



Weather Means **Business**TM

Michelle Boockoff-Bajdek
Vice President, Global Marketing

A person wearing a dark suit and brown shoes is walking in a hallway, pulling a dark brown rolling suitcase. The floor is made of large, light-colored tiles. The background is slightly blurred, showing a modern interior with a wooden pillar.

Weather impacts
WHERE
YOU
GO

Weather Impacts **Every Business**

Aviation



Retail



Ground Transportation



Insurance



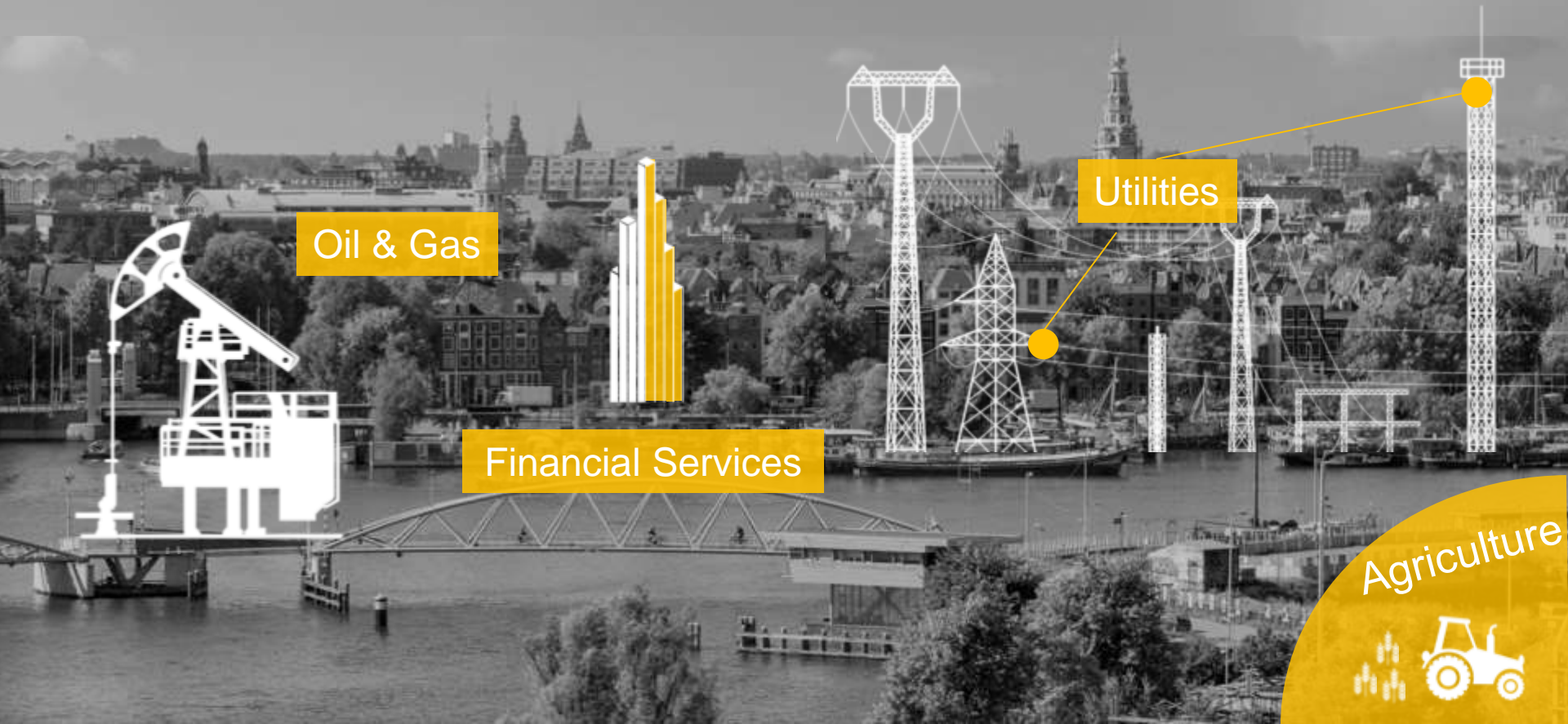
Weather Impacts **Every Business**

Oil & Gas

Financial Services

Utilities

Agriculture



It's not just a TEMPERATURE



It is a
DECISION
driver



I'd like to apply pesticide to my crops to eliminate an infestation but if it rains more than 2.5mm in the next 24 hours, I'll need to re-apply. **Do I apply now or wait?**



Electricity use rises rapidly above 90F. **Do I contract for additional supply now or risk paying more on the spot market later?**



If the storm arrives in my coverage area, I risk heavy insured damage. **Do I buy or sell on secondary risk markets?**



There's a storm in my flight path. **What is the probability for diversion? How late will I land and what impact does that have on future flights?**

The Weather Company

EMBRACED

THE COMPLEXITY OF BIG DATA

Processing more weather-based info than any other company

26B
Individual
forecasts

process
20 TB
every day

2.2B
locations
mapped every
15 minutes



The background of the slide is a dramatic, dark blue sky filled with swirling clouds. Several bright, jagged white lightning bolts are visible, with one particularly large and prominent bolt striking down on the right side of the frame. The overall mood is intense and powerful.

WEATHER IS THE **SECRET**

to understanding
how consumers feel

and **deep engagement** has
never been more elusive—
especially between consumers
and companies

RAINY WEEKEND



GYM



CAFE



HOME



SUNNY WEEKEND

HOME



OUTSIDE RUN



BRUNCH



MEDIA MARKET



INTRASPORT



COLD, STORM SNOWS

Focused on preparation,
finding comfort & escape

SEASONAL FIRSTS

COOL AND SUNNY

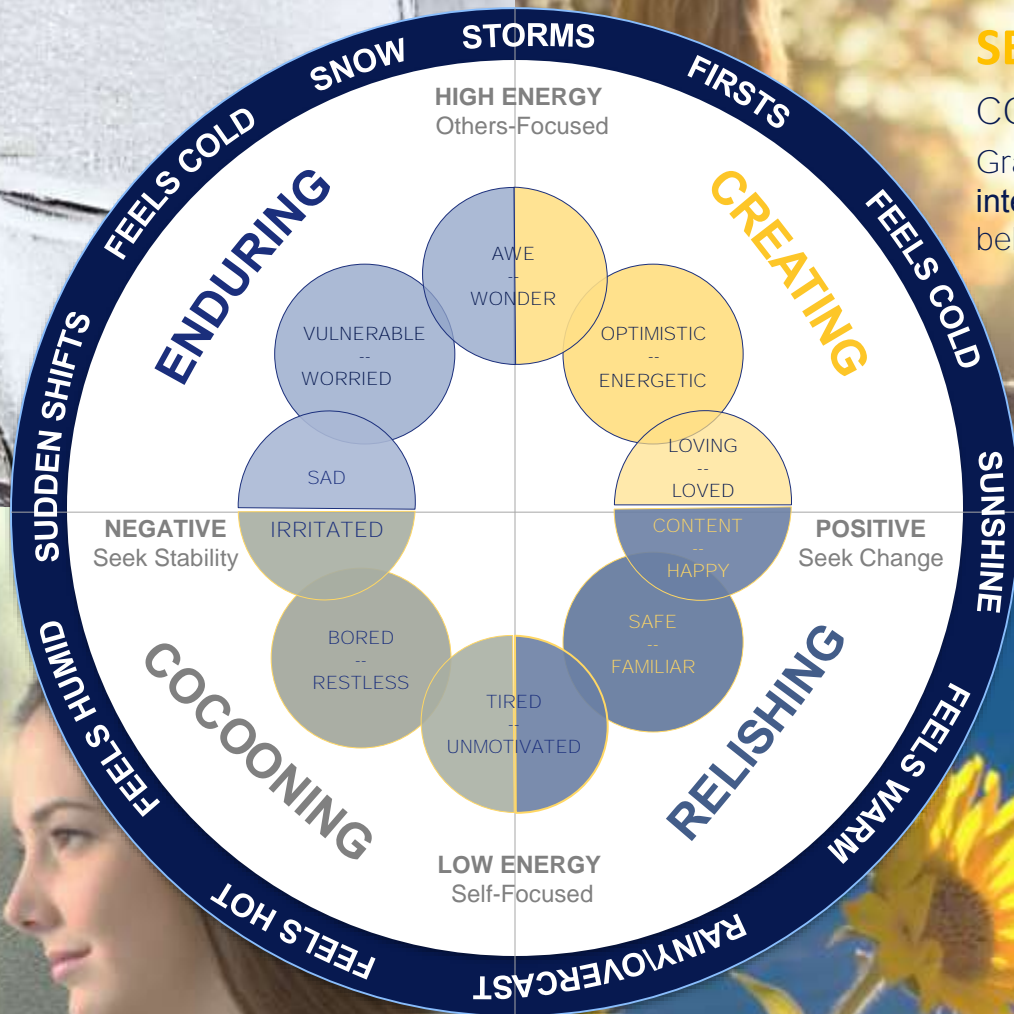
Gravitate towards social
interactions and “fresh start”
behaviors

HOT, HUMID, RAIN

Look for easy solutions
from lower-effort
activities

MILD TEMPS, SUNNY

Make the most of the
moment and enhance
good feelings



COLD STORMS SNOW

Focused on preparation,
finding comfort & escape

SUDDEN SHIFTS FEELS COLD SNOW STORMS

ENDURING

HIGH ENERGY
Others-focused

AWE
WONDER

IN DISBELIEF
SURPRISED

VULNERABLE
WORRIED

SAD

NEGATIVE
Seek Stability

COLD STORMS SNOW

KNOW YOUR AUDIENCE



MORE **NEGATIVE MOODS**

FEELING **VULNERABLE**

INCREASED **STRESS**



SEEKING **COMFORT**

SEEKING **STABILITY**

GRAVITATING TOWARD
FAMILIARITY



CONCERN ABOUT OTHERS

LOOKING FOR **ESCAPE**

PREPARATION
MINDSET

MEANINGFUL TOUCHPOINTS

Building engagement
& customer value

It costs **5X** more
to attract a new
customer than to
keep an existing
one

Increasing
retention by **5%**
increases profits
by up to **95%**

Fully engaged
customers deliver
23% in share of
wallet,
profitability &
revenue

Delivering **BETTER** Business Outcomes

DECISIONS

Media &
Entertainment



Travel &
Transportation



Energy & Utilities
Oil & Gas



Agriculture



Insurance &
Financial Services



Retail



The day we lost **ATLANTA**

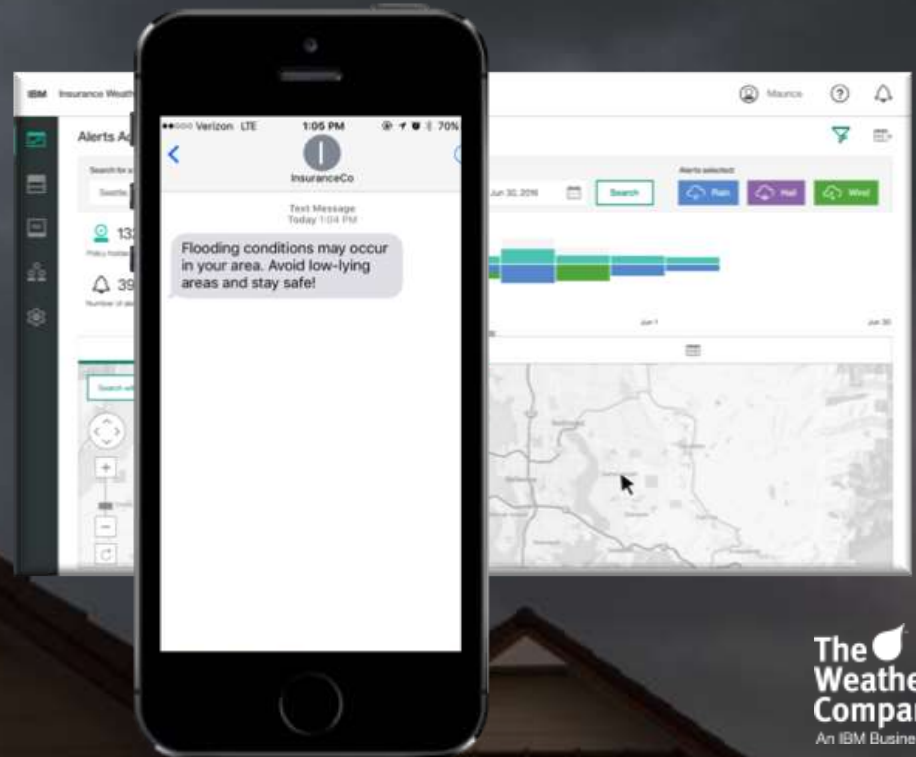
How two inches of snow paralyzed
a metro area of six million...



INSURANCE

COMPANY EVOLVES CUSTOMER BOARD ALERTS

Delivers precise information, no more false alarms & tag a patient



ALERTS - VALUABLE & ACTIONABLE

Providing the
information your
customers want, when
they want it

97%

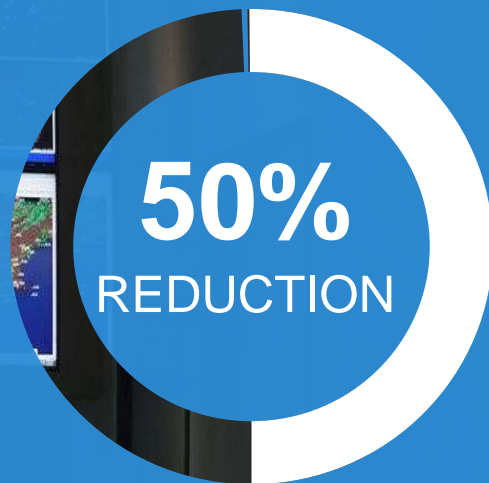
of recipients say
they find the alert
to be useful*

52%

Take action based
on the alert to
avoid the hazard*

AVIATION

Turbulence
Avoidance
Predictive Analytics
Forecast Services
Enroute Hazards

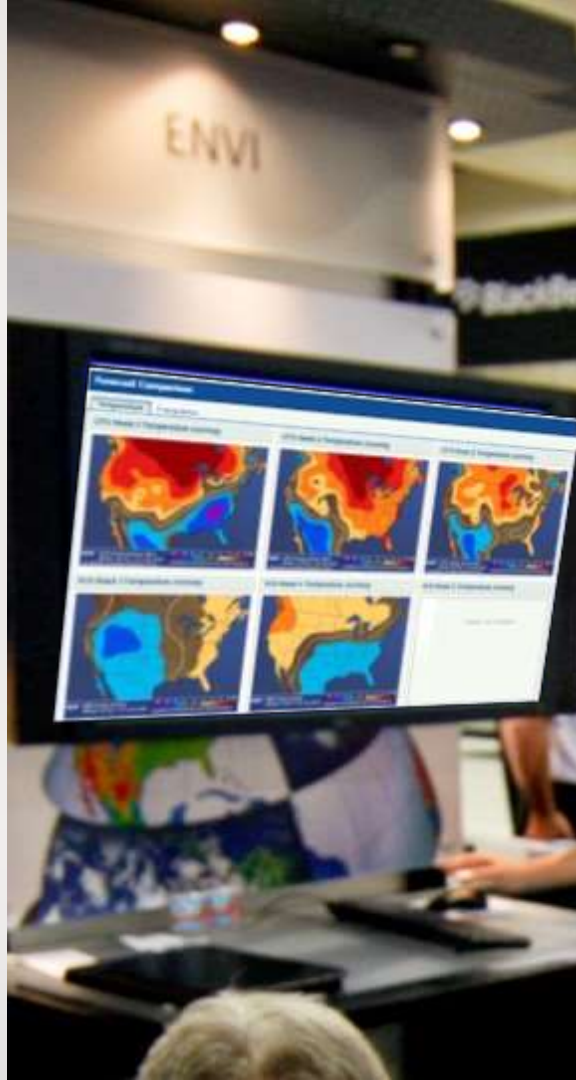


of crew injuries &
maintenance inspections

11% decline
of airline cancellations

ENERGY

Trading
Load Forecasting



Savings of

\$9 Million

generated from integrated
load forecasting approach

Can generate

\$800,000

more per year on a
average-sized trade floor

RETAIL

Demand Insight
Staffing
Advertising Solutions



in sales year-over-year

3 KEY TAKEAWAYS

Business still struggles with weather

How and why they should use it...

To win, we first have to earn trust

Accuracy, precision and scale

It's not just about a temperature

It's about a decision





Thank You

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