

WTH02: Consumer Weather Platform Study

Executive Summary | January 31, 2026

Audience

6717M

MONTHLY USERS

45%

DAU/MAU

\$30M

AD REVENUE

87%

ACCURACY

Advertising

CPM: \$10 | Fill Rate: 91%

Products

MinuteCast: Core differentiator | RealFeel: Proprietary index

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