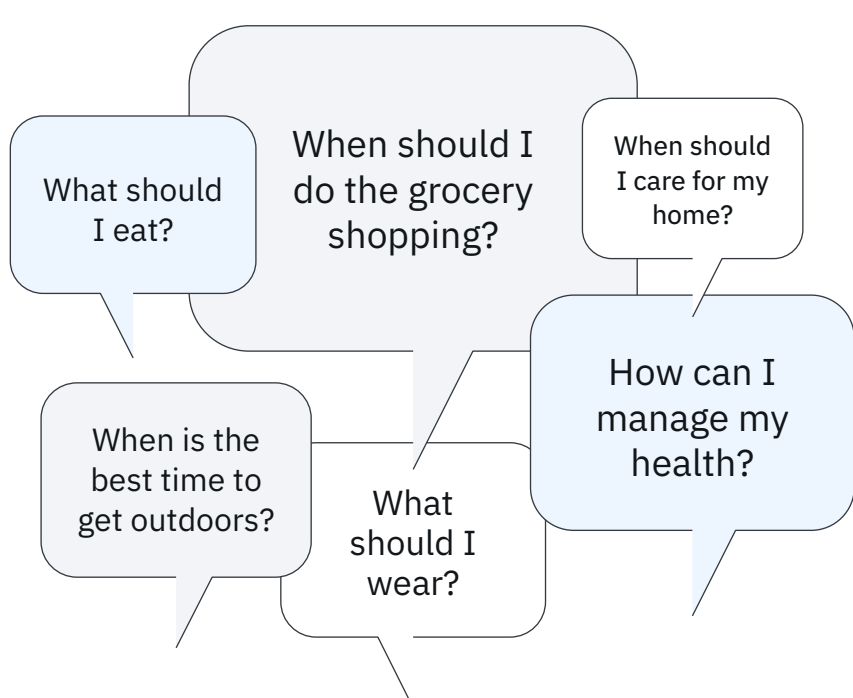


Be there when consumer decisions happen.

Weather is a habit.

That’s probably why so many people turn to **The Weather Channel** digital platforms when making daily decisions that matter.



The Weather Channel can help you own these moments by anticipating consumers’ needs with near-real-time weather and location data so you can present contextually relevant messages at times when decisions are being made.



#1
used weather app

330M
monthly users¹

World’s **most accurate**
forecaster²

#5 **most trusted**
brand in America³

People start and end their day with weather.

The Weather Channel presents a unique opportunity for brands to engage directly with motivated consumers within their organic planning routine.

Weekly snapshot: Planning a birthday party

Sunday

Mon

Tuesday

Wed

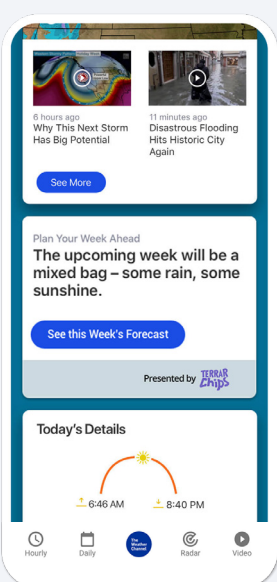
Thursday

Fri

Saturday

“What’s the best day to shop for the birthday party this week?”

47.7M daily visits

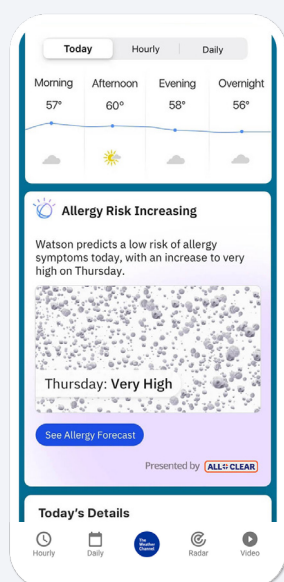


Planning Moments Sponsorships

Own the highest reaching and most relevant planning periods on The Weather Channel app for the Week Ahead, Weekend or a Holiday.

“Should I take my medication based on the allergy forecast?”

47M daily visits

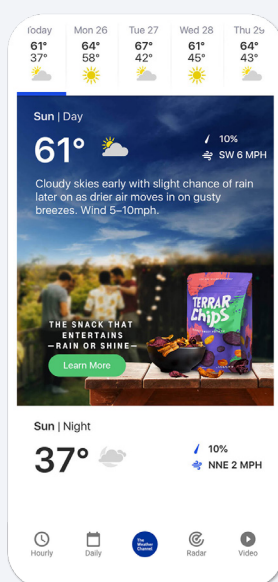


Health Insights with Watson Sponsorships

For weather-driven ailments like allergies and cold & flu, help consumers take action before symptoms occur by aligning your brand with local health insights and a 15-day forecast.

“Will we need a tent for the party?”

47.9M daily visits

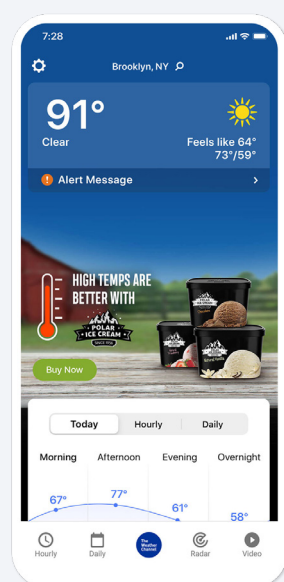


Integrated Daily Details Ad Unit

Integrate your brand into the weekly forecast on The Weather Channel app and adapt your message to the forecasted weather conditions.

“Let’s get an ice-cream cake instead to make this party a raging success!”

46.7M daily visits



Integrated Marquee Ad Unit

Be the first impression. Integrate your brand on The Weather Channel app home screen or top pages on weather.com and adapt your message to current weather conditions.

These integrated ad experiences have helped advertisers across industries achieve up to¹:

170%
increase in mobile clickthrough rates

650%
increase in desktop clickthrough rates

280%
greater ad awareness

18%
more in-store visits from new customers

The Weather Channel digital platforms

Connecting brands with consumers in decision-making moments at scale. To learn more, [contact us today](#).

1 Based on IBM internal data. All client examples cited or described are presented as illustrations of the manner in which some clients have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual client configurations and conditions. Contact IBM to see what we can do for you.

2 Three-Region Accuracy Overview: 2010 through 2017, ForecastWatch.com, September 2018, The Weather Company is the world’s most accurate forecaster, according to a 2010-2017 study, which is the most recent, most comprehensive study available from ForecastWatch. The Weather Company and The Weather Channel digital platforms are owned by IBM. https://www.forecastwatch.com/static/Three_Region_Accuracy_Overview_2010-2017.pdf

3 Most Trusted Brands in America 2020, Morning Consult, <https://morningconsult.com/most-trusted-brands>

