



# IBM Watson Advertising Weather Analytics

## Weather can impact and improve your decision-making

Evolving privacy regulations are increasing the need for easy access to high-quality, alternative data sets that can help businesses make more informed decisions.

Weather is a proven and privacy-friendly predictor of consumer behavior. But given weather's inherent complexities, it's also increasingly volatile and challenging to understand.

New AI-powered solutions can help enterprises transform privacy-forward data signals—such as weather—into near-real time, actionable insights that can be used to learn about and reach consumers, regardless of their location. These capabilities help improve planning and activation for merchandising, marketing, advertising and more as policies around traditional identifiers and privacy regulations continue to grow and change.

### **Discover the impact of weather on your consumers**

High-quality weather information can facilitate reliable predictions on consumer behaviors related to health and wellness, purchasing habits and preferences without using personal data. But to be effective, this data must be as accurate as possible.

IBM Watson Advertising Weather Analytics data solutions apply AI and machine learning to weather information from The Weather Channel, the world's most accurate forecaster, and complex data sets from partners like NielsenIQ. Data sets are analyzed to uncover the relationships between weather and product sales, activities and health conditions.

This analysis helps brands improve decisions by better understanding the correlation between weather and how consumers research, buy and use their product or service. Insights are available across a wide number of product categories and regions to help your team anticipate the impact of weather on consumers in a specific area.

IBM Watson Advertising Weather Analytics combines forecasts from the world's most accurate forecaster<sup>1</sup> with real-time data processing and industry-leading AI to help brands make more profitable decisions.

- **Understanding** weather's impact on your business
- **Anticipating** product demand and maximizing supply-chain efficiency
- **Optimizing** in-store staffing
- **Communicating** with consumers when they need you most

## Delivered in the cloud

This raw weather data is available through cloud-based exchanges that remove the barriers behind surfacing, licensing and activating data sets at scale. This process enables you to explore the possibilities of the information and activate across the digital media landscape.

Subscriptions can be segmented and packaged for your unique business needs. Options include data sets for historical, standard, absolute and relative weather as well as industry, health conditions, symptoms and more.

Additionally, brands activate these analyses through the IBM Watson Advertising Weather Targeting solution, which is available across the ad ecosystem. These capabilities have helped clients across industries drive real business value. For example:

- A soup brand gained an off-season advantage by discovering a specific mix of summer weather conditions that led to sales in its product category.
- A cold and flu brand increased its click-through rate (CTR) by 309% versus industry benchmark by layering weather data on Google search ads.
- An ice cream brand reduced media-spend waste by 35% by using weather data to anticipate demand during the summer.

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<sup>1</sup> [Global and Regional Weather Forecast Accuracy Overview, 2017-2020](#), commissioned by IBM, ForecastWatch