

Spring Into Summer!

Summer is that time of year when things seem to go into high gear. People are more active – they travel more and they spend more. They are working in the yard, working on the house, and completing that long list of chores that they wrote over the winter. But summertime is also frame of mind. Consumers take on that “fair weather” attitude – always looking for a good deal at a great place to visit with the best weather.

And weather is the *KEY* to making the most of that summertime frame of mind! Here at *WEATHERBANK*, we specialize in integrating our 40,000 weather products into your business models so that you can more accurately predict the buying habits and spending trends of your customers. It's really as easy as 1-2-3!

- 1- We'll start by getting a list of your store locations and your sales records from those stores for a number of years (5 to 10 years, or more);
- 2- We'll then analyze your historical sales data against our historical weather data for those same locations, to determine how weather influences the buying habits of your customers. This type of analysis will provide data to better place and time your marketing campaigns - as well as the placement of inventory. And,
- 3- We'll integrate our ongoing, near and long-term weather forecasts into those sales models so you'll be prepared for the increased sales demand in each specific region. You'll be able to find those customers with the “fair weather” attitude and make the most of your sales opportunities.

We've been working with Major Retailers for over 37 years. They're probably your competitors!