# URBAN AIRSHIP

## AccuWeather Delivers Tailored Alerts, Content to Drive Engagement

### AccuWeather's Objectives

- Increase frequency of app visits by delivering customized push notifications based on user preferences

- Deliver location-based forecasts to geographically localized audiences

Every day, more than 1 billion people worldwide look to AccuWeather for forecasts to help plan their lives. As the world's leading weather forecast service, AccuWeather brings cutting-edge climate information directly to users' screens—both on its website and through its free and paid mobile apps.

In recent years, apps have become key to AccuWeather's mobile engagement strategy as app traffic has eclipsed its web audience, with five times higher traffic rates to date in 2013. AccuWeather's apps allow users to receive push notifications with the daily local weather. In the United States and Canada, the app also delivers severe weather alerts straight to users' phones.

A key goal of AccuWeather's mobile strategy is increasing customer visits. By employing personalization and taking advantage of Urban Airship's push notifications and API technologies, AccuWeather delivers automated content to each user. Analytics reveal how users are consuming content, allowing AccuWeather to respond and revise its content to improve users' app experiences, increasing the app's value.



*AccuWeather's app allows users to receive localized push notifications and detailed activity content based on their preferences and location.*

### RESULTS

⬆ **5x**

Year-to-date increased traffic on mobile platforms vs. website.

⬆ **60m**

Unique monthly visitors between mobile web and apps.

*"Mobile is extremely important to us. Between mobile apps and mobile web, we are at almost 60 million unique visits a month for the U.S. alone. If you start adding in global numbers, mobile dominates our traditional Web dramatically."*

*David Mitchell,*
*Vice President of Digital Media Product, AccuWeather*

Because weather lends itself to information "snacking" (shorter but more frequent visits to AccuWeather), employing personalization and localization in tandem helps AccuWeather create a richer, more individualized experience that drives engagement and keeps users coming back to the app.

When users opt in to push notifications, share their location and provide specific information on preferences, AccuWeather draws important details about its audience to create greater context and relevance in its push notifications.

For example, if a user lives in an area where snow is rare, yet one day at 3 p.m. they get an alert about a predicted snowfall of two inches around 5 p.m., they might alter their usual routine to avoid the snowfall. Another user might want to know when the snowfall will offer ideal weather to hit the slopes. AccuWeather can deliver snow forecasts to give that user time to plan accordingly and grab their gear.

In the future, adding content on a global basis is top of mind for AccuWeather. The brand has developed a global reach with more than half of mobile traffic originating from outside the United States.

AccuWeather has translated content into more than 100 languages and dialects. It is now gathering data on how weather information is consumed in specific markets.

AccuWeather intends to use these findings to further personalize each user's experience by shifting the placement of content and adjusting colors within the app's design to gain and retain a broader user base.

David Mitchell, Vice President of Digital Media Product at AccuWeather said, "We use location and segmentation to deliver automated push notification weather alerts tailored to what's important to users. We tell them if the forecast is optimal for running or fishing, whether they'll need an umbrella, if weather is likely to affect their commute, or if there's a severe weather warning. For all these examples, push notifications play a vital role."