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.

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