

The Weather Company and LiveRamp Announce Innovative Collaboration to Enable Marketers to Integrate Weather's Data to Drive Decision-Making Across All Channels

LiveRamp IdentityLink will Use Weather's Event-Based WEATHERfx Data to Create People-Based Audience Data To Be Used By LiveRamp Clients to Drive Digital Marketing Campaigns

NEW YORK, April 19, 2017 /[PRNewswire](#)/ -- The Weather Company, an IBM Business ([NYSE: IBM](#)) announced today an innovative collaboration with [LiveRamp](#), an Acxiom® company, that will enable marketers to seamlessly integrate Weather's unique real-time data to help drive decision-making in omnichannel campaigns across the digital ecosystem. The capabilities of this collaboration offer marketers unique tools to engage people with relevant and timely experiences.

This first-of-its-kind data integration allows an 'event-based' data set (e.g. The Weather Company's WEATHERfx data) to be matched with an 'audience-based' data set in real-time. This is designed to help marketers create better campaign outcomes and an expanded usage of different data sets across the media ecosystem. Through LiveRamp IdentityLink Data Store, advertisers will have the autonomy to apply Weather's influential data set as a decisioning layer in their campaigns, utilizing data like environmental conditions, severe weather, and relative weather conditions to improve their personalized marketing so they can reach consumers at the right moment with the right message throughout their customer journeys.

"At Weather, we believe in the power of combining data and technology to help solve marketing challenges. Throughout the years, we've seen the buying community successfully leverage our valuable sets of first-party location data and weather data to engage consumers and deliver relevant messaging at precisely the right moments," said Jeremy Hlavacek, vice president, global automated monetization, The Weather Company. "We've also seen this data successfully applied in many ways - from a QSR driving an increase in foot traffic because they learned that coffee sales spike when there is lower humidity in Atlanta to an automotive brand seeing a spike in social engagement for a campaign dedicated to touting superior driving performance in winter conditions. By partnering with LiveRamp, marketers will now be able to access Weather's unique data sets on an even larger scale than before and be able to apply that type of campaign decision-making across all of their media - anywhere they buy."

"Weather conditions impact a vast number of consumer decisions. The Weather Company has one of the most robust sets of highly precise and accurate weather data, and the ability to extract insights from season and real-time data will be nearly boundless. This collaboration will help extend the reach of those data sets and insights and enable marketers to find the precise moment to engage consumers in order to drive results," said Luke McGuinness, head of data partnerships, LiveRamp.

The Weather Company's WEATHERfx platform is a targeting capability that leverages the fact that weather can have an influential impact how consumers feel, and in turn, their behaviors and actions. Leveraging real-time consumer insights derived from weather, location and other data sources, marketers can target and engage more effectively by placing their brand in front of the right people at the right moments when they anticipate their audience's needs.

WEATHERfx is the first data set from The Weather Company available via LiveRamp.

The Weather Company, an IBM Business

The Weather Company, an IBM Business, is the world's largest private weather enterprise, helping people make informed decisions – and take action – in the face of weather. The company offers the most accurate, personalized and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel ([weather.com](#)) and Weather Underground ([wunderground.com](#)).

The company delivers billions of forecasts daily. Its products include a top weather app on all major mobile platforms globally, the world's largest network of personal weather stations, a top-20 U.S. website, the seventh most data-rich site in the world, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business. For more, visit theweathercompany.com.

About LiveRamp

LiveRamp offers brands and the companies they work with identity resolution that is integrated throughout the digital ecosystem, and provides the foundation for omnichannel marketing. Our services transform the technology platforms used by our clients into people-based marketing channels that improve the relevancy of marketing, and ultimately allow consumers to better connect with the brands and products they love. LiveRamp is an Acxiom company, delivering privacy-safe solutions to market and honoring the best practices of leading associations including the Digital Advertising Alliance's (DAA) ICON and App Choices programs. For more information, visit www.LiveRamp.com.

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