



Capabilities Overview

Fall 2022

WeatherAlpha's Value Proposition:

Use our premier weather and health data to better target your ad campaigns resulting in increased ROAS

How do we differ from our competitors?

CUSTOMIZABLE

Create unique triggers based upon your campaign goals. This will yield the most accurate results.

FLEXIBLE

Easily access our data on multiple platforms including The Trade Desk, DV360/LiveRamp, or your platform of choice.

CONSULTATIVE

Our team is available to assist you at any time from planning to post-campaign insights, saving you both time and energy.

VALUABLE

Competitive pricing and no minimums or set-up fees.

How Consumers Process Weather

WHAT DO I FEEL LIKE EATING / DRINKING

- QSR / Food Delivery
- Groceries
- Seasonal Beverages
- Impulse Snacks
- Coffee / Tea
- Sodas
- Ice Cream
- Desserts

WHAT SHOULD I WEAR IF IT'S TOO HOT / TOO COLD

- Men's Apparel
- Women's Apparel
- Footwear
- Equipment
- Eyewear
- Skin Care

GREAT DAY TO BE OUTSIDE

- Outdoor Activity
- Winter Sporting Event
- Summer Sport Event
- Travel
- Eyewear
- Automotive
- Home Improvement
- Lawn & Garden
- Skin Care

WILL I FEEL SAFE / COMFORTABLE THIS WINTER / SUMMER

- Insurance
- Automotive
- Home Improvement
- OTC Medicine
- RX Medicine
- Skin Care
- Hair Care
- TV Streaming
- Online Entertainment



Weather-Targeting Results

49%

WEATHER TARGETED ROAS

vs. audience targeted ROAS
(National CPG Brand)

17%

RESPONSE RATE

From email campaign vs. control.
They also recognized a \$27
Incremental increase in sales per
1000 emails – 54 x ROI
(National Footwear Retailer)

35%

INCREASE IN SITE VISITS

Using weather-targeting tactics vs.
non-weather-targeting
(National Meal Delivery Service)

The WeatherAlpha Process

- What weather conditions have the most impact?
- How big an impact on business?
- Where are impacts greatest?

DISCOVERY

- What conditions used to target ads or inform messaging?
- Which channels to activate?
- What regions/DMA's?
- What is expected frequency of trigger?

MEDIA STRATEGY

IN CAMPAIGN
SUPPORT &
OPTIMIZATION

If needed, we can make tactical adjustments due to:

- Performance
- Major weather events
- Campaign over / underdelivering

ACTIVATION

- Client activates campaign using WeatherAlpha data sets.
- WeatherAlpha can also create custom triggers.

About Our Data



ACCURACY

We aggregate raw weather feeds from publicly and privately available sources that have been vetted for accuracy and consistency. We continually monitor the results of our sources to make sure they are accurate, and systematically look for new sources that can strengthen our data feed.



PUBLIC SOURCES

Examples of publicly available sources include NOAA/NWS and EPA.



PRIVATE SOURCES

Examples of privately available sources include IQVIA, [Pollen.com](https://www.pollen.com), and historical weather databases.



GEO BASED

WeatherAlpha data is Geo based and not tied to individuals or cookies.



PLATFORM AGNOSTIC

The data is platform agnostic and available anywhere across the digital landscape.




WeatherAlpha makes all of its weather and health condition triggers available across a wide range of ad platforms and channels:

- ✓ Programmatic
- ✓ CTV
- ✓ Email
- ✓ Paid Search
- ✓ Radio (partnership with iHeart)
- ✓ Digital Audio
- ✓ Social
- ✓ DOOH

Applying The Data To Ad Campaigns



Sample WeatherAlpha Data Sets

Weather Conditions		Category - Specific	Pollen & Asthma	Health Conditions
CONDITION	NAME	NAME	CONDITION	NAME
Rain	Light Rain	Ski Bum	Low Pollen	Migraine – Low
	Moderate Rain	Snow Boots	Low-Medium Pollen	Migraine – Medium
	Heavy Rain	Rain Boots	 Medium Pollen	Migraine – High
	Rain	Hazardous Driving	Medium-High Pollen	 Diabetes – Low
	No Rain	4WD Vehicle	High Pollen	Diabetes – Medium
Snow	Light Snow	Soup Weather	Low Asthma	Diabetes – High
	Moderate Snow	Movies / Binge Watching	Low-Medium Asthma	Osteoarthritis – Low
	Heavy Snow	Food Delivery	 Medium Asthma	Osteoarthritis – Medium
	Snow	Hot Drinks	Medium-High Asthma	Osteoarthritis - High
	No Snow	Fishing Weather	High Asthma	

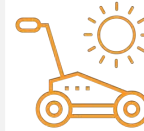


Category-Specific Weather Triggers



FALL/WINTER

- 4WD Vehicles
- Dry Skin/Moisturizers
- Fishing Weather
- Food Delivery
- Hazardous Driving
- Heating System
- Hot Drinks
- Movies/Binge Watching
- Rain Jacket
- Retail - Warmer Than Last Year
- Retail - Cooler Than Last Year
- Ski Bum
- Snow Boots
- Snow Tires
- Travel: Warm Vacation



SPRING/SUMMER

- Beer: Stouts and Porters
- Fire Danger
- Good Grilling
- Home Repairs Exterior
- Home Repairs Interior
- Mosquito Threat
- Outdoor Workouts
- Pool Time
- Rain Boots
- Spring Apparel
- Storm Damage
- Yard Work

Understanding How Weather Impacts Your Business:

Weather Impact Assessment (WIA)

- Using your first party insights (under NDA), sales/leads/website/inventory data, WeatherAlpha can conduct a Weather Impact Assessment.
- This will show you which weather conditions are most impactful to your product or service, and the extent to which your bottom line is weather sensitive.
- These insights can be used to influence all areas of your business—from supply chain management to pricing to marketing.

NORTHEAST REGION: DMA SENSITIVITIES

	Sept	Oct	Nov
Wx Impact Score	26	42	35
Week Prec	High - positive	Moderate - positive	High - negative
Avg Dep Max	High - positive	High - positive	High - positive
Rain Hours	Moderate - positive		
Wind			
Cloud			Moderate - negative

Weather Impact

- High - positive
- Moderate - positive
- Low - positive
- High - negative
- Moderate - negative
- Low - negative

Key Observations:

- Weather impacts sales for all three fall months, highest impact in October
- Above normal temperatures are strongly correlated with temperatures
- Increasing precipitation is positively associated with sales in September but has a strong negative impact in November.
- Wind does not impact sales. Increasing cloud cover has a moderately negative impact in November.





Health Data

- Who is IQVIA? A public company that performs qualitative and quantitative primary research in the health care field, prepares syndicated healthcare related studies, and consults for the pharmaceutical and consumer products industries worldwide since 1954.
- WeatherAlpha's partnership with IQVIA enables access to the broadest range of proprietary and anonymized Real-Time Healthcare Data within the United States.
- IQVIA's data sets are modeled within each region from patient-level activity. Each region is then given a rating 1-12 to denote low, medium, medium-high and high concentrations of people getting treated for specific conditions within each area.
- All of the data is HIPAA compliant since there are no ID's attached.
- The data is at the patient level from doctor visits, pharmacies, and other sources.



Seasonal Data Sets

- Pollen Severity
- ILI Severity
- Cold Severity
- COVID-19 Severity
- Fever Severity
- Asthma Severity
- Air Quality

*Updated daily





Health/Condition-Specific Data

Acne
ADHD
Allergy Immunotherapy
Asthma
Bipolar Disorders
Cholesterol
COVID-19
Diabetes Types I and II
GERD (acid reflux)
Heart Failure

Hypertension
Influenza
Insomnia
Irritable Bowel Syndrome (IBS)
Lupus
Macular Degeneration
Menopause
Migraine
Multiple Sclerosis
Obesity

Oncology
Osteoarthritis
Parkinson's Disease
Psoriasis
Rheumatoid Arthritis
Smoking Cessation
Stroke
Upper Respiratory Tract
Infection
Vaccines

* Additional conditions available upon request

* Updated monthly

WEATHER-TARGETING EXAMPLES

CPG



LAS VEGAS
WEEKEND GRILLCAST:

FRI	SAT	SUN
		
80°	77°	81°



BRINGING THE
HEAT
MEANS BRINGING THE
MEAT



START
SOMETHING

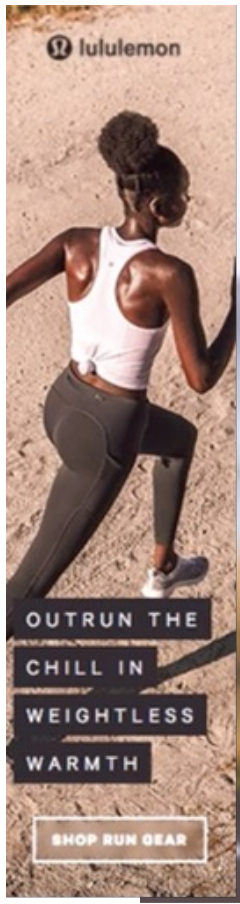


GET STARTED



WEATHER SENSITIVE

AD EXAMPLES



WEATHER-TARGETING EXAMPLES

FOOTWEAR



we see you, **WINTER**

Stay warm all season long in our cozy
cold-weather essentials for the family!

[SHOP WINTER BOOTS](#)



WEATHER-TARGETING EXAMPLES

TRAVEL



UNITED 
A STAR ALLIANCE MEMBER 



Swap the snowflakes...

fly the friendly skies

UNITED 
A STAR ALLIANCE MEMBER 



...for sunrays.
Fly to one of our warm weather destinations.

[Book now](#)

fly the friendly skies

WEATHERALPHA CUSTOMERS

CPG & QSR



DUNKIN'



ChapStick

Ben-Gay*

Aquaphor[®]
HEALING OINTMENT

SMOOTHIE
KING

L'ORÉAL



PIZZA
PAPA JOHN'S

head & shoulders

BRAUN

Honeywell

Advil



WEATHERALPHA CUSTOMERS

AUTOMOTIVE

TRICO



DODGE



CHEVROLET

DrivenBrands

PROGRESSIVE

DISCOUNT
TIRE

Safelite
AutoGlass

GOODYEAR



Tires LES SCHWAB



Maaco
America's BODYSHOP

Advance
Auto Parts

O'Reilly
AUTO PARTS



WEATHERALPHA CUSTOMERS

HOME IMPROVEMENT



WEATHERALPHA CUSTOMERS

RETAIL



Walgreens



crocs[™]

Walmart 



Burlington
coat factory

 **Runnings**
Your Home, Farm & Outdoor Store



WEATHERALPHA CUSTOMERS

OUTDOOR & APPAREL



patagonia[®]



WEATHERALPHA CUSTOMERS

TRAVEL & TOURISM



WEATHERALPHA CUSTOMERS

HEALTH

AstraZeneca 

abbvie

SANOFI 

AMGEN

Johnson & Johnson

 Cleveland Clinic



Boehringer
Ingelheim



healthgrades™

Rogaine

Lilly

UnitedHealthcare®





Thank You

For a free consultation on a weather or health targeted campaign, contact:

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