

WeatherAds x Planalytics

Smarter Advertising, Powered by Predictive Weather-Driven Demand[®] Favorability Indexes

WeatherAds and Planalytics have joined forces to deliver the most powerful, science-based approach to weather-triggered digital advertising ever available to consumer brands and retailers. The partnership integrates Planalytics' proprietary **Favorability Indexes based on Planalytics' proprietary Weather-Driven Demand[®] (WDD[®]) analytics** — directly into the WeatherAds platform — enabling brands and agencies to automate campaigns across Google Ads, Meta, TikTok, DV360, Salesforce Marketing Cloud, and more, based not just on weather conditions, but on how that weather **specifically influences consumer purchasing behavior** for individual products and retail destinations.

Benefits

Demand-Based Campaign Triggers

Favorability Indexes — derived from trillions of consumer transactions and decades of real-world demand modeling — activate campaigns precisely when consumer intent for specific products is rising.

Dynamic Creative, Automatically

Ad creative and messaging adapt in real time to match the conditions driving purchase behavior in each market — delivering contextually relevant ads that capture attention and drive action.

Cross-Channel Automation

Deploy Favorability Index triggers across Paid Search, Display, Social, Programmatic, Email, and SMS from a single interface — no code required, live in under 30 minutes.

Smarter Budget Allocation

Scale spend when consumer demand conditions are favorable; automatically pull back where and when conditions are working against you — making every ad dollar work harder.

Outrank Competitors at Peak Moments

Automated bid adjustments secure top placement across Paid Search exactly when purchase intent is highest — capitalizing on demand windows before competitors react.

100% GDPR Compliant

Reach audiences worldwide with precise, privacy-safe contextual signals — no cookies, no third-party data dependencies, compliant in every market.

WDD Favorability Indexes for Retail Powered by Planalytics

The examples below represent a sample of available retail weather-demand categories powered by Planalytics' syndicated data models. Additional indexes covering specific products and retail sectors are available, and **custom models built on your own business data** can also be developed — enabling a level of precision uniquely tailored to your category and markets.



Advertise to What Consumers Feel, Not Just What the Forecast Says

Raw weather data and consumer purchasing behavior are not the same thing. A temperature of 60°F reads identically in Miami and Minneapolis — but the demand it creates for outerwear, cold beverages, or lawn care is completely different depending on the market, the season, and the product. Planalytics' Favorability Indexes translate complex meteorological inputs into **localized, product-specific demand signals** that WeatherAds automates directly into campaign decisions — in real time, across every channel.

Spend where demand is rising

Favorability Indexes pinpoint the markets and weeks where consumer intent for specific products is peaking — so advertisers can automatically concentrate budget where it returns the most.

Protect spend when headwinds hit

Automatically pause or reduce campaign bids in locations where conditions are suppressing demand, eliminating wasted impressions and preserving budget for higher-return moments.

Proven ROAS lift

In A/B tests targeting audiences based on favorable Favorability Index readings, brands have seen 2–3× improvements in ROAS versus control groups using standard weather or behavioral targeting.

About WeatherAds

WeatherAds is a world-leading weather marketing cloud for brands and agencies. With the weather being a key driver of consumer purchase behavior — affecting demand for over 30% of all products and services globally — WeatherAds is on a mission to help marketers easily incorporate weather and environmental targeting and automation into their campaign strategy and media buys.

weatherads.io | info@weatherads.io

About Planalytics

Planalytics is the global leader in Weather-Driven Demand® (WDD®) analytics. Planalytics translates complex meteorological data into actionable business metrics. Leading retailers and brands leverage WDD to optimize inventory and align digital marketing with localized demand patterns. Planalytics' clients consistently realize substantial returns, including increased sales, enhanced profitability, and significantly improved digital campaign effectiveness.

planalytics.com | 800.882.5881