
























































# Triggers & Data

powered by  AccuWeather

WeatherAds provides a comprehensive range of weather, health and lifestyle indices powered by best-in class data from AccuWeather®. With more than 60 unique triggers, WeatherAds serves as your complete solution for environmental campaign targeting and optimization.

	Trigger Name	Category	Description	Trigger types
	Temperature	Weather	Temperature is a measure of how hot or cold the air outside is, described in degrees Celsius or Fahrenheit. Past, current and forecast triggers available.	past, current, forecast
	Rain	Weather	The Rain trigger measures the amount of precipitation that falls to the ground as rain. Past, current & forecast triggers available.	past, current, forecast
	Snow	Weather	The Snow trigger measures the amount of precipitation that falls to the ground as snow. Past, current & forecast triggers available.	past, current, forecast
	Sun	Weather	The Sun trigger measures the amount of clear sky that is visible, resulting in direct sunlight. Past, current and forecast triggers available.	past, current, forecast
	Cloud	Weather	The Cloud trigger measures the amount of cloud cover in the sky at a given time. Past, current and forecast triggers available.	past, current, forecast
	Wind Speed	Weather	Wind is the movement of air at or near ground level. The Wind trigger measures the speed the wind is moving at. Past, current and forecast triggers available.	past, current, forecast
	Humidity	Weather	Humidity measures the concentration of water vapor that is in the air. High humidity can make it difficult for the body to regulate its temperature through sweating. Past, current & forecast triggers available.	past, current, forecast
	Pressure	Weather	Atmospheric pressure is the weight of the air pushing onto the earth's surface. Past, current & forecast triggers available.	past, current, forecast
	UV Index	Weather	The UV Index forecasts localized ultraviolet radiation conditions. It is updated every hour and indicates how much sun protection you need for your outdoor activities. Past, current & forecast triggers available.	past, current, forecast
	Thunder & Lightning	Alerts	Lightning is an electrical discharge from a thunderstorm. The Alerts trigger is the probability of thunder and lightning occurring, described as a percentage chance.	Probability (forecast)
	Storm	Alerts	Storms are characterized by extreme winds, and can also include rain, thunder, lightning, etc. This trigger measures the likelihood of a storm occurring, described as a probability. Alerts are issued pre-emptively ahead of the event.	Probability (forecast)
	Hail	Alerts	This trigger measures the likelihood of a hail event occurring, described as a probability. Alerts are issued pre-emptively ahead of the event.	Probability (forecast)
	Fog	Alerts	Fog is considered a type of low-lying ground-level cloud. This trigger measures the likelihood of a fog occurring, described as a probability. Alerts are issued pre-emptively ahead of the event.	Probability (forecast)
	Hurricane	Alerts	This trigger measures the likelihood of a hurricane occurring, described as a probability. Alerts are issued pre-emptively ahead of the event.	Probability (forecast)
	Tornado	Alerts	This trigger measures the likelihood of a tornado occurring, described as a probability. Alerts are issued pre-emptively ahead of the event.	Probability (forecast)
	Ice	Alerts	The Ice alert trigger measures the likelihood of ice forming, described as a probability. Alerts are issued pre-emptively ahead of the event.	Probability (forecast)
	Blizzard	Alerts	Blizzards are a type of severe snow storm and occur for a longer period of time. This trigger measures the likelihood of a blizzard occurring, described as a probability. Alerts are issued pre-emptively ahead of the event.	Probability (forecast)
	Freezing Rain	Alerts	Freezing rain is liquid rain that falls and freezes on contact with objects creating a coating of ice that can cause severe damage. This alert is described as a probability and issued pre-emptively ahead of the event.	Probability (forecast)
	Air Quality	Health	The Air Quality Index is an index for reporting daily air quality. It tells you how clean or polluted your air is, and what associated health effects might be a concern for you.	past, current, forecast
	Grass Pollen	Health	A forecast of airborne local pollen amounts, which utilizes combined datasets of current local pollen counts from allergists, private physicians, government agencies and other sources.	past, current, forecast
	Tree Pollen	Health	Measurements of current local pollen counts from allergists, private physicians, government agencies and other sources are combined into a forecast of future airborne local pollen amounts.	past, current, forecast
	Ragweed Pollen	Health	Measurements of current local pollen counts from allergists, private physicians, government agencies and other sources are combined into a forecast of future airborne local pollen amounts.	past, current, forecast
	Mold Spores	Health	Measurements of current local pollen counts from allergists, private physicians, government agencies and other sources, are combined into a forecast of future airborne local pollen amounts.	past, current, forecast
	Dust & Dander	Health	The Dust & Dander Forecast will help you determine how conducive conditions are to the accumulation of dust and dander in the air and on the surfaces inside your home.	past, current, forecast
	Flu	Health	The Flu Forecast combines the effects of the weather with relevant demographic factors to provide a scale showing the overall probability of flu transmission and the severity of flu symptoms.	past, current, forecast
	Arthritis Pain	Health	A forecast that combines weather factors that may affect arthritis sufferers, and potential likelihood and severity of weather-related arthritis pain.	past, current, forecast
	Asthma	Health	The Asthma Forecast shows how environmental factors are likely to affect asthmatics, with higher levels indicating an increased risk for an asthma attack and an increased likelihood of a more severe attack.	past, current, forecast
	Common Cold	Health	The weather plays an important role in the chance you will get a cold and, if you do, how severe it will be and how long it will last. These factors are combined to yield the Common Cold Forecast.	past, current, forecast
	COPD	Health	The COPD Forecast takes into consideration all of the weather factors that could trigger a pulmonary attack in people who suffer from Chronic Obstructive Pulmonary Disease.	past, current, forecast
	Migraine Headache	Health	This index combines current weather with how the weather is changing to predict the probability of experiencing a migraine headache, as well as how intense it is likely to be and how long it is likely to last.	past, current, forecast
	Sinus Headache	Health	The Sinus Headache Forecast combines the effects of weather and relevant demographic factors to show the probability of experiencing a sinus headache, as well as how long it is likely to last and how severe it is likely to be.	past, current, forecast
	Healthy Heart Fitness	Health	This forecast expresses how good the outdoor weather is for mild to moderate exercise, considering not only the actual weather but also the kind of weather that people in the area are used to.	past, current, forecast
	Hair Frizz	Health	The weather can have a dramatic effect on how well peoples hair looks and holds it style. The Frizz Forecast uses a proprietary algorithm that combines measurements of atmospheric humidity with other weather factors that create hair frizz.	past, current, forecast
	Thirst	Health	The Thirst Forecast helps you plan your week and stay refreshed. It combines all the weather parameters such as heat and humidity levels which can lead to dehydration.	past, current, forecast
	Outdoor Pests	Health	A forecast that combines all of the current and past weather factors that affect outdoor pest activity like mosquitoes and ticks.	past, current, forecast
	Indoor Pests	Health	A forecast that combines all of the current and past weather factors that affect indoor pest activity like ants and cockroaches.	past, current, forecast
	Mosquito Activity	Health	A forecast that combines all of the current and past weather factors that affect mosquito activity.	past, current, forecast
	Bicycling	Sports	The Bicycling Forecast takes into consideration all of the weather factors that impact your comfort, safety, and ability to go bicycling outdoors.	past, current, forecast
	Fishing	Sports	The Fishing Forecast combines solunar and weather information to measure the day's peak conditions for fishing.	past, current, forecast
	Golf Weather	Sports	For the avid or casual golfer, the Golf Forecast considers past and current weather effects on the greens and on your own safety and comfort to describe how suitable the day will be for golf.	past, current, forecast
	Hiking	Sports	The Hiking Forecast takes into consideration all of the weather factors that impact your safety, comfort, and ability to go hiking.	past, current, forecast
	Hunting	Sports	The Hunting Forecast accounts for the solunar and weather factors that play a role in hunting, as well as the weather factors that affect comfort and safety while hunting.	past, current, forecast
	Jogging	Sports	The Jogging Forecast takes into consideration all of the weather factors that impact your safety, comfort, and ability to jog outdoors	past, current, forecast
	Running	Sports	The Running Forecast takes into consideration all of the weather factors that impact your safety, comfort, and ability to run outdoors.	past, current, forecast
	Tennis	Sports	The Tennis Forecast takes into consideration all of the weather factors that impact your safety, comfort, and ability to play tennis.	past, current, forecast
	Sailing	Sports	The Sailing Forecast combines information about optimum wind conditions with the weather and water factors that influence how safe and comfortable the day is for sailing.	past, current, forecast
	Skateboarding	Sports	The Skateboarding Forecast takes into consideration all of the weather factors that impact your safety, comfort, and ability to skateboard.	past, current, forecast
	Ski Weather	Sports	The Skiing Index forecasts the conditions you will encounter on the slopes and cross-country trails, taking into account the weather and snow conditions that produce a great day for skiing. It also considers travel conditions to and from skiing sites.	past, current, forecast
	Beach & Pool	Leisure	The Beach and Pool Forecast considers numerous weather and water factors to help predict the conditions you will encounter at the beach or pool.	past, current, forecast
	Dog Walking Comfort	Leisure	A forecast that accounts for all the weather factors that affect how comfortable you and your pet will feel when you take your dog for a walk.	past, current, forecast
	Kite Flying	Leisure	The Kite Flying Forecast takes into consideration all of the weather factors that impact your safety, comfort, and ability to fly a kite outdoors.	past, current, forecast
	Outdoor Barbecue	Leisure	A forecast that accounts for all the weather factors that determine whether or not conditions will be favorable for an outdoor barbecue.	past, current, forecast
	Outdoor Concert	Leisure	The Outdoor Concert Forecast takes into consideration all of the weather factors that impact your comfort and safety when attending an outdoor concert.	past, current, forecast
	Shopping	Leisure	The Shopping Forecast will help you determine ideal weather conditions for shopping.	past, current, forecast
	Stargazing	Leisure	The Stargazing Forecast considers weather conditions and the lunar cycle to forecast the peak evenings for amateur astronomy.	past, current, forecast
	Indoor Activity	Leisure	The Indoor Activities Forecast helps you decide when it will be better to plan your activities inside due to poor weather conditions outdoors.	past, current, forecast
	Outdoor Activity	Leisure	The Outdoor Activities Forecast accounts for all the weather factors that play a role in your safety and comfort during typical outdoor activities, as well as your travel to and from outdoor activity locations.	past, current, forecast
	Snow Days	Leisure	The Snow Days Forecast predicts the probability of school cancellation for your location based on expected winter-season weather. NOTE: It is not a replacement for official school closing and delay notices.	past, current, forecast
	Composting	Home & Garden	The Composting Forecast combines into one number all the weather factors that play an important role in the progress of your compost heap and your comfort in working it.	past, current, forecast
	Construction	Home & Garden	The Construction Forecast will help you determine ideal weather conditions for outdoor construction projects.	past, current, forecast
	Grass Growing	Home & Garden	The Grass Growing Forecast combines a variety of measures of soil moisture, precipitation and evapotranspiration rates to summarize how well the level of soil moisture will support grass growth.	past, current, forecast
	Home Energy Efficiency	Home & Garden	The Home Energy Efficiency Forecast accounts for all the weather factors that play a role in increasing or decreasing your home's energy usage, relative to the typical experience for your home and lifestyle.	past, current, forecast
	Lawn Mowing	Home & Garden	All the weather factors that play a role in your comfort, safety and ease of mowing the lawn are combined in the Lawn Mowing Forecast.	past, current, forecast
	Soil Moisture	Home & Garden	The Soil Moisture Forecast combines a variety of measures of soil moisture, precipitation and evapotranspiration rates to summarize how well the level of soil moisture will support crop growth.	past, current, forecast
	Power Outage	Home & Garden	Aggregated live power outage data from utilities all over the United States	past, current, forecast
	Field Readiness	Home & Garden	The Field Readiness Forecast considers soil moisture, temperature and compressibility to summarize the suitability of fields for planting.	past, current, forecast
	Flight Delays	Travel	The Flight Delay Index takes into consideration all of the weather factors that impact your comfort at the time of your departing flight. This is not a replacement for official airline information.	past, current, forecast
	Flying Travel Index	Travel	The Flying Travel Index takes into consideration all of the weather factors that impact your comfort at the time of your departing flight.	past, current, forecast
	Driving	Travel	The Driving Travel Index takes into consideration all of the weather factors that impact your ability to drive.	past, current, forecast
	Fuel Economy	Travel	The Fuel Economy Forecast accounts for all the weather factors that play a role in increasing or decreasing fuel economy, relative to the typical experience for your vehicle and driving style.	past, current, forecast
	Morning School Bus	Travel	The Morning School Bus Forecast combines information about all the weather factors that influence how safe and comfortable it will be at the bus stop.	past, current, forecast