

# Mobile Widgets

Digitize, monetize and customize weather data in your brand's app



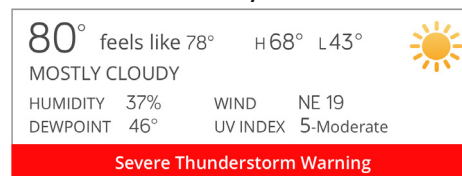
Weather is the most frequently used non-social mobile app category and the second biggest influencer on consumer behavior.<sup>1</sup> In fact, recent data suggests that 67 percent of users click alert notifications about the weather. Eighty percent of users who open these notifications consider them useful.<sup>2</sup>

That's why The Weather Company offers mobile solutions designed to help meet user demand, increase engagement and attract advertising with the industry's most accurate weather forecasts<sup>3</sup> and hyperlocal data for two billion points across the globe.

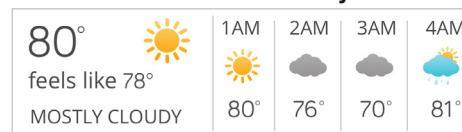
**Mobile Widgets** help you tap into the needs of your users by infusing our expertise into your mobile app. Widgets can be customized to visually conform to your app's fonts, colors and over 15 other variables and allows you to populate your app with current, hourly or daily forecasts and even radar maps.

**Weather Alerts:** Widgets are also "alert ready" so you can leverage the value and usefulness of weather alerts to help draw users into your app from the notification panel of iOS or Android devices.

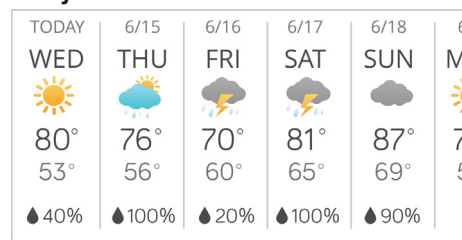
## Current Conditions / Weather Alerts



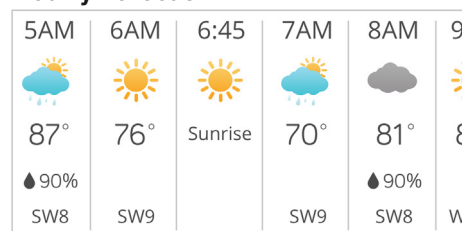
## Current conditions + Hourly Forecast



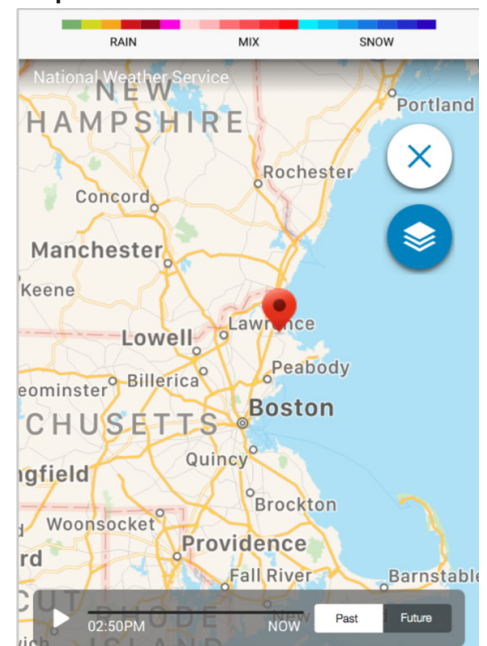
## Daily Forecast



## Hourly Forecast



## Map SDK



<sup>1</sup> US Consumers' Most Frequently-Used Mobile App Types; MarketingCharts.com – Data Source: Deloitte; April 1, 2016

<sup>2</sup> "The Power of the Push," by Peter Marsh, at NEWSYCLE Solutions, November 28, 2016

<sup>3</sup> Three-Region Accuracy Overview: 2010 through 2017, ForecastWatch.com, September 2018

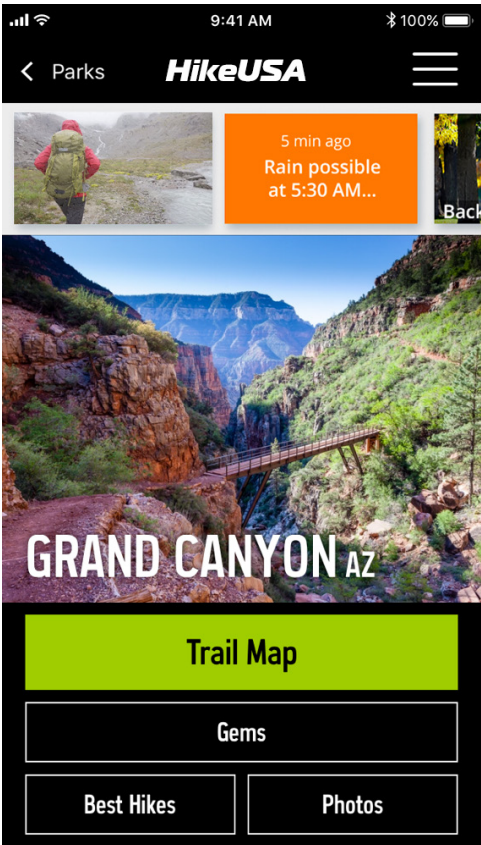
# Engage and influence your users

To help drive further engagement, The Weather Company also offers widgets that display automatically-generated videos and alerts based on developing weather conditions using our Max Engage solution.

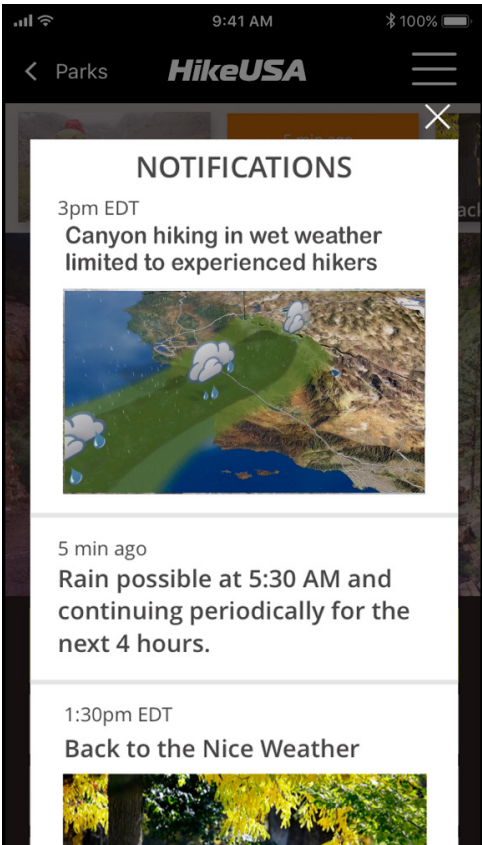
When certain weather conditions are detected, a video featuring informative, actionable recommendations is generated and distributed to users in the impacted area. Users can also include weather-based suggestions, such as a theme park promoting indoor activities during a rainstorm.

These videos can be monetized with pre-roll, native, or in-video advertising or through promotional or e-commerce messaging. The Weather Company can also assist with monetization using our ad services, your ad services or a combination of both to help optimize digital advertising revenue.

## Engage headlines and alerts



Horizontal scroll

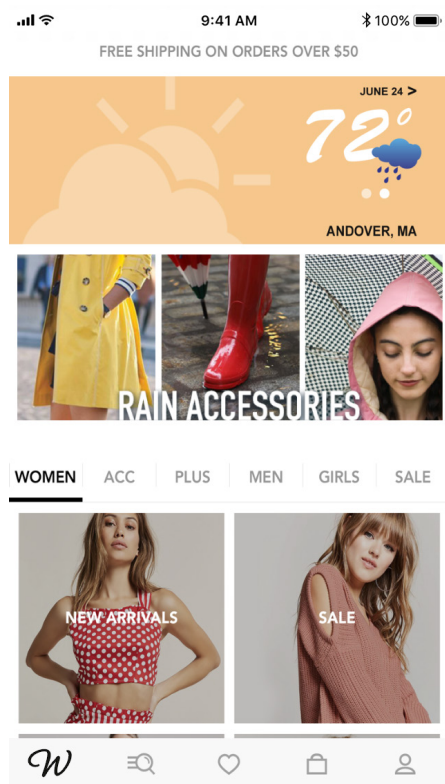


Vertical scroll



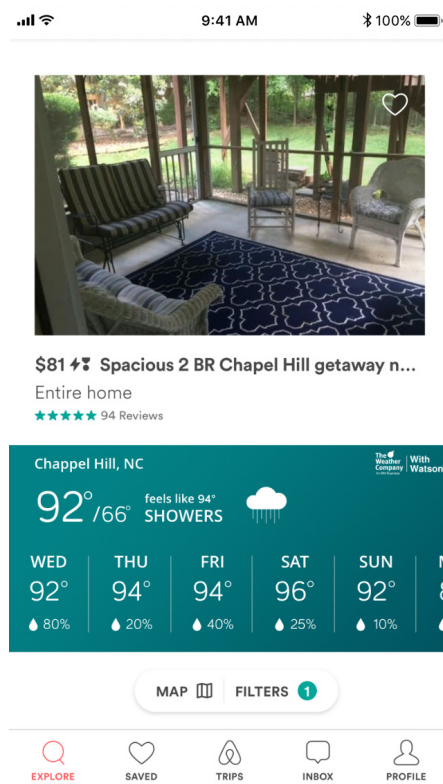
# Weather awareness to help enhance apps across industries

## Retail



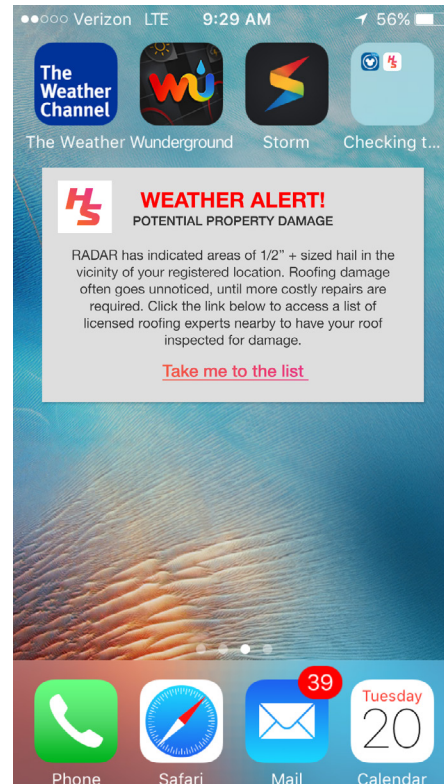
Show daily forecasts and promote seasonally-appropriate merchandise that's currently on sale.

## Travel



Display the forecast for an upcoming itinerary, suggest routes to avoid traffic, offer packing tips, or recommend where to go.

## Services



Direct users to weather-specific services like towing companies, landscapers and other contractors online.

## Other uses include:

### Exercise



"How will weather affect my running times?"

### Live sports



"Will it rain during tailgating or the game?"

### Ride sharing



"What impact will a cold front have on ridership?"

### Auto racing



"How will racetrack temperature change tire selection?"

### Parking



"Where can I find off-road parking before the snowfall starts?"

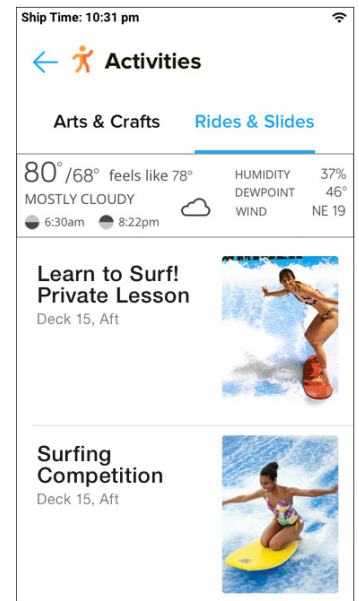
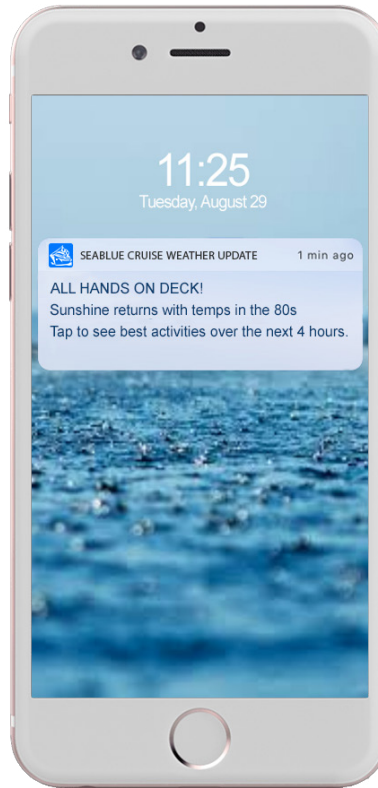
And many more...

# The Weather Company

## Leverage weather and traffic in your mobile app

Give your mobile strategy a boost to help meet user demand, increase engagement, influence behavior and drive new revenue with The Weather Company's mobile solutions.

Visit our [website](#) or email [business@weather.com](mailto:business@weather.com) to learn more about Mobile Widgets.



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