**External - Real-Time Weather-Based Dynamic Ads**

Dynamically compose weather-based ads in real time by pulling elements into the creative that are determined by each individual viewer’s specific weather conditions.

Temperature, forecast, and current weather conditions have a major influence on when consumers’ book travel, the type of travel they book, and where they book. Coupling Sojern’s robust travel intent data with weather data enables you to serve a richer, more personalized ad experience that is relevant to both the individual’s personal intentions and to the individual’s local weather conditions.

Pique consumers’ interest during weather conditions that they might not otherwise associate with the advertiser’s product.

Identify particular a weather condition for an individual and suggest ways to enjoy it! Or, suggest other locations in which the weather conditions are just right for a particular activity of interest.

Use weather-based dynamic ads to reach folks in real time and help them plan and take advantage of current and forecast weather conditions.

Possible Weather Conditions:

* Clear
* Rain
* Snow
* Wind
* Cloudy

Possible Temperature Conditions:

* Extremely Hot: >=104
* Hot: 86 to 103
* Warm: 68 to 85
* Cool: 50 to 67
* Cold: 32 to 49
* Very Cold: (-5) - 30
* Extremely Cold: <= (-6)

Serve ads based on weather conditions, temperature conditions, or a combination of both weather and temperature conditions. Pull the specific temperature in for even greater precision and relevancy.

**Deidre is working on 3 mocks as well.**