Personalize Cross-Channel Campaigns Using Consumer Demand Analytics

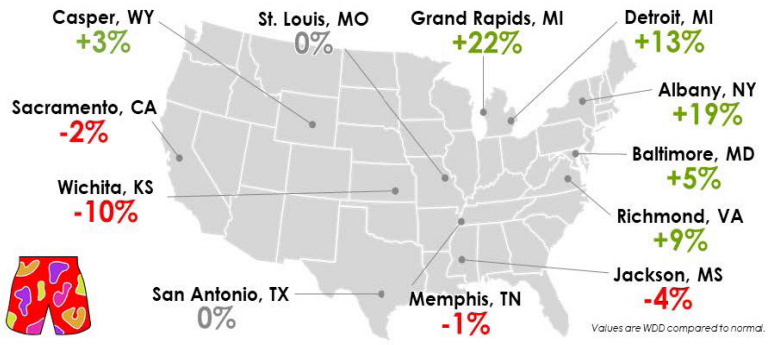
Contextual Targeting at Scale to Drive Business Outcomes



Planalytics predictive demand analytics help marketers pinpoint the products, times, and locations where the consumer's immediate external environment is creating an elevated purchasing mindset.

Marketers know that weather is a powerful driver of consumer demand. But trying to select a temperature threshold or precipitation events that are relevant throughout the country and throughout the year is difficult and impossible to scale effectively. In reality, "matching mercury" can lead to "different demand."

Mid-July: Markets with Average Max Temps 90-95°F



That's where Planalytics Weather-Driven Demand® Analytics come in. Our advanced modeling techniques help Marketers understand what they really need to know: what, where and when consumers are in the mood to buy.

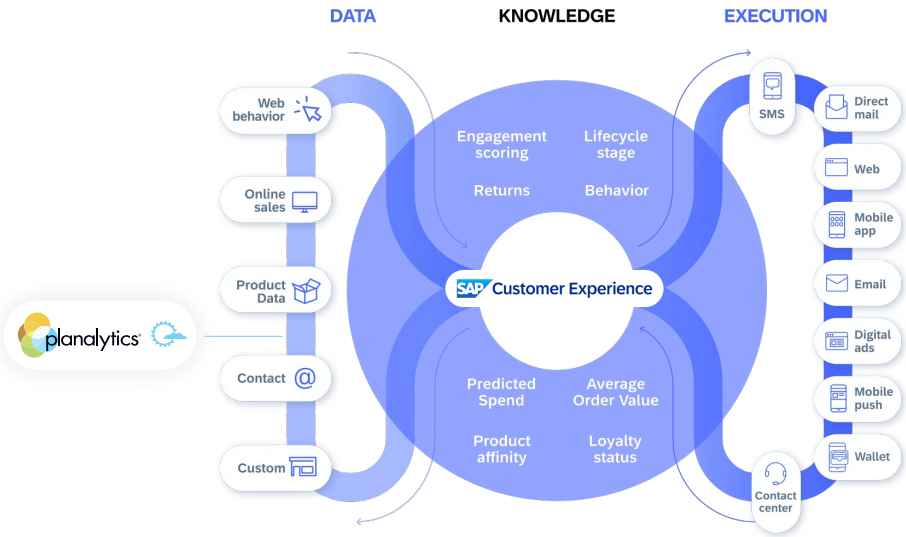
BENEFITS

Predictive Weather-Driven Demand® analytics integrated into the SAP Customer Experience platform helps digital marketers identify and focus on shifting purchasing trends to better:

- Understand and leverage relevant product content based on weather context.
- Understand where and when to shift budget based on weather context.
- Understand what, where, when, and how much to promote based on weather context.
- Understand true campaign performance, based on weather-neutral sales.

Personalize Cross-Channel Campaigns Using Consumer Demand Analytics

PLANALYTICS | SAP CUSTOMER EXPERIENCE PARTNERSHIP



OPPORTUNITY

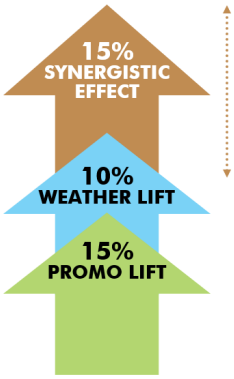
Gain Acquisition
24% of customers likely to defect won back

Reduce Churn
61% increase to the inactive customer winback rate

Gain ROI
13% more purchases from loyalty customers

SUPERCHARGE SALES BY PROMOTING INTO FAVORABLE DEMAND DRIVEN BY WEATHER

Companies and consumer brands consistently capture larger-than-expected sales boosts when they align promotions with favorable, weather-assisted demand environments. This "synergistic effect" emerges when companies target audiences where the weather is creating demand. This results in sales increases that are higher than the expected promotional lift and weather lift individually would have suggested.



USING WEATHER IN CONTEXT GETS RESULTS

Knowing when and where to spend, knowing what product to feature, knowing which markets and individuals will be most receptive to messaging can all help improve results for digital advertising and marketing. Below are some examples of the benefits Planalytics' clients have seen by leveraging weather-driven demand analytics.

Pest control company saw **54% increase in leads** vs. control.

Coffee chain's geo-targeted campaign for specialty hot coffee drinks yielded **tens of thousands more unit sales** (in a single day, in select markets) vs. control group receiving general brand message.

Featured products captured an **average sales increase of 8%** for a discount chain.

A DIY retailers tracked **ROAS increases that were over 3 times greater** than gains seen from traditional cookie-based behavioral targeting.

Clothing brand saw a **200+% increase in sales** from prior week in featured product for regions with favorable WDD projected strong demand for spring/summer items.

Mass merchant **captured 38% more** in orders vs. control.

ABOUT PLANALYTICS

Planalytics' predictive Weather-Driven Demand® analytics help businesses better understand an impactful and ever-present motivating force behind consumer buying decisions. Companies incorporate these localized demand analytics to optimize demand forecasting, digital marketing, planning, and more.

ABOUT SAP CUSTOMER EXPERIENCE

SAP Customer Experience is the omnichannel customer engagement platform trusted by leading brands and innovative marketers around the world. The platform is purpose-built for marketers to build, launch, and scale personalized cross-channel campaigns that drive business outcomes.

planalytics © 2026 Planalytics, Inc. All Rights Reserved. Proprietary and Confidential.

SAP Partner © 2026 SAP. Confidential.