



WEATHER
SOURCE

CONDITION-BASED AD TRIGGERING (C-BAT™)

Weather Driven Advertising and Marketing

Harnessing the power of weather, Condition-Based Ad Triggering (C-BAT) allows businesses the ability to execute informed advertising tactics based on forecasted weather conditions.

Weather Source's Condition-Based Ad Triggering (C-BAT™) system allows customers the ability to create rules and weather-based advertising triggers based on forecasted weather. Condition-based ad triggers ensure businesses are delivering the right message to the consumer at the right time. These easily configurable and manageable weather triggers allow businesses the ability to connect customers with your brand where and when it matters most. Easily manage any individual or combination of weather triggers, such as initiate ads when temperatures exceed 50 degrees or when precipitation in excess of 1 inch per day is forecasted.

Avoid wasting advertising dollars by ensuring you are not advertising the wrong product at the wrong time. What is your business equivalent to advertising for umbrellas on a sunny, clear day? Avoid untimely messaging. Apply hyper-local targeting to connect customers with your brand where and when it matters most.

The screenshot displays the 'Pelmorex - CBAT' web interface. On the left is a navigation menu with 'Dashboard' and 'Line Items'. The main content area is titled 'Location:' with a dropdown menu set to 'Montréal, QC, Canada'. Below this is a 'Weather Conditions:' section with icons for rain, snow, sun, and wind. A 'Temperature' rule is configured with a 'Time Frame' of 'Next 36 hours', a 'Qualifier' of 'greater than', and an 'Amount' of '20 degrees'. A 'Rules Configured' table lists two rules: 'Rain' and 'Temperature', both for 'Montréal, QC, Canada' with a 'Next 36 hours' time frame. The 'Rain' rule has a '5 mm' amount, and the 'Temperature' rule has a '20 degrees' amount. At the bottom, there are 'Logic Type' (AND/OR) and 'Action Type' (ACTIVATE/PAUSE) buttons, along with a 'SUBMIT' button. A copyright notice 'Copyright © Pelmorex Data 2020' is visible at the bottom right.

Actions	Type	Location	Time Frame	Qualifier	Amount
	Rain	Montréal, QC, Canada	Next 36 hours	greater than	5 mm
	Temperature	Montréal, QC, Canada	Next 36 hours	greater than	20 degrees

Easily configure weather-based "rules" for ad triggering by type, location, time frame, qualifier, and amount.



Hyper-local WEATHER CONDITIONS



Normal Weather PARAMETERS



Fully Integrate YOUR ADVERTISING WITH WEATHER DATA

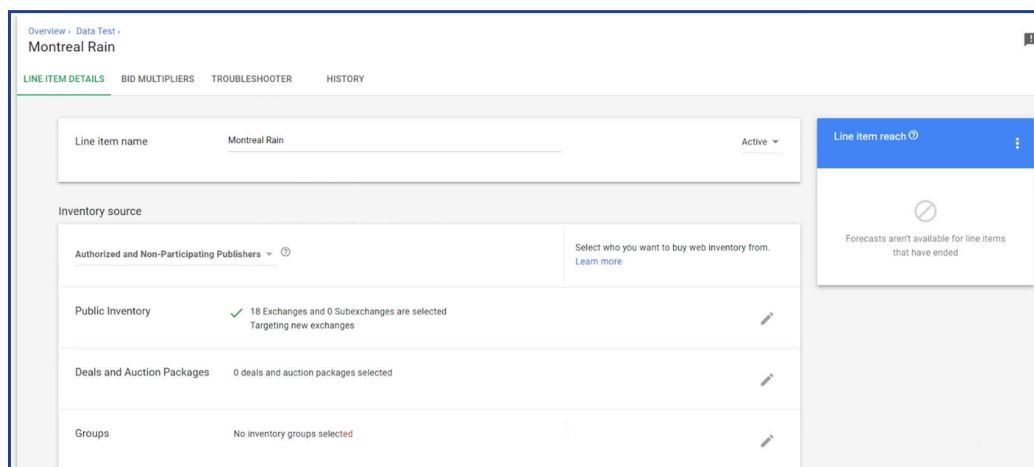
Target your Customer Base

Reach your customer base at the precise moment when weather conditions are likely to impact consumer behavior.

Select any type or combination of weather values, such as precipitation amounts or pollen levels, as well as length of time. For example, "Distribute an advertisement for allergy medication when pollen levels within area X equal Y for duration Z."

Marketing and advertising companies, credit card companies, retailers and more employ C-BAT to pre-tailor marketing campaigns driven by weather conditions. C-BAT helps these customers serve the right ads to the right consumers at the right time to maximize sales.

C-BAT integrates with all major advertising exchanges, including Google's DV360 and Facebook Advertising. Efficiently launch and manage effective, conditions-based advertising all from a single pane of glass.



The C-BAT dashboard is easy to configure with multiple options for customization.

Get Started Using C-BAT For Your Business Needs
844-813-2617 | sales@weathersource.com | weathersource.com