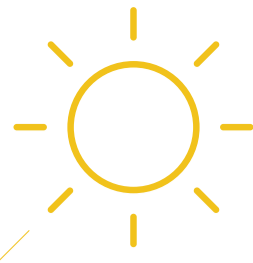


A sunny summer outlook for retail



Weather *can predict* consumer behavior and *influence* shopper decisions

Recent events such as the global pandemic and increasing privacy concerns are drastically shifting consumer mindsets and behaviors, making them harder than ever to anticipate. How can marketers engage and influence target audiences with relevant messages in the moments that matter while respecting consumer privacy?



Weather is proven to impact shopping behavior online and in-store.

Respondents to the recent IBM Summer 2022 Behavior Survey say it's important to understand the weather when:

70%

Shopping local or in-store

55%

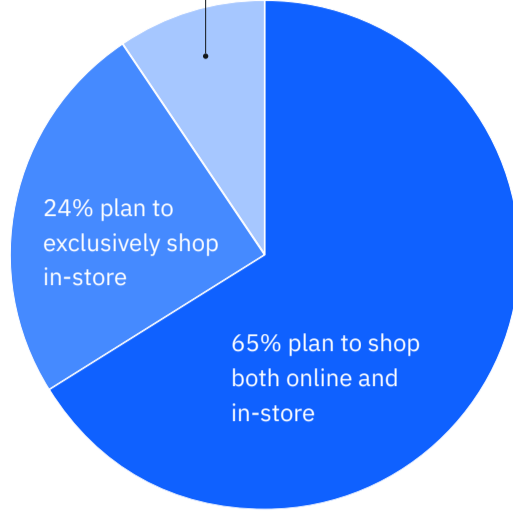
Ordering online and picking up curbside

42%

Using a grocery delivery service

Weather data can predict how consumers will shop this summer.

9% plan to shop exclusively online



IBM Watson Advertising Weather Targeting enables marketers to predict shopping behaviors and connect with consumers with the right message at the right time.

The solution discovers specific weather patterns that lead to consumer actions and can automatically trigger targeted media when and where those conditions are present. Weather Targeting can help advertisers activate against weather-driven consumer mindsets, improving campaign effectiveness and efficiency, while creating a sense of empathy with target audiences.

Food and beverage

68%

of people say summer weather impacts their food choices

41%

say summer weather affects alcoholic beverage purchases

32%

choose healthier meals and snacks during summer



Suggested Weather Targeting triggers:

- Liquor product sales weather
- Beer and cider product sales weather
- Healthy bars and snacks sales weather
- Forecast - Warm or Hot

An ice cream brand increased sales by 26% and reduced media waste by 35% with IBM Watson Advertising Weather Targeting.

Gardening and home improvement

Over 80%

of people say summer weather impacts their gardening, yard work or home-maintenance projects

48%

will prepare outdoor living and/or grilling spaces once summer weather is in their forecast

44%

of people will plan or tackle DIY or home-maintenance projects once summer weather is in the forecast

Suggested Weather Targeting triggers:

- Home improvement shopping weather
- Outdoor activity weather
- Outdoor stain product sales weather
- Weed killer product sales weather

A national home improvement retailer achieved +1000% over benchmark performance by using IBM Watson Advertising Weather Targeting.



Outdoor activity

48%

of people will exercise outdoors once summer weather is in their forecast

92%

say summer weather impacts how much time they spend outside

58%

will plan outdoor excursions once summer weather is in their forecast



Suggested Weather Targeting triggers:

- Athletic apparel shopping weather
- Sports drinks product sales weather
- Outdoor bug spray product sales weather
- Optimal sporting goods shopping weather

A major lifestyle retailer increased foot traffic by 180% with IBM Watson Advertising Weather Targeting. Consumers exposed to the out-of-home campaign were also 57% more likely to visit the store.

Health and Wellness

77%

of people say summer weather impacts their health and wellness needs

33%

are more aware of their health during the summer

71%

say protecting their skin from the sun is more important in summer

Suggested Weather Targeting triggers:

- Vitamin product sales weather
- Pharmacy shopping weather
- Pain relief product sales weather
- Water product sales weather

An herbal immunity brand boosted awareness by 23.4% in key audiences and reduced media waste by 31% after implementing IBM Watson Advertising Weather Targeting.



Together, we can create deeper connections with your consumers and improve campaign results by understanding weather's impact on your brand this summer.

Visit these resources to learn more about IBM Watson Advertising Weather Targeting:

- [IBM Watson Advertising Spring outlook](#)
- [The brand forecast is clear](#) - ebook
- [IBM Watson Advertising Weather Targeting](#) - solution sheet

Sources:
- Survey statistics based on IBM Summer 2022 Behavior Survey, Feb 2022 (published internally)
- Campaign results are provided by participating IBM Watson Advertising clients. Contact IBM to see what we can do for you.

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