

Anticipate Demand. Promote Your Brand.

weathersmart®

Weather provides a great opportunity for advertisers and marketers to improve the effectiveness of their campaigns with highly relevant and localized content.

Major weather events have major business impact, but everyday shifts in weather can affect businesses even more. Weather's influence on consumer behavior may seem straightforward, but it is actually much more nuanced than one would think. Day-to-day changes in weather do alter purchasing trends; however, it depends on where the consumer is located, the time of year, recent weather experiences and the product or service being sold.

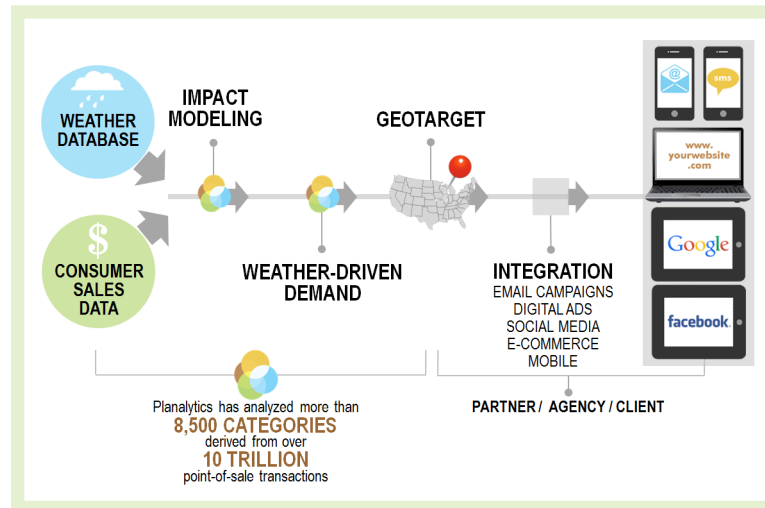
Weather data alone is not a reliable predictor of buying behavior.

Basing decisions on weather data alone is not enough. While temperature is an absolute (68 degrees is 68 degrees), weather is experienced by each individual differently (68 degrees may feel warm to some and cool to others). Consumers respond and react to weather based on what they believe is typical based on their own knowledge, familiarity and perspective. What seems "cold" or "hot" or "wet" or "dry" depends on a mix of variables. **People do not buy based on weather statistics... they buy based on how they feel.**

The only way to really know how a consumer will react to certain weather conditions is to analyze how their buying behavior has been influenced by the weather previously. Planalytics® uses historical weather and sales data to isolate and quantify weather's impact. With these insights, marketers are able to target the most favorable times to engage customers and promote their brands.

Delivered as a daily data file or report, the WeatherSmart analytics are categorized by market and by product or service as favorable, unfavorable or neutral. The insights are straightforward and easy-to-use in today's fast-moving digital marketing environments where numerous decisions need to be made each day or week.

WeatherSmart's favorability outlooks are based on Planalytics' Weather-Driven



Smartly focus marketing activities with Planalytics WeatherSmart

Introducing WeatherSmart® from Planalytics.

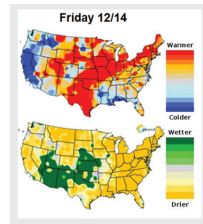
WeatherSmart helps marketers better prepare for, manage and take advantage of weather volatility with daily outlooks of when and where demand for specific product categories will be favorably or unfavorably influenced by the weather.

Demand (WDD) models which correlate actual sales data with historical weather analytics by location and product/service to accurately reflect weather's impact. The analytics compare demand based on "forecasted weather" (over the next 14 day period) to what demand would be based on "normal weather" for a particular location.

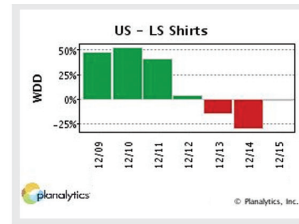
About WeatherSmart

WeatherSmart favorability forecasts can be based on a company's own historical sales data or accessed from Planalytics' extensive library of ready-to-use categories. These rolling 14-day favorability forecasts are updated daily, providing marketers with a full two-week planning window each day.

Today, competition is fierce and shoppers are informed, selective, price-sensitive and cautious. Weather, because it creates immediate needs or elevated wants, is an external variable that can pull people out of their normal patterns and breakdown barriers to buying. Weather provides opportunities to drive sales. The weather, however, is constantly changing so the windows of opportunity open and close quickly. WeatherSmart enables businesses to identify favorable periods and smartly focus marketing activities.



Daily Weather vs.
normal up to
14 days out



Daily WDD based on
forecasted vs. normal
weather

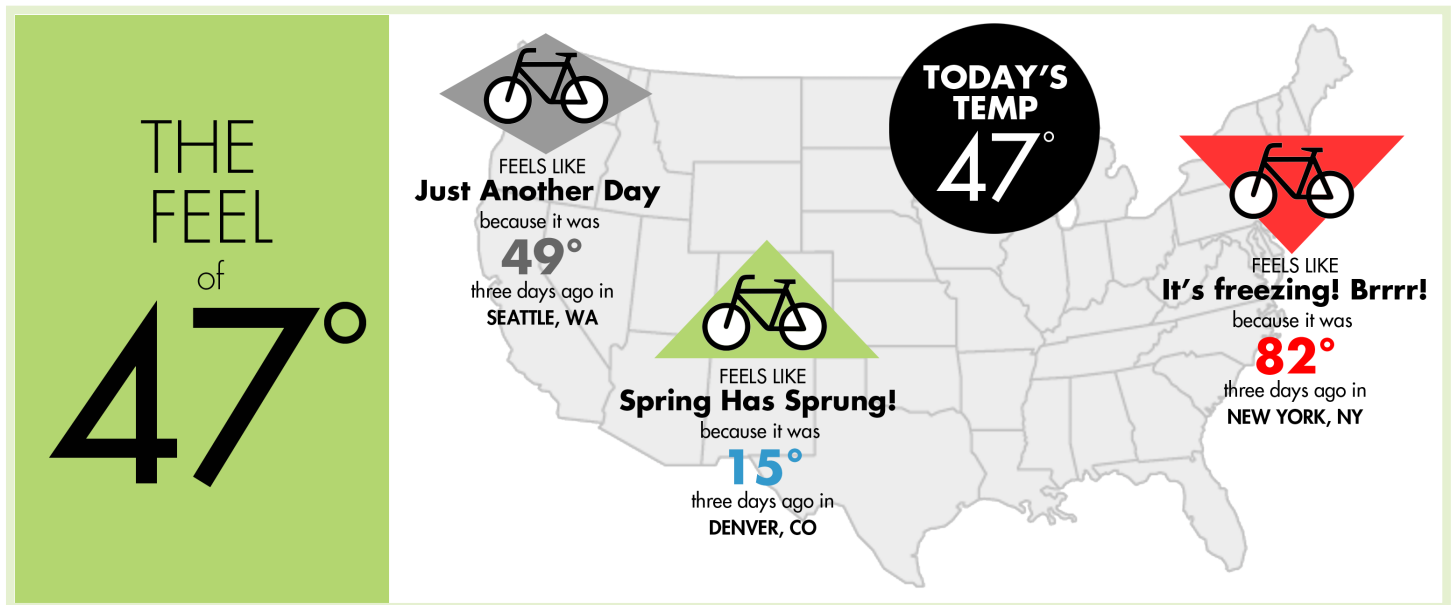
FAVORABLE	UNFAVORABLE
Denver, CO	Raleigh, NC
Portland, OR	Salt Lake City, UT
Sacramento, CA	Austin, TX
New Orleans, LA	Chicago, IL
Tallahassee, FL	Philadelphia, PA

Daily Outlook
for product/service

The WeatherSmart Advantage

Weather data alone is not a reliable predictor of buying behavior. WeatherSmart's consumption-based forecasts provide a much more accurate picture of how consumers — in different markets, at different times and for different products — will react to the weather.

The example below illustrates just how different 47° can feel to consumers in three different cities on the same day in April. Promoting biking products or other sporting goods to consumers in Denver, where temperatures were in the teens a few days ago, will likely strike a chord. However in New York, where it was recently much warmer, it is suddenly chilly and fewer people are focused on outdoor activities. Out in Seattle yet another demand profile exists as the temperature has remained fairly consistent day after day.



Integrating WeatherSmart Marketing

WeatherSmart's favorability forecasts are easily incorporated into the digital marketing platforms (e-mail marketing packages, ad serving technologies, etc.) of brand marketers or their agencies/marketing partners.

WeatherSmart provides forecasts (favorable, neutral or unfavorable) for individual categories by location and by day. Aligning WeatherSmart insights with existing data structures is a straightforward exercise given the information being accessed is organized at product/geography/time intersections.