

The Weather Company Conversations

Connect with consumers via 1:1, AI-driven creative engagements nearly anywhere in the digital ecosystem

Brands want to feel connected with consumers. Consumers want to engage in valuable interactions rather than being flooded with static display ads that offer no unique or personalized value.

While most marketers would love to better understand their audience's desires and behaviors, a lack of time, privacy concerns, budget and resources can hinder the ability to foster these types of connections. But what if you could streamline the process of talking with consumers, providing a more personal experience at the scale of advertising?

Reviving the art of conversation

The Weather Company Conversations solution helps facilitate personalized conversations with consumers virtually anywhere online. Made actionable by Watson AI, this turnkey solution is designed to deliver more engaging ads and experiences by using natural language dialog to understand the user's intent and provide answers, recommendations or next steps. This insight may help you ensure that every interaction is unique and effective.

The solution supports personalized connections with consumers without using cookies or personally identifiable information. Instead, The Weather Company Conversations combines your brand's own content and natural language capabilities to engage users on a 1:1 level.

Our team of experienced developers, designers and AI strategists can work with you to create and deploy activations that adhere to your strategy, standards and KPIs. This can include customized banners and a conversational experience that is crafted to match your brand and can be deployed across your owned and operated channels.

How it works

- **Train Watson on data:** First, Watson becomes an expert on your brand through your data – including brand's website, FAQ documents, and relevant marketing materials.
- **Design your experience:** IBM works closely with your brand to develop custom banner creatives and a conversation experience.
- **Action with AI:** Using natural language dialog, Watson asks the user questions and delivers a personalized response.
- **Drive insights and impact:** Conversations act as massive focus groups, giving brands valuable insights to help inform future strategies.

These capabilities help marketers become less reactionary and once the ad is launched, you can make in-flight updates to the campaign based on user interactions to help drive awareness, impact and conversion. In-campaign reporting and optimizations, post-campaign insights and brand studies also provide a robust view of key metrics and conversational insights to drive impact and inform future strategies.

The result is a fully-trained solution that is designed to help you:

- **Deepen engagement** with longer, more interactive user sessions.
- **Increase awareness** by making a more personalized, significant impact on users.
- **Improve future campaigns and strategies** through insights into emerging trends, conversation topics and factors that affect KPIs.

Are you ready to chat about Watson AI?

[Visit the The Weather Company Conversations website.](#)

Key benefits

- Showcase brand empathy and voice
- Deepen consumer engagement, confidence, loyalty and satisfaction
- Uncover consumer needs and trends to inform future strategy
- Quantify impact with consumer feedback
- Personalization without cookies

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