


# Make It Rain with The Weather Company

Some products make a lot of dollars and sense

Your digital content is challenging to monetize but filled with revenue potential. For example, a station with 50 thousand monthly active users could be generating as much as:

 **200 thousand**  
video ad impressions/month<sup>1</sup>

 **3.4 million**  
display ad impressions/month<sup>1</sup>

The Weather Company, an IBM Business, has extensive audience engagement experience and a robust portfolio of tools that are built to drive digital monetization.

 **12 million**  
monthly active users

 **350+**  
broadcast clients

Our AI-powered solutions have helped broadcasters at national and local levels drive both advertising and subscription revenue while also improving the user experience.

These tools are designed to help:

## Max Engage with Watson



**Grow your digital viewership** by providing automated hyperlocal weather and traffic videos that are customized for users.



**Monetize video content** with no upfront expense through a revenue sharing program.

**Adding Max Engage videos to your mobile app can increase your digital revenue by 50%.**

## Max Mobile Premium



**Provide premium weather** alerts and content not found on other apps.



**Drive revenue** by integrating sponsorships or banner and pre-roll ads into your mobile app or offer a subscription service.

**For every mobile subscriber you get, instead of \$0.07 per month, you can make \$0.70 per month.**

## IBM Watson Advertising Accelerator



**Boost mobile engagement** by automatically presenting unique ads to each performance group without the use of cookies.



**Improve ad performance** by predicting which creative elements will be most effective for each audience.

**With Accelerator, you can increase your app downloads by up to 3X.**

**Contact your sales representative** from The Weather Company to discover how our solutions can help you monetize digital content and increase CPM rates while growing your digital audience and driving engagement.

<sup>1</sup> Based on IBM internal client data.