

Weather Agent™ for Indices & Triggers *from The Weather Company*

Your custom weather intelligence layer

Bridge the gap between data and decisions

Every business feels the weather, but few successfully operationalize it. Without a mechanism to distill raw forecasts into high-signal insights, critical environmental changes become a source of volatility rather than a competitive advantage.

Generic, high-volume weather data lacks the context your industry demands. A “60% chance of rain” is just a number until it’s translated into foot traffic, supply chain delays, or shifting consumer intent. Without specialized intelligence, teams are forced into manual processes and guesswork, leaving your bottom line vulnerable to the elements.

Eliminate the friction of raw data

Weather Agent for Indices & Triggers is an intelligence layer designed to solve common barriers to weather-driven growth:

- **Information overload:** Raw data that’s too noisy to action on without dedicated meteorological expertise
- **“Weather blindness:”** Complex weather data without the in-house analytics to interpret what it means for your business
- **Data integrity:** Unreliable weather forecast data that undermines decision-making confidence
- **Slow customization:** Weeks or months to update weather triggers or indices as business needs evolve

The Weather Agent advantage

- **Bridge the expertise gap:** Translate raw weather data into confident, business-specific intelligence layers that drive decision-making.
- **Lean on expert guidance:** Partner with weather specialists to build and fine-tune custom triggers that evolve alongside your growth objectives.
- **Count on proven data:** Rely on world-class accuracy to transform complex atmospheric information into clear, actionable guidance.
- **Grow without the overhead:** Leverage a managed service model where our experts handle everything from initial setup and documentation to ongoing optimization.

Weather insights, your way

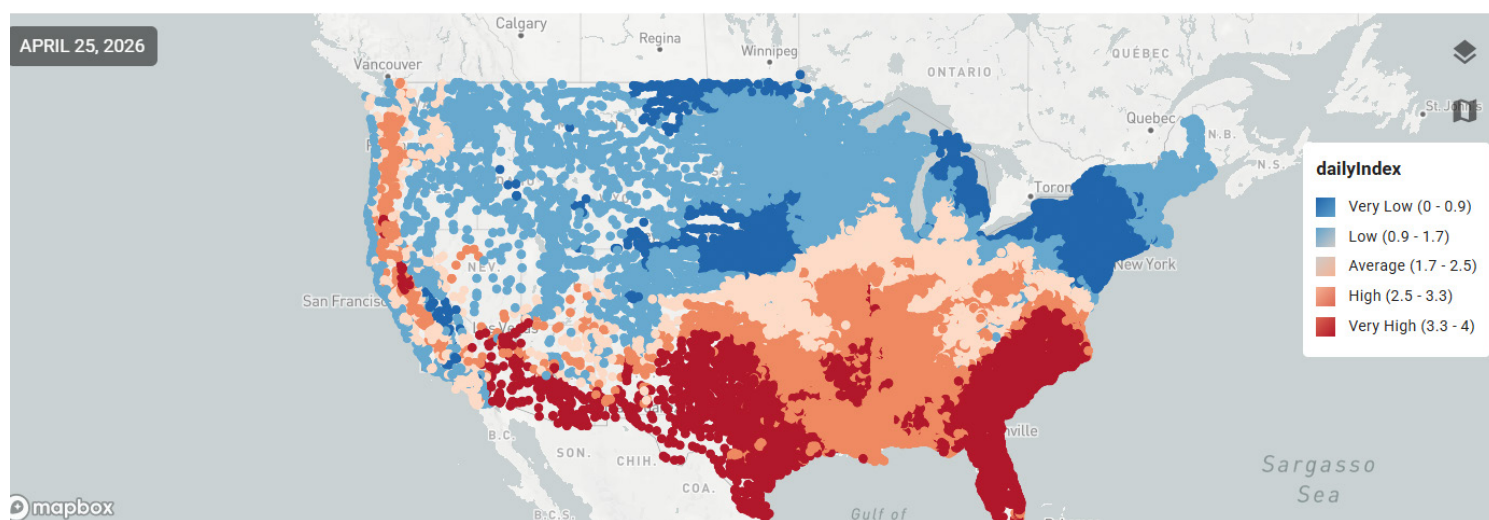
Our managed service model handles the complexity of AI-driven physical modeling. We automatically evaluate multiple weather variables to isolate exactly what matters most to your business. Choose the format that fits your operations, and we'll build the hyper-intelligent layers tailored to your specific use case.

Weather Indices: Scored forecasts

- Quantify how multiple weather factors influence your operations and customer behavior on a 0–100 scale
- Leverage our meteorological team to pinpoint and tune each index to your specific use cases
- Track conditions over time with location-aware thresholds that adapt to local climate. *Example: 15-day rain probability index that adjusts “comfortable” temperature by region*

Weather Triggers: Current and coming conditions

- Answer critical binary questions (happening or not)
- Leverage these triggers to send instant alerts when your defined conditions are met
- Activate campaigns and operational decisions at exactly the right moments. *Examples: Is this the ideal time to launch a campaign? Should we adjust our hours or staffing?*



Weather Agent for Indices & Triggers map visualization example

The Weather Company advantage

Many claim it, but only one forecaster can prove it: **The Weather Company is the world's most accurate forecaster**,¹ delivering over 25 billion personalized forecasts daily across 2.2 billion locations globally. This accuracy, combined with curated data sources and proprietary AI, powers indices and triggers that reveal how weather and environmental conditions truly impact your business.

Behind the accuracy

- **Advanced AI training:** Powered by years of refinement using hundreds of unique, high-fidelity weather datasets to optimize predictive modeling.
- **Hyper-local precision:** Delivers real-time, 15-day forecasts at the **ZIP code level** across 44,000 U.S. locations.
- **Global footprint:** Continuously expanding international coverage, with established high-resolution data for Canada, the UK, Brazil, Argentina, and beyond.
- **Actionable historical context:** Access to historical indices to analyze how past weather patterns directly impacted consumer behavior and business performance.
- **Enterprise-grade reliability:** A **99.95% SLA uptime** ensures the scalability and dependability required for mission-critical decisions.

Turn environmental intelligence into action

Bring predictive intelligence directly into your business systems and workflows with these core capabilities:



Ready-to-deploy trigger library

Get immediate access to pre-built weather triggers covering major weather risks. *Example: “Will it rain in the next five days?” “Did spring transition occur yet?” “Will it be colder tomorrow?” etc.*



Custom indices built in days, not months

Advanced AI models analyze complex weather variables – including temperature, precipitation, wind, heat stress, and extreme events – to pinpoint statistically meaningful relationships that drive specific business outcomes.



Expert human guidance

Collaborate with weather experts and leverage human-over-the-loop validation. Your team confirms the logic to make sure every insight is transparent, explainable, and relevant to your business — no in-house meteorologists required.



Easy-to-understand documentation

Receive straightforward fact sheets that clearly explain how your custom weather triggers and indices work, plus visual reports that turn complex weather data into information you can actually use.

Drive impact across the enterprise

From hyper-local targeting to global supply chain resilience, the applications are as vast and varied as the weather itself.

Advertising

Tap into precision targeting, spend optimization, and contextual messaging aligned to real-time environmental conditions.

Customer Relationship Management (CRM)

Segment audiences, schedule messaging, and launch rewards programs triggered by weather.

Financial explainability

Understand where and when weather drove positive or negative performance across Zip codes, states, or DMAs.

Business process optimization

Improve sales forecasting, optimize staffing levels, and reduce waste by anticipating weather-driven demand shifts.

Contact our experts today for a custom demo.

See how Weather Agent for Indices & Triggers can improve your operations, customer satisfaction, and bottom line.

Request a demo →

¹ [ForecastWatch, Global and Regional Weather Forecast Accuracy Overview](#), 2021-2024, commissioned by The Weather Company

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