

Weather InSight



Customized weather experiences with the power of AI

With thousands of options available for download or even pre-installed on devices, weather apps have become a commodity. That means unseating a user's existing weather app requires more than looking different. You must provide unique and irresistible value.

Weather InSight is a personalized mobile weather experience that helps you gain a competitive edge over national and pre-installed weather apps by using AI to surface information that is relevant, understandable, and catered to the user's specific preferences.

Every time someone launches your app, Weather InSight gathers highly localized content to deliver a dynamic, personalized weather tour that is designed to be:

- **Hyper-smart:** AI technology examines conditions in the user's location and displays the most important information. Weather items are filtered and prioritized based on urgency, impact, day of the week, previous browsing activities and user interests.
- **Hyper-local:** Every Weather InSight session is a customized mobile experience built for the user's specific location based on the most accurate data available. You can also incorporate your trusted on-air talent through video content and audio push alerts that explain how the weather may affect local events.
- **Hyper-focused:** The solution helps you present only the most relevant, impactful information so your users don't need to sift through a clutter of weather information.

Weather InSight also helps you monetize content with integrated sponsorships, banners or pre-roll ads. If you do not have the time, staff or expertise, The Weather Company, an IBM Business, offers a programmatic revenue sharing service to help alleviate your workload while creating a new revenue stream.

Weather InSight helps you:

- Interpret and present the weather based on the greatest immediate impact to the user.
- Deliver a focused, customized experience based on user location, interests and preferences.
- Incorporate your trusted talent to add local context.
- Monetize content through programmatic revenue sharing.

Your audience checks the weather every day. Providing insights into its impact on their daily lives can set you apart from the competition. To learn how Weather InSight helps increase audience engagement, drives brand loyalty, and raises advertising revenue with a unique mobile experience, contact your sales representative today.



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The Weather Company, an IBM Business
1 New Orchard Road
Armonk, NY 10504

Produced in the United States of America
January 2020

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