

Fresh Relevance Announces New Weather SmartBlock

Automatically Push Targeted Weather Relevant Content to Customer Online and via Email

Fresh Relevance, the real-time marketing hub for online retailers, today announces the release of 2 new features, a Weather SmartBlock and a Weather Rule. These latest additions to the Fresh Relevance Platform enables marketers to embed real-time content within their websites and emails, including weather information and forecasts, as well as automatically pushing products/services relevant to the climate.

The Weather SmartBlock can be used to pull a real-time weather forecast, by entering the Country as well as the zip code/post-code or City of the desired location. The forecast can be presented as a single-day or 5-day view, and can be used on webpages or within emails. Similarly, marketers for travel companies can embed the SmartBlock to share forecast information at the destination of their customers.

The weather rule can be used in conjunction with SmartBlocks to set rules determining what content is shown to an online visitor or email recipient. For example, if customers are in an area where it is raining or a downpour is expected, a retailer can elect to automatically present customers with a selection of wellies and umbrellas. Meanwhile, customers in sunny areas will see products such as sunglasses, shorts and sun cream.

CEO at Fresh Relevance, Mike Austin, comments: "Weather can present huge opportunities for improving sales and strengthening customer engagement, by providing relevant, timely and personalized content. The challenge is being agile and fast enough to respond to changing conditions. Using this new Fresh Relevance SmartBlock, marketers can set rules to automatically display the latest weather news, and/or automatically push content based on where the customer is located."

The new Weather SmartBlock and Weather Rule are available from Fresh Relevance now.

About Fresh Relevance

Fresh Relevance is the marketing hub for online retailers. We increase sales with personalised customer experiences and real-time marketing tactics across email, mobile and web. Our marketing hub unifies siloed systems without the need for an integration project. We deliver full control of real-time marketing

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tactics such as triggered emails and cross-channel personalisation. Organisations using Fresh Relevance include: Cottages4U, Emma Bridgewater, illy, Moss Bros, Thorntons, White Stuff and 7dayshop.

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