WEATHER TARGETING

Weather Targeting campaigns are triggered when a predetermined weather condition occurs or is forecasted to occur. We work with you to determine which changes to the campaign should be implemented when that weather condition is satisfied (scale up, scale down, rotate creative tailored to specific condition, etc.)

KEY FEATURES/BENEFITS

Weather Triggers include:
Temperature, Forecast, Pollen Count, Flu levels, UV, Air Quality, Humidity, Fog, Icy Conditions, Rain, Snow, etc.

Weather is one of the most accurate data sets in predicting purchasing patterns and has a strong influence on consumer behavior.

Serve a highly relevant and timely ad to address present weather conditions that might impact immediate purchase decisions.

Client provides audience characteristics
A geographic area is established (typically zip code)
Weather related triggers are set for your campaign
A specific weather type occurs in your established geographic area
Your campaign is triggered and the weather specific ads are served