Max Mobile

Mobilize. Monetize. Engage.

Four out of five smartphone users reach for their phones within minutes of waking each morning. They are driven to their mobile devices for the information that affects their lives most, making a daily habit of checking weather forecasts and traffic news.

Max Mobile from The Weather Company, an IBM Business, helps you capture this growing audience, enabling your talent to use their expertise to tell weather and traffic stories as only they can, with local knowledge and perspective that national apps can't match. And you'll bring breaking stories to mobile users with the immediacy they expect of their most trusted news sources thanks to Max Mobile's robust alerting engine.

Max Mobile is designed to be among the easiest-to-use, most comprehensive local-weather apps in the industry. Your station can finally reach the elusive mobile audience with a revenue-generating, brand-building solution.

Four out of five smartphone users check their phones within 15 minutes of waking up.

From small screens grow big profits

The mobile audience wants more video. And with a cost per thousand (CPM) that is 20 times that of banner ads, you want more video, too. Max Mobile can make it easier with the ability to bring in multiple streams of content from your station, from your CMS, or from your weather team through Max Engage. That's a big opportunity to increase your mobile audience. And Max Mobile supports video pre-roll ads, so you'll likely experience a significant increase in mobile-ad revenues, as well.

Video has become so important to mobile engagement that we've added a new headline feature to the landing page that alerts visitors when new video is available, making it easier for users to identify updated content. The result is more video streams and more mobile engagement.

More personal, more useful, more precise

Max Engage extends the reach of your broadcast weather team, letting them produce and distribute video content in seconds right from their weather system.

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With Max Engage geo-fenced alerting, you'll go beyond National Weather Service alerts to notify users when critical weather situations threaten them, wherever they are, in real time. You'll provide the hyper-local information users expect of their most trusted news source, warning of lightning and precipitation in their area and rain start/stop times. Max Mobile takes the forecasting to a whole new level, delivering pinpoint forecasts with rapid updates that encourage users to come back more often to get the latest, most accurate information. These on-demand forecasts are generated at the exact moment and location users need them. No other weather app forecast is faster or more precise.

The fast lane

For users on the go, traffic information is vital. Max Mobile's new traffic tab makes checking traffic easier. With a driver-friendly design, Max Mobile now delivers real time traffic flows, incident reports and The Weather Company's Road Weather Index. Optimized for in-car viewing, the traffic tab reinforces the daily habit of using Max Mobile and offers you additional sponsorship opportunities.

Max Mobile connects your news brand with the growing mobile audience, delivering the weather news they want, the way they want it, in a format advertisers value.

For more information or to schedule a demo on Max Mobile,
visit the IBM Marketplace.

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