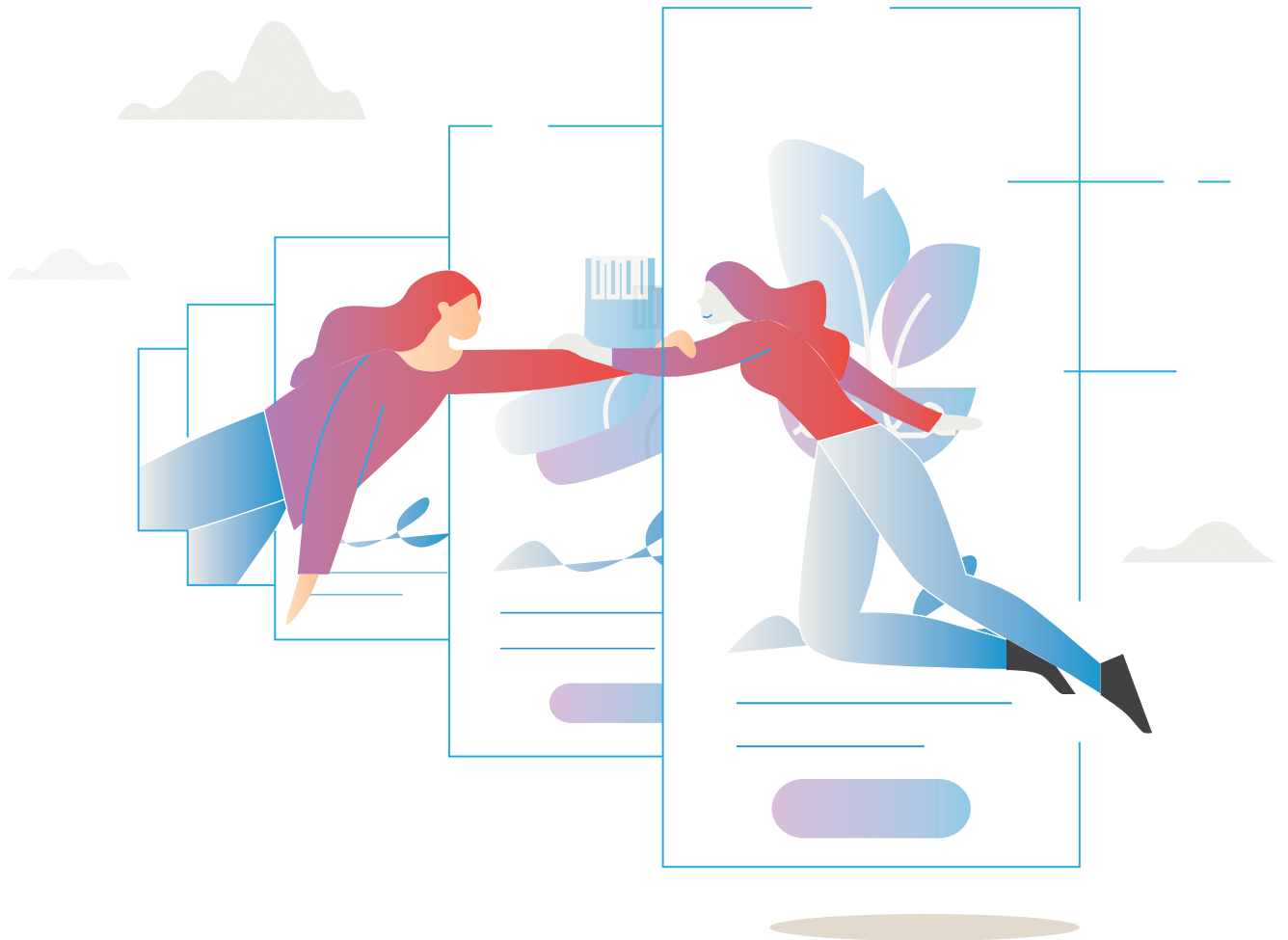


adacado[®]

We make ads that matter.

Weather Ads



What is it?

Adacado has done an API integration with a 3rd party weather service. Adacado collects current forecast weather data for cities in North America, which is then categorized/binned, stored and used for weather targeting and ad content. Adacado combines this weather data with location data to personalize weather based ads.

How Weather Data Can Be Used

Weather data can be used in three different ways.

Ad Logic: Use the weather data for ad decisioning logic only (e.g. show one ad variation if cloudy, show a different one if raining).

Ad Content: Use the weather data as content within the ads (e.g. show current conditions/temperature/city, etc. Within the ads).

Both Ad Logic & Content: Combining the two points above.

Targeting Scenarios

There are two primary targeting scenarios that can be used:



User Based Weather

Using weather data based of the user's location. This is of course dynamic as it varies for each individual user that views the ad.



Destination Based Weather

Using weather data for a fixed location. For example, an ad that shows weather conditions in Punta Cana.

Implementation Details

Weather Data Targeting & Incorporation:

Temperatures: in degrees Fahrenheit & Celsius

Tagging Attributes: Weather Conditions & Temperature

Current Temperature
Forecast, for each day - the current day up to the next 7 days

7 Temperature categories
Categories/bins are sued as **tags** for the ads

	Extremely Hot	Hot	Warm	Cool	Cold	Very Cold	Extremely Cold
°F:	>=104	86 to 103	68 to 85	50 to 67	32 to 49	(-5) to 30	<=(-6)
°C:	>= 40	30 to 39	20 to 29	10 to 19	0 to 9	-1 to -20	<=-21

Conditions: one of the following 5 conditions (in the form of text or image icon)

Condition:	Clear	Cloudy	Rain	Snow	Wind
Icon:					

Current Condition
Forecast, for each day - the current day up to the next 7 days