



## BOOST CAMPAIGN ROI BY ALIGNING YOUR ADS WITH THE BEST WEATHER MOMENTS – AS THEY HAPPEN.

Rocket Fuel’s real-time weather targeting leverages weather station data feeds to precisely target users experiencing pre-defined weather conditions.

**Rocket Fuel supports targeting ten different weather conditions:**

	Sunny
	Cloudy
	Overcast
	Fog
	Rain
	Heavy Rain
	Snow
	Thunderstorm
	Haze
	Windy

User behavior can change as quickly as the weather. Weather influences the decisions people make every day – from the things they do, to the products they buy. Whether you’re selling a tropical getaway, launching food perfect for chilly days, or touting a new line of summer clothing, Rocket Fuel can reach the right audience. Rocket Fuel can reach users who are now experiencing heavy rain or snow and target your users on that perfect beach weather day. Rocket Fuel precisely targets users with relevant ads and aligns the best weather moments with your objectives – build awareness, boost video views, drive sales, and much more.

### Real-Time Weather Data

Rocket Fuel’s real-time approach to weather targeting leverages data feeds from the National Oceanic and Atmospheric Administration (NOAA), reporting on over 2,500 weather stations to precisely target users experiencing pre-defined weather conditions. And only Rocket Fuel can seamlessly integrate weather conditions with its full suite of audience and contextual targeting capabilities to drive great results.

### Precisely Target and Customize your Campaign

You can implement Rocket Fuel’s weather targeting capabilities to online campaigns in several different ways:

- Automatically deliver impressions only to target markets or audiences facing a weather condition of interest.
- Dynamically shift your campaign emphasis to geos where users are currently experiencing weather conditions that may encourage a desired user action.
- Customize your ads to be contextually relevant to the weather condition your audience experiences by leveraging Dynamic Creative Booster.

### Synchronized Cross-Channel Framework

Rocket Fuel coordinates and integrates advertising initiatives and targeting capabilities, such as weather, across display, video and mobile channels.

### Rocket Fuel – Bringing Rocket Science to Digital Advertising

Rocket Fuel is the leading provider of artificial-intelligence advertising solutions that transform digital media buys into self-optimizing engines that learn and adapt in real-time, and deliver outstanding marketing results from awareness to sales. Over 400 of the world’s leading brands rely on Rocket Fuel to power their advertising programs across display, video, mobile and social media.



**Rocket Fuel Inc.**  
(650) 595-1300  
www.rocketfuel.com  
sales@rocketfuel.com