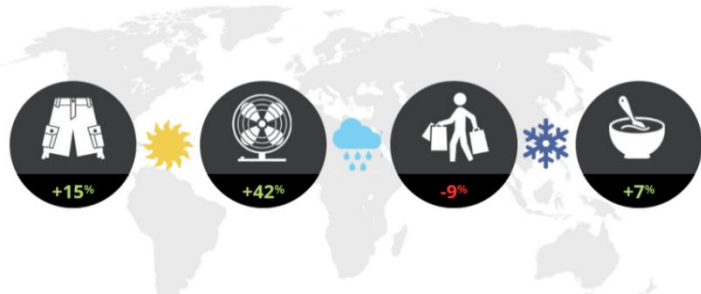


## PREDICTIVE DEMAND ANALYTICS TO MEASURE AND MANAGE THE IMPACT OF WEATHER IN EMARSYS



- Planalytics Demand Analytics engine quantifies the specific impact of weather on consumer purchasing for every item, time period, and location.
- Predictive Demand signals enable businesses to **proactively** manage the ever-present impact of weather.
- We call this metric **Weather-Driven Demand® (WDD)**.
- WDD analytics **seamlessly integrate into Emarsys** customer engagement platform.
- **Personalize cross-channel campaigns using WDDs** and perform contextual targeting at scale to drive business outcomes.

## REPRESENTATIVE CLIENTS



## KEY BENEFITS

**Increase net income 2% to 6%**  
through inventory and marketing optimization.

On average, companies can capture a **2% increase** in topline sales.

**Improve ROAS by 3x** or more.

## CONTACT US

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