Max Engage

Engage your audience across platforms.

With the widespread adoption of mobile apps and social networks, today's audience wants personalized, relevant content pushed to them throughout the day on their preferred platform. This new media landscape creates tremendous opportunities for deeper engagement. But if you cannot effectively produce, distribute, and monetize your content, you may lose viewers – and advertising revenue – to the competition.

Max Engage from The Weather Company is designed to drive deeper audience engagement by complementing your hyperlocal expertise with augmented intelligence (AI) and automation technology. The result is a solution that helps you more rapidly produce high quality stories that are tailored for every screen without adding to your staff.

Your talent. Our technology.

Max Engage constantly searches for the weather and traffic content that you decide is most impactful for your market. When customizable thresholds are met, the solution automatically creates and distributes alerts and videos to impacted users.

Feature your trusted on-screen talent in this content to provide relevant local context, such as how weather or traffic may affect upcoming events in the area. Notifications can also be delivered as audio push alerts narrated by your talent or as videos with voiceovers, a service that national weather apps find difficult to provide.

Streamline your stories

Max Engage provides a robust, turnkey solution powered by accurate weather data to help deliver branded content across mobile, social, web, and SFTP through a single interface, sharing the local weather and traffic insights your audience cares about most.

Max Engage is designed to help you:

– Streamline workflows and distribute stories more rapidly by simultaneously posting to mobile, web, social, and SFTP.

– Meet viewer demand for weather and traffic updates throughout the day by delivering personalized, relevant, and curated content.

– Increase engagement by targeting only impacted users through automated geo-fencing capabilities and push notifications.

– Add hyperlocal weather and traffic context by incorporating your trusted talents' perspectives and voices within your content.

The Weather Company

The solution curates content so your team spends less time looking for the story and more time telling the story. This capability helps you be first to provide vital information to your viewers, giving you a competitive edge especially during disruptive weather.

Monetize new digital content

Weave relevant monetization opportunities – such as promotions for local businesses – throughout your mobile app as interstitial ads or pre-roll videos. Ads for local businesses can be geo-fenced to target customers in their area, helping to increase value for you and your sponsors.

You can also combine Max Engage with Max Social to publish content to Facebook with sponsor logos and banners. The Max Engage dashboard displays the engagement results of postings to aid you in understanding what resonates with your viewers and refining your content strategies. Our dedicated client success staff also helps you optimize content and ads to produce click-worthy videos, build your customer base, and increase engagement. In fact, Max Engage users have increased mobile views by up to 13x in just a few months.[1]

For more information or to request a demo of Max Engage, visit weather.com/media/max-engage.

The Weather Company