

WEATHERCUE · SALES · MARKETING · INVENTORY · CUSTOMER OUTREACH

When weather says go.

History. Forecast. Action.

You already know weather moves the business. What you need is the cue — when to staff, what to promote, where to stage product, and which customers to reach — in time to matter. **WeatherCue** matches historical weather to your numbers, then times the move with customized forecasts, out to 14 days, prepared by live meteorologists.

14 yrs Serving weather-sensitive operations	14 days Forecasts built from scratch for your locations, out to 14 days	In-house Live meteorologists confirm every cue before it fires	Your stack Email, text or API into your own systems
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— Three things, in order

Your data, our forecast, one clear signal to act on.

01 Correlate We match historical weather to your own data — sales, traffic, tickets, claims, labor, inventory — by location and season. Not “what was the weather?” but what that weather did to this business, in this market, at this time of year.	02 Anticipate Then we watch for it. Meteorologists prepare forecasts for your locations from scratch, out to 14 days, and check each one against the patterns that moved your numbers before. When a setup starts to look like one of them, you hear about it early.	03 Cue The signal, in a form you can use: a defined trigger, a market list, a timing window, a recommended action — confirmed by a meteorologist before it goes, so a promotion or a stock move isn’t triggered by a forecast that changed.
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— Same weather. Different job.

Where WeatherCue sits alongside the rest of the WeatherGuidance family.

WHEN	PRODUCT	JOB
Now	SiteWarn®	Protect the site or the service area. Customized watches, warnings and monitoring. People and property first.
Ahead	WeatherCue	Run the business on what is coming. Historical correlation plus medium-range forecast, turned into sales, marketing, inventory and outreach cues.
After	StormIntel™	Verify what happened. Street-level hail, wind and tornado analysis for claims, restoration and forensics.

— How it’s used

Restaurants and food service The first hot day of the season is a cue. So is rain at dinner — for staffing, prep and the push notification.	Food delivery and couriers Rain at dinner is a surge. Ice on the roads is a shutdown. Both need lead time on driver supply.	Retail and home improvement Plywood, generators and ice melt staged into the right markets while there is still time to move the truck.	Insurance Cue policyholder outreach before the hail core — to the ZIP codes actually exposed, not the whole state.
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Also: marketing agencies running weather-timed campaigns for clients, and existing WeatherGuidance clients who already live on our forecasts.

Start a free trial conversation

Start with a free trial conversation

A conversation with a meteorologist — no obligation. We’ll talk through your locations, the weather that already moves your numbers, and the first cues we’d propose.

go.weatherguidance.com/weathercue



Scan or click to start