



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. It features a sidebar with 'Dashboard' and 'Line Items' options. The main content area is titled 'Pelmorex - CBAT' and includes a 'LOGOUT' link in the top right corner. The interface is divided into several sections:

- Location:** A dropdown menu set to 'Montréal, QC, Canada'.
- Weather Conditions:** A row of icons representing different weather types: rain, snow, sun, temperature, and wind.
- Temperature:** A configuration section with a 'Time Frame' dropdown set to 'Next 36 hours', a 'Qualifier' dropdown set to 'greater than', and an 'Amount' input field set to '20 degrees'. A plus sign icon is visible to the right.
- Rules Configured:** A table listing configured rules.

Actions	Type	Location	Time Frame	Qualifier	Amount
<input type="checkbox"/>	Rain	Montréal, QC, Canada	Next 36 hours	greater than	5 mm
<input type="checkbox"/>	Temperature	Montréal, QC, Canada	Next 36 hours	greater than	20 degrees

At the bottom of the 'Rules Configured' section, there are controls for 'Logic Type' (AND/OR), 'Action Type' (ACTIVATE/PAUSE), and a 'SUBMIT' button. A copyright notice 'Copyright © Pelmorex Data 2020' is located at the very bottom of the interface.

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

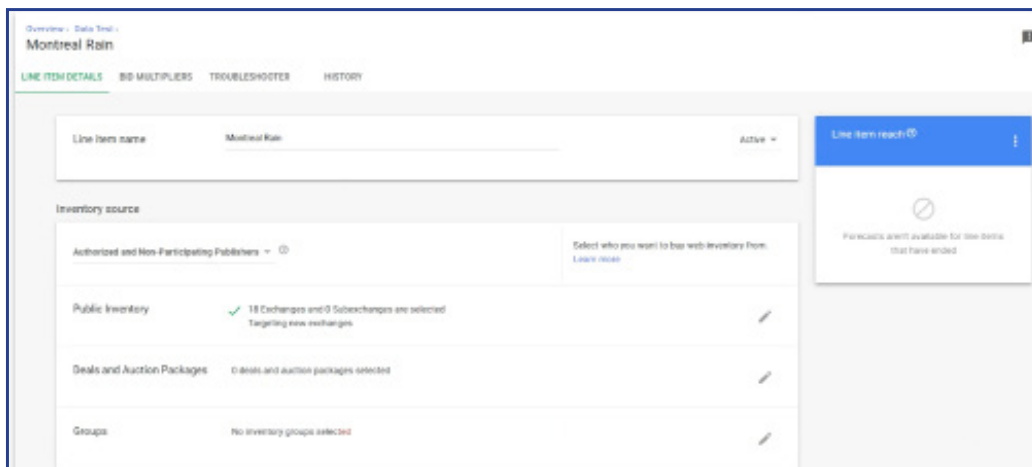
Target your Customer Base

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 DV360, Google Apps Manager (GAM) and Meta ads. 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
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