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

Client activates campaign using WeatherAlpha data sets.

WeatherAlpha can also create custom triggers.

If needed, we can make tactical adjustments due to:

- Performance
- Major weather events
- Campaign over / underdelivering

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

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

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

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.

PRIVATE SOURCES
Examples of privately available sources include IQVIA, Pollen.com, and historical weather databases.

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

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

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
Sample WeatherAlpha Data Sets

<table>
<thead>
<tr>
<th>Weather Conditions</th>
<th>Category - Specific</th>
<th>Pollen &amp; Asthma</th>
<th>Health Conditions</th>
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<tbody>
<tr>
<td><strong>CONDITION</strong></td>
<td><strong>NAME</strong></td>
<td><strong>CONDITION</strong></td>
<td><strong>NAME</strong></td>
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<tr>
<td>Rain</td>
<td>Light Rain</td>
<td>Low Pollen</td>
<td>Migraine – Low</td>
</tr>
<tr>
<td></td>
<td>Moderate Rain</td>
<td>Low-Medium Pollen</td>
<td>Migraine – Medium</td>
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<tr>
<td></td>
<td>Heavy Rain</td>
<td>Medium Pollen</td>
<td>Migraine – High</td>
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<td></td>
<td>Rain</td>
<td>Medium-High Pollen</td>
<td>Diabetes – Low</td>
</tr>
<tr>
<td></td>
<td>No Rain</td>
<td>High Pollen</td>
<td>Diabetes – Medium</td>
</tr>
<tr>
<td>Snow</td>
<td>Light Snow</td>
<td>Low Asthma</td>
<td>Diabetes – High</td>
</tr>
<tr>
<td></td>
<td>Moderate Snow</td>
<td>Low-Medium Asthma</td>
<td>Osteoarthritis – Low</td>
</tr>
<tr>
<td></td>
<td>Heavy Snow</td>
<td>Medium Asthma</td>
<td>Osteoarthritis – Medium</td>
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<td></td>
<td>Snow</td>
<td>Medium-High Asthma</td>
<td>Osteoarthritis - High</td>
</tr>
<tr>
<td></td>
<td>No Snow</td>
<td>High Asthma</td>
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</tr>
</tbody>
</table>

- Weather Conditions
  - Rain: Light Rain, Moderate Rain, Heavy Rain, Rain, No Rain
  - Snow: Light Snow, Moderate Snow, Heavy Snow, Snow, No Snow

- Category - Specific
  - Ski Burn
  - Snow Boots
  - Rain Boots
  - Hazardous Driving
  - 4WD Vehicle
  - Soup Weather
  - Movies / Binge Watching
  - Food Delivery
  - Hot Drinks
  - Fishing Weather

- Pollen & Asthma
  - Low Pollen
  - Low-Medium Pollen
  - Medium Pollen
  - Medium-High Pollen
  - High Pollen
  - Low Asthma
  - Low-Medium Asthma
  - Medium Asthma
  - Medium-High Asthma
  - High Asthma

- Health Conditions
  - Migraine – Low
  - Migraine – Medium
  - Migraine – High
  - Diabetes – Low
  - Diabetes – Medium
  - Diabetes – High
  - Osteoarthritis – Low
  - Osteoarthritis – Medium
  - Osteoarthritis - High
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

• 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**

<table>
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<tr>
<th></th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
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<tr>
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<tr>
<td>Avg. Dep Max</td>
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<tr>
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<td>Wind</td>
<td></td>
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<tr>
<td>Cloud</td>
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</tbody>
</table>

**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.
• 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
WEATHER SENSITIVE

AD EXAMPLES

OUTRUN THE CHILL IN WEIGHTLESS WARMTH

SHOP RUN GEAR
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

Swap the snowflakes...
Fly to one of our warm weather destinations.

...for sunrays.
Fly the friendly skies

Book now
WEATHERALPHA CUSTOMERS

HOME IMPROVEMENT
WEATHERALPHA CUSTOMERS

RETAIL
WEATHERALPHA CUSTOMERS
TRAVEL & TOURISM

UNITED

BERMUDA TOURISM AUTHORITY

VIRGINIA IS FOR LOVERS

Royal Caribbean INTERNATIONAL
Thank You

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

Lindsay@weatheralpha.com