and technology landscapes through conversations with industry leaders.

Christison joined Buckner to discuss Marketing Automation trends and how weather influences consumer purchase behavior.

SOUNDCLOUD Listen to the full interview.

Here are a few of the highlights from the conversation:

TechnologyAdvice: What types of clients do you work with at Skymosity? How do you implement weather data into their marketing automation strategies?

Andrew: At Skymosity, we completely focus on refining technology that allows marketers to maximize the power of the weather's influence on their business. We provide weather-based email trigger automation so marketers can create relevant content for their customers. This allows them to reach their consumers at a time that can make the biggest impact; when weather is influencing their business.

At any given point in time, throughout the United States, weather conditions can be completely different and influence consumer purchase behavior in different ways. Not just at the state or city level, but all the way down to the over 42,000 zip codes used here in the United States. We're getting extremely granular in tracking conditions.

Some of the use cases we see the most are apparent when, for instance, an outdoor retailer is able to deploy emails to subscribers that are currently being influenced by an ice storm or severe cold weather, and properly merchandise those emails accordingly. Simultaneously, they may have an email that's going to different regions for the FL, CA, TX, AZ areas where the items they're merchandising otherwise may not be as relevant. So when it's 70-85 degrees in some places and less than zero degrees in others on the same day, email marketers can show the right content to both folks in order to get the highest conversions available.

Insurance is another business that is heavily influenced by the weather in countless ways. CoreLogic recently ran a survey where they found 6.5 million homes are at potential risk of hurricane damage, with total value of those homes being $1.5 trillion. Being able to target subscribers during emergency alerts or different localized weather conditions can really help insurance companies get relevant information out there and help their policyholders in the most beneficial way.

TA: That is significant. These are just small adjustments in the copy of an email or setting a different time of day using data from the weather. This is such a different way to actually get through to someone at the time that matters most to them. And it's driving real results, real bottom line change. How do you work with email providers since you are email service provider (ESP) agnostic? What does this mean?

Andrew : We are entirely ESP agnostic, meaning, our platform adds extra functionality to the standard set of email marketing features and works with most of the ESPs email marketers are using. We integrate at the application program interface (API) level, which means the consumer can set up their email just like they typically would through whatever program they are using. Then, through the Skymosity system, they can choose a weather condition, add some geotargeting, time and date deployment, campaign frequency, etc., and that message will be sent out whenever the weather criteria is met.

So really, there's no huge change to the process except the initial time it takes to set up the automation criteria in our system.

TA: What do you think is going be the future of what makes the best marketing automation solutions?

Andrew: Marketing automation is absolutely necessary at this point in time and it's only going to get more and more necessary as time goes on. As a sponsor at MarketingSherpa's 2015 Email Summit in Las Vegas, we found a lot of people are discussing:

A) How do we implement Marketing Automation? How do we invest in it? What are we looking to get as a return for that?
B) What is available? How do we personalize in our marketing strategy? How are we sending relevant messages to every single person we interact with in order to get the highest open rate, highest conversion rate, highest revenue per delivered email?

These are all crucial questions, and I think effective marketing automation software is a way to address them successfully. As we continue in time, two years down the line, everybody is going to be using weather, and as much personalized messaging as experts can possibly anticipate. It's really a high time for marketing automation and an exciting time for email marketing. We're just thrilled to be in the space and thrilled to be a

part of how people can take advantage of this technology.

Listen to the entire show above in order to hear our full conversation, or download the show to listen later. You can subscribe to the TA Expert Interview Series via Soundcloud, in order to get alerts about new episodes. You can also subscribe to just the Marketing Automation category.

This podcast was created and published by TechnologyAdvice. **Interview conducted by** Clark Buckner.

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TechnologyAdvice is dedicated to educating, advising, and connecting buyers and sellers of business technology. The company researches and analyzes thousands of software options to provide free and unbiased resources that help IT professionals efficiently compare products and make informed decisions. TechnologyAdvice is a completely bootstrapped company based near Nashville, Tenn., that was named to the Inc. 5000 list of America's Fastest Growing Private Companies in 2014.

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.