

Weather-Triggering Capabilities

Weather-Triggering Overview

Every day people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. To help advertisers deliver a more relevant message to this dedicated audience, AccuWeather offers the ability to target web and mobile web users who are experiencing specific weather conditions.

Weather-Triggering Definitions

Weather-triggering can be triggered on the following:

- Current conditions *(available on Mobile Apps, Mobile Web and Web)*
- Today's forecast (day or night) *(available on Web and Mobile Web)*
- Tomorrow's forecast (day or night) *(available on Web and Mobile Web)*
- The next day's forecast (day or night) *(available on Web and Mobile Web)*



AccuWeather offers two types of weather-triggers: Basic Weather and Index.

Basic Weather-Triggering:

Weather triggers are based solely on conditions forecasted by meteorologist. Weather triggers include:

- Hi Temperature *(available on Web and Mobile Web)*
- Low Temperature *(available on Web and Mobile Web)*
- Wind Speed *(available on Web and Mobile Web)*
- Humidity *(available on Web and Mobile Web)*
- UV Index *(available on Web and Mobile Web)*
- Outside Weather Conditions (aka "sky code"): (44 conditions are available including sunny, rainy, cloudy, etc.) *(available on Web, Mobile Web and Mobile Apps)*

Index-Triggering:

Index-triggers are based on proprietary algorithms that incorporate the various weather factors that may impact an activity, health condition or interest and weights them to yield an index value on a scale of 1-5 (1 being "poor" and 5 being "beneficial"). Mobile Web and Web Ads can be triggered based on one of these indices if the conditions are above poor for that activity, health condition or interest. There are over 52 indices which can be categorized as:

- Health (Allergies, Migraine, etc.)
- Travel (Driving, Flying, etc.)
- Sports and Recreation (Running, Biking, etc.),
- Lawn & Garden (lawn mowing, soil moisture, etc.)

Best Practices

- **Online:** For national campaigns, one trigger is recommended but we can accommodate a maximum of two triggers (i.e., temperature and weather conditions). For geo-targeted campaigns, one trigger is recommended. For higher reach campaigns, providing "or" triggers is optimal (i.e. triggers include: "snowing" or "low temp: 32" or "low humidity").
- **Mobile web:** One trigger is recommended.

How it works

