

The Weather Company Weather Targeting

Use weather and AI to anticipate consumer behavior, drive action, and deliver ads when and where it matters most.

Businesses across industries are searching for innovative new methods and technologies that can improve brand awareness and increase sales by delivering messages that feel timely and relevant. Achieving these goals while maintaining cost efficiency and effectiveness requires solutions that help marketers and advertisers display ads to the right customers at the right place and time.

But the use of third-party cookies or personally identifiable information (PII) for building such targeted messages feels increasingly intrusive, potentially harming the trust between businesses and their customers.

Use clouds, not cookies

The Weather Company Weather Targeting solution combines weather's ability to impact emotion and action with IBM's knowledge in modeling and training AI algorithms to help you deliver more effective digital campaigns while minimizing wasted ad spend.

The solution is designed to recognize the relationships between weather, location and complex data sets such as health conditions, product sales and consumer activity. This analysis is used to create targeted campaigns without relying on third-party cookie data, helping you reach users with relevant messages while protecting your brand reputation and your consumers' personal information.

How it works

- **Anticipate and activate** media campaigns based on weather's influence on consumer emotion and behavior in a target area
- **Improve effectiveness** by automatically serving ads that are contextually relevant to the user
- **Reduce media** by triggering messages only when and where the conditions that contribute to the desired behavior are present

Harness the hyperlocal nature of weather

Weather is a relative phenomenon. A forecast of 50 degrees in one city may not cause the same behavior as it would in another town. Rather than relying solely on temperature or other basic factors, each Weather Targeting trigger uses machine learning to improve resonance by recognizing what the weather “feels like” and how consumers in that specific area are likely to react.

The Weather Company Weather Targeting solution is available across virtually the entire digital ecosystem, including programmatic display, social, search, video, email, and digital out-of-home (DOOH).

The result is a solution designed to:

- **Deliver on campaign goals and objectives** by serving relevant ads to consumers based on the projected impact of upcoming weather conditions in a given area.
- **Enhance message relevance and resonance** by triggering ads only when optimal conditions are present.
- **Improve brand perception** while supporting consumer privacy by avoiding the need to use third-party cookies or PII.

Are you ready to discover how AI and weather can help you drive consumer action? [Visit the The Weather Company Weather Targeting website.](#)

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Proven impact

+300%

Increase in performance vs. benchmark for a cold and flu brand

+23%

Sales for a QSR brand

+130%

Increase in ad awareness for a retailer

Source: The Weather Company campaign results from participating clients