

Better decisions, come rain or shine

Use weather and AI to unlock growth for your business

When it comes to business, weather matters



Weather impacts business because weather impacts consumers

22 separate billion-dollar weather and climate disasters occurred in the U.S. in 2020, shattering previous records.¹

“Normal” weather impacts consumers too, affecting food, heating and cooling needs, crop growth, energy and transport networks.

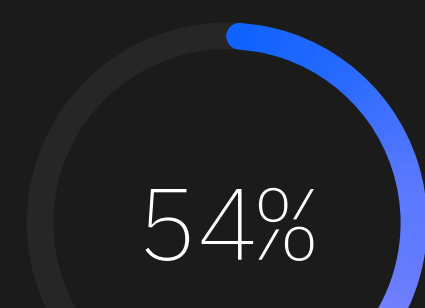
Executives concur

100% of executives surveyed in an IBM Institute for Business Value study believe weather impacts at least one revenue and one cost metric in their organizations.²



And yet...

54% of technical executives say that inaccurate weather data and weather data availability inhibits growth from weather insights.²



Weather data you can trust

World's most accurate forecaster

IBM's The Weather Channel is the most accurate forecaster for every day and every year analyzed across the globe.³

3.5x more likely to be the most accurate of any other weather provider studied.³

Trusted by 400 million monthly average users and thousands of businesses around the world.⁴

Advancing the science of weather forecasting through continued innovations in AI, data and cloud computing.



IBM Watson Advertising Weather Analytics — now available in cloud-based exchanges

Create insights that can enable faster, more profitable business decisions

Data and analytics from the world's most accurate forecaster and the world's leading AI technology can help you:³

- Understand weather's impact on your business
- Anticipate product demand
- Maximize supply chain efficiency
- Optimize in-store staffing
- Promote products based on demand
- Improve safety and operations
- Communicate to your consumers when they need you most

Uncover meaningful insights with less time and effort

Accurate, high-quality data means less time cleaning and improving data quality.

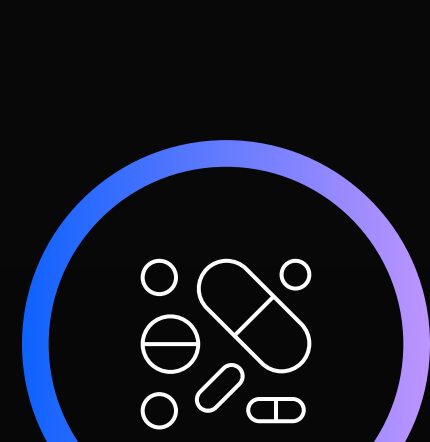
Off-the-shelf data packages based on common industry needs save you time ingesting and making sense of multiple data sets.

Accessible through cloud-based distribution channels, making it easier to onboard and access data.

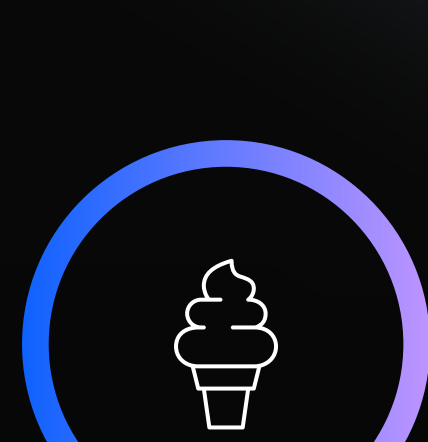
Activate insights with IBM Watson Advertising Weather Targeting segments available across the media ecosystem to drive results



A soup brand **gained an off-season advantage** by discovering a specific mix of ingredients that lead to sales in its product category.



A cold and flu brand **increased clickthrough rates (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.

Get started with IBM Watson Advertising Weather Analytics.

[Learn more](#)

Sources:
1. Billion-Dollar Weather and Climate Disasters: Overview, NOAA National Centers for Environmental Information, www.ncdc.noaa.gov/billions.
2. Just add weather: How weather insights can grow your bottom line, IBM Institute for Business Value, May 2018, ibm.com/thought-leadership/institute-business-value/report/justaddweather.
3. Global and Regional Weather Forecast Accuracy Overview 2017 - 2020, ForecastWatch.com, http://www.forecastwatch.com/wp-content/uploads/Global_and_Regional_Weather_Forecast_Accuracy_Overview_2017-2020.pdf, commissioned by IBM.
4. Localytics, September 2021.

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Produced in the United States of America
October 2021

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