Mobile Widgets

Digitize, monetize and customize weather data in your brand's app

Weather is the most frequently used non-social mobile app category and the second biggest influencer on consumer behavior.[1] In fact, recent data suggests that 67 percent of users click alert notifications about the weather. Eighty percent of users who open these notifications consider them useful.[2]

That's why The Weather Company, an IBM® Business, offers mobile solutions designed to help meet user demand, increase engagement and attract advertising with the industry's most accurate weather forecasts[3] and hyperlocal data for two billion points across the globe.

Mobile Widgets help you tap into the needs of your users by infusing our expertise into your mobile app. Widgets can be customized to your brand's fonts and colors and allow you to populate your app with current, hourly or daily forecasts, as well as radar maps.

Current Conditions / Weather Alerts

80°	feels like 78°	H 68°	L 43°	☀
MOSTLY CLOUDY				
HUMIDITY 37%		WIND	NE 19	
DEWPOINT 46°		UV INDEX	5-Moderate	

Severe Thunderstorm Warning

Current Conditions + Hourly Forecast

80° ☀	1AM	2AM	3AM	4AM
feels like 78°	☀	☁	☁	⛅
MOSTLY CLOUDY	80°	76°	70°	81°

Daily Forecast

TODAY	6/15	6/16	6/17	6/18	6/
WED	THU	FRI	SAT	SUN	MO
☀	⛅	⛈	⛈	☁	☀
80°	76°	70°	81°	87°	76
53°	56°	60°	65°	69°	5
⬤40%	⬤100%	⬤20%	⬤100%	⬤90%	

Hourly Forecast

5AM	6AM	6:45	7AM	8AM	9A
⛅	☀	☀	⛅	☁	☀
87°	76°	Sunrise	70°	81°	8
⬤90%				⬤90%	
SW8	SW9		SW9	SW8	WS

Map SDK

RAIN   MIX   SNOW

1 [US Consumers' Most Frequently-Used Mobile App Types](); MarketingCharts.com – Data Source: Deloitte; April 1, 2016
2 "The Power of the Push," by Peter Marsh, at NEWSCYCLE Solutions, November 28, 2016
3 [Three-Region Accuracy Overview: 2010 through 2017, ForecastWatch.com](), September 2018
  The Weather Company, which includes The Weather Channel app and Weather Underground, ranked as the most accurate
  forecaster in the US, AP and Europe, more than 87 percent of the time from 2010 through 2017.

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Engage and influence your users

To help drive further engagement, The Weather Company also offers widgets that display automatically-generated videos and alerts based on developing weather conditions using our Max Engage with Watson™ solution.

With these widgets, Watson acts as your meteorologist in the cloud. When certain weather conditions are detected, a video featuring informative, actionable recommendations is generated and distributed to users in the impacted area. Users can also include weather-based suggestions, such as a theme park promoting indoor activities during a rainstorm.

These videos can be monetized with pre-roll, native, or in-video advertising or through promotional or e-commerce messaging. The Weather Company can also assist with monetization using our ad services, your ad services or a combination of both to help optimize digital advertising revenue.
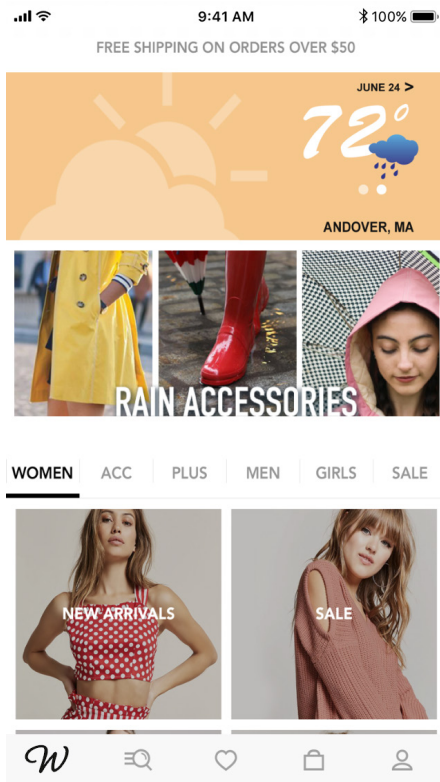
Engage headlines and alerts
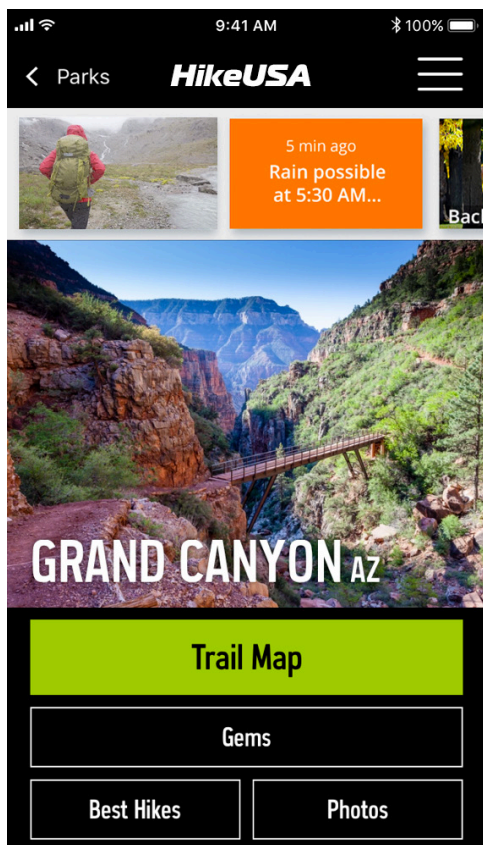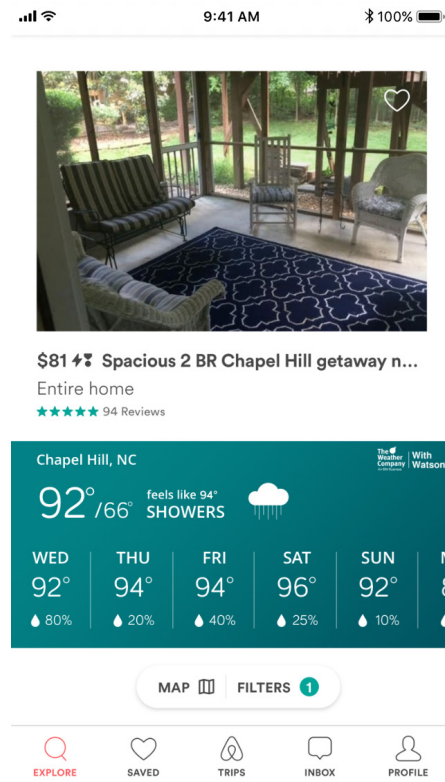

Horizontal scroll
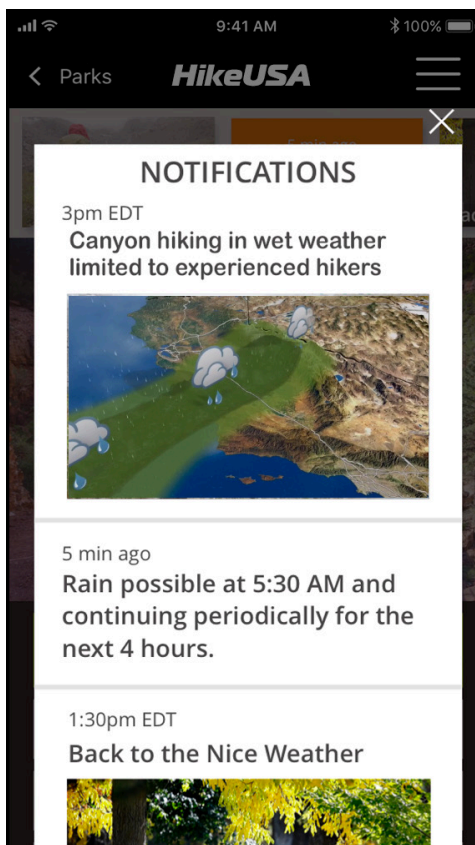
Vertical scroll

Weather awareness to help enhance apps across industries
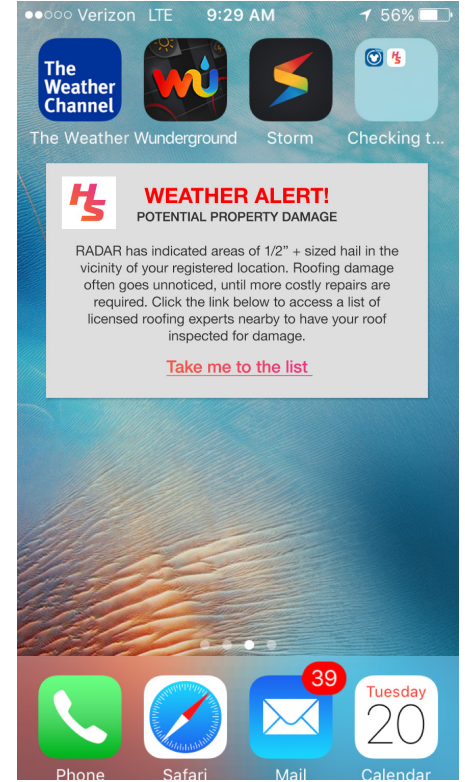
Retail

Show daily forecasts and promote seasonally-appropriate merchandise that's currently on sale.

Travel

Display the forecast for an upcoming itinerary, suggest routes to avoid traffic, offer packing tips, or recommend where to go.

Services

Direct users to weather-specific services like towing companies, landscapers and other contractors online.

Other uses include:

Exercise

"How will weather affect my running times?"

Live sports

"Will it rain during tailgating or the game?"

Ride sharing

"What impact will a cold front have on ridership?"

Auto racing
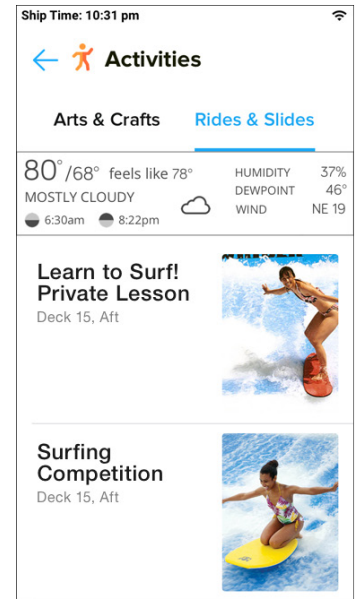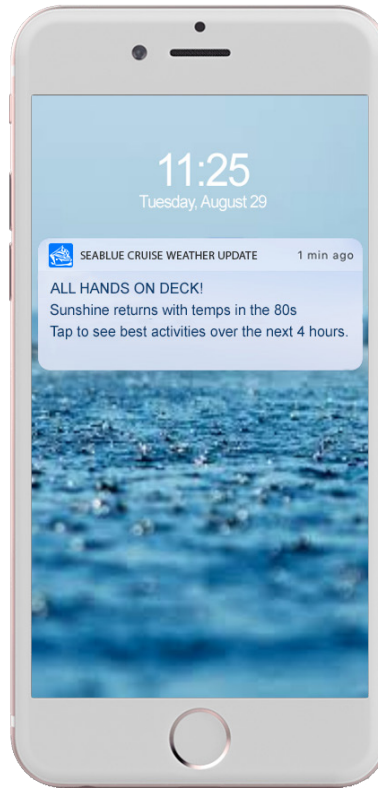

"How will racetrack temperature change tire selection?"

Parking

"Where can I find off-road parking before the snowfall starts?"

And many more...

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IBM

Leverage weather and traffic in your mobile app

Give your mobile strategy a boost to help meet user demand, increase engagement, influence behavior and drive new revenue with mobile solutions from The Weather Company.

Visit https://www.ibm.com/weather/industries/broadcast-media or reach us by email at weather@us.ibm.com.

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