



Weather prognosticator sees blue sky!

“Hitwise is a crucial tool to ensure we offer the best weather services to the marketplace and stay ahead of our competitors.”

- Mark Hardy, Managing Director, The Weather Company

Industry

News and Media: Weather



Competitive Insights for Business Development

The Weather Company (www.theweather.com.au) used Hitwise to identify new business opportunities, and develop leading weather services.

The Challenge

Identify potential online users of weather information and tailor solutions that meet their business needs.

The Solution

Since many sectors have use for weather information, “Hitwise data assists The Weather Company in qualifying potential partners by allowing us to identify the leading sites in our target industry categories...In media, water sports, snow sports, travel and agriculture...we are able to tailor content packages and present these to the leading sites in each industry category,” says Mark Hardy.

Once prospects become clients, Hitwise allows Hardy to track the performance of his company’s services.

By employing Hitwise Search Intelligence™ and Clickstream data, Hardy relates that he can see how his clients are receiving their traffic and measure the change over time. According to Hardy, “This helps with product improvements on an ongoing basis”.

Hardy also conveys that by using Hitwise, he tracks how his clients perform against their direct competitors. He states, “We can even indirectly gauge the weather’s contribution to their overall performance.”

The Weather Company also uses the Hitwise Competitive Intelligence Service to monitor their own performance against competitors. According to Hardy, “When a competitor appears on the scene, Hitwise allows us to track how they are performing, and this ensures we keep our products at the leading edge”.

The company also runs its own weather website, which is based on a subscription model that is targeted to specialist weather users. “Through Clickstream and Search Intelligence™ we have been able to focus online marketing to reach these users very effectively,” says Hardy.

The Benefits

Since using Hitwise, The Weather Company has enjoyed “increased sales, online partners and a higher level of brand awareness,” proclaims Hardy.