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ABOUT THIS GUIDE

This guide describes the features offered by the Weather Company Alerts web application so you can quickly get started and customize the alerting service to best meet your needs.

RELATED RESOURCES

In addition to this guide, you can find more information about available alerts in the Weather Company Alerts Perils Catalog.

For more information about the Mobile Support Add-on, see the Alerting SDK documentation. The Mobile Support Add-on allows you to integrate notifications for extreme weather events into your mobile application. The add-on enables you to set up follow-me alerting based on a user’s current location. The add-on also enables native push alert delivery to send an alert to a registered user’s mobile device, even if the app isn’t open.

GETTING HELP

Click ⌁ in the Weather Company Alerts toolbar and select:

- Support to display Weather Company Alerts support page.
- Docs to display this User Guide.

You can also call 1.978.983.6350 to reach The Weather Company Technical Support. When calling Technical Support, the following information might be needed to properly diagnose your issue:

- Environment details (browser version, internet access, data connection type, such as Wi-Fi, 3G, or 4G)
- Brief description of your issue
- Detailed steps to reproduce the issue
- Screenshot showing the issue

Gathering this information before contacting Technical Support can help resolve your issue more quickly.
OVERVIEW OF WEATHER COMPANY ALERTS

When severe weather is forecasted for a location, Weather Company Alerts provides customized warning messages to customers and employees who will be affected by the weather event. The Weather Company, an IBM business, supplies the weather data that triggers your customized alert messages. Companies can increase customer loyalty, reduce insurance claims, or protect employees and assets by delivering accurate and customized weather alerts.

SCENARIO: IMPROVING CUSTOMER LOYALITY THROUGH ALERTS

Jane is the customer success manager for ABC Insurance, a medium-size company that provides insurance to customers across the United States. To reach out to their customers with meaningful touchpoints and help protect customers from severe weather events, Jane uses Weather Company Alerts to send out alerts that are branded for her company and customized to each customers’ location and type.

The company has three geographic territories (Northeast, Southeast, and Midwest) and two types of insurance (auto and homeowner). Jane wants to send different alerts to each customer type in each territory, so she creates separate groups for each combination, such as AutoNortheast and HomeSoutheast. For each group, she selects the types of weather events that are relevant to that segment. For example, Hail >= 1 inch for AutoNortheast and Coastal Flood Warnings for HomeSoutheast.

Jane decides to customize the message content. First, she specifies information about her company to include in the alerts, such as the company name and an unsubscribe URL. Then, she customizes the message templates for various languages and contact methods, such as changing the HTML styling and text, and adding logos and links to the company website. She also changes the template to differ per group.

Lastly, Jane customizes the descriptions of the weather events to include in the alerts for different groups to give specific information for each group. For example, for hail, she wants to advise car owners to move their cars to enclosed areas, whereas she wants to advise homeowners to shut windows tightly and close the blinds in case there is any shattered glass.

TECHNICAL REQUIREMENTS AND COMPATIBILITY

The Weather Company supports the Weather Company Alerts web application on any broadband internet-connected PC or Mac running the latest version of Chrome, Firefox, Internet Explorer, or Safari. At a minimum, you must have either Chrome version 49.0.2, Firefox version 45.0, IE11, or Safari for OS X version 10.11. Earlier versions are not compatible with Weather Company Alerts.

Our Mobile SDK supports Android 4.0 and higher and iOS 8.0 and higher. Google Play Services are required for Android devices to receive push notifications.

Note Weather Company Alerts is a secured webpage running in your internet browser; there is no application to install.
PLANNING YOUR ALERT SERVICE

Prepare the following information before you begin configuring Weather Company Alerts. Preparing this information allows you to more quickly set up a customized alerting service for your company:

- Determine which weather events are relevant to your customers or employees and how you want to describe the weather events. You can review your options in the Weather Company Alerts Perils Catalog.
- Segment your customers or employees into various groups that have different alerting needs. For example, you may want to group by geographic region, customer type, or language.
- Determine which types of alerts you want each group to receive.
- Produce a draft of the alert messages you want to send to each group.
- Prepare your globalization team to translate the content of the alert messages into the languages required to communicate with your customers or employees.

SETTING UP WEATHER COMPANY ALERTS

To set up Weather Company Alerts, select the weather events that generate alerts and register the customer or employee locations you want to monitor for weather events. You can then explore the alert activity on the dashboard.

You can customize alerting by segmenting your customers or employees into groups that have different alerting needs. For example, you may want to group by location, customer type, or language. For each group, you can customize the weather events that generate alerts and the content of the alert messages.

To set up Weather Company Alerts

1. After you purchase a subscription to Weather Company Alerts, activate your account by clicking the link in the email you received.
2. Log in to Weather Company Alerts by clicking the link in your subscription activation email.
3. Select the weather events that trigger alerts.
4. Specify information about your organization. By default, this required information is included in the message alerts.
5. (Optional) Customize alerting:
   a. Group your customers or employees into segments that have different alerting needs.
   b. Customize the content of alert messages.
   c. Customize weather event information that is included in alerts. For example, customize the descriptions of the weather events to include specific directions for each group.
6. Register the locations of your customers or employees, and the contact methods for sending the alerts.
7. View alert activity to see where weather events occurred and which recipients were notified in these locations. You can monitor alert activity over time to analyze trends. You can also export the activity data to perform a deeper analysis.
CONFIGURING THE ALERT SERVICE

To configure the alert service, select which weather events will trigger alerts. You must also specify information about your organization. By default, this information is included in the message alerts.

SELECTING ALERT TYPES

Select which weather events will generate alerts when the weather events are forecasted for your registered locations. Enabled weather events begin generating alerts immediately. Disabled weather events no longer generate alerts.

To select the weather events that generate alerts

1. Click **Configure > Alert Types** to display the list of weather events that can generate alerts. This list was created when you activated your account and selected weather events from the Weather Company Alerts Perils Catalog. Mouse over a weather event to display the rule that triggers the alert.

2. Click a weather event to prevent it from generating an alert. Click the alert type again to enable it. Weather events shown with a white background are disabled. You must select at least one weather event if you want to send alerts.

3. Click **Save** to save your changes and begin generating alerts for the selected weather events.

SPECIFYING INFORMATION ABOUT YOUR ORGANIZATION

Specify the information about your organization that can be included in the alert messages, such as your company name and unsubscribe URLs. For example, ABC Demo Company might generate the following message: “Weather notification from ABC Demo Company: Hail greater than 1” in diameter is forecast to occur in your area within the next 30 minutes.”

To specify information about your organization

1. Click **Configure > Alert Messages** and enter values for the following fields:
   - **Company Name for SMS** – Name of the company that is sending SMS alerts. The name cannot contain more than 30 characters.
   - **Company Name for Push Notification** – Name of the company sending push notifications via the Mobile Support Add-on. There is no character limit.
   - **Company Name for Email** – Name of the company sending email messages. There is no character limit.
   - **Sender Email Address** – Address from which an email message is generated. For example: donotreply@ABCDemoCompany.com.
   - **Unsubscribe URL for Email** – URL of your company’s email unsubscribe page. For example: https://www.abcdemocompany.com/emailunsubscribe? Your customer or employee’s email address from your uploaded data is appended to the URL to create the unsubscribe link in the alert message.
• **Unsubscribe URL for SMS** – URL or endpoint for your company’s SMS unsubscribe service. For example, https://wafxtestapp.mybluemix.net/smsunsubscribe?= This endpoint/URL must be able to receive a POST request.

When a user texts STOP, a POST request is made to the endpoint. The POST request’s payload includes the phone number of the user and a timestamp, as well as a list of phone numbers for all users that have unsubscribed. Weather Company Alerts removes the phone number from its database when it receives the stop request and no further alert messages are sent.

The following code shows an example of the POST payload:

```json
[{
    "timestamp": "2016-11-23T17:12:49.100Z",
    "smsUnsubscribeMessages": {
        "from": "12049306446",
        "message": "stop",
        "message-timestamp": "2016-11-23 17:12:48"
    }
}]
```

2. Click **Save** to apply your changes immediately to all alert messages.
CUSTOMIZING ALERTS

To provide your customers and employees with an experience tailored to their unique needs, Weather Company Alerts allows you to customize the content of the alert messages that your customers or employees receive. You can also segment your customer or employee population into groups, and then select which alerts each group receives.

DEFINING GROUPS

Weather Company Alerts allows you to segment your customers or employees into groups that have different alerting needs. You might want to group by geographic region, customer type, or language.

For example, your company has three geographic territories (Northeast, Southeast, and Midwest) and two types of insurance (Commercial and Home). You can create groups to send different alerts to each customer type in each territory, such as CommercialNortheast and HomeMidwest.

If you do not define groups, all alerts that are enabled for your account (as specified on the Configure > Alert Types tab) are sent for all locations.

To create a group

1. Click Groups > Add Group.
2. In the Group ID field, enter a unique identifier for the group. The ID can include alphanumeric characters and punctuation.
   
   Tip  Use a short and meaningful word or phrase that abbreviates the group name. The ID is displayed when you manage locations on the Registrations tab and in CSV files.
3. In the Group Name field, enter a display name for the group.
4. Optional: Describe the purpose of the group in the Description field.
5. In the Org Perils list, select the weather events that will trigger alerts for this group and click > to add them to the Group Perils list. You can use Ctrl+click or Shift+click to select multiple weather events from the list.
6. Click Save to create the group and display it on the Groups page.

When you register your locations, you can assign them to groups. To view the registrations for a group, click next to the group.

CUSTOMIZING ALERT MESSAGE CONTENT

You can modify the message templates for various languages and contact methods. You can also customize the content of the alert messages for each group.

To customize the content of alert messages

1. Click Templates to view message templates for all contact methods.
2. In the Group field, select the group for which you want to customize the message content. If you did not define groups, the message templates for the default group are used for all alerts.
Tip: To customize message templates in the same way for all groups, customize the templates for the default group. When you update a template for the default group, the updated template is used for all groups as long as you did not already customize the template for that group. For example, for MyGroup1 you edited the email template. If you later edit the email and SMS templates for the default group, your customized email template for MyGroup1 will not be affected. But the SMS template for MyGroup1 will be updated because it is still using the default SMS template.

3. In the **Language** field, select the language of the message content that you want to modify. Default message content is provided for seven languages: English, French, German, Italian, Japanese, Portuguese, and Spanish.

4. Edit the text of the SMS message in the **SMS Template** field. Each SMS message includes instructions on how to stop receiving these messages.

5. Edit the subject and content of push notifications that are sent via the Mobile Support Add-on in the **Push Notification Subject Template** and **Push Notification Template** fields.

6. Edit the subject of the email message in the **Email Subject Template** field.

7. Edit the content of the email message in the **Email Template** field and review the results in the **Email Preview** field. For example, you can modify basic HTML styling, change the text, and add logos and links to your company website.

   **Tip:** If you want to make significant changes to the email template, create the template in an HTML editor and then copy and paste the content into the **Email Template** field.

8. Click **Save**.

**CUSTOMIZING WEATHER EVENT INFORMATION**

You can customize the names and descriptions of the weather events (also known as perils) that can be included in alert messages for different groups. Customizing this information allows you to include specific directions to your customers or employees to protect resources or assets from potential damage that can be caused by severe weather.

If you don’t customize the weather event information, the default weather event information is used in the alert messages.

To customize weather event information

1. Click **Perils**.

2. In the **Group** field, select the group for which you want to customize peril attributes. If you do not define groups, the peril attributes for the default group is used for all locations.

   **Tip:** To customize peril attributes in the same way for all groups, customize the values for the default group. When you update an attribute for the default group, the updated attribute value is used for all groups as long as you did not already customize the attribute for that group. For example, for MyGroup1 you edited only the description for lightening. If you later edit the description and short name for lightening for the default group, your customized lightening description for MyGroup1 will not be affected. But the lightening short name for MyGroup1 will be updated because it is still using the default value.

3. In the **Peril** field, select a weather event. This list displays the weather events you selected when your account was activated. For more information on weather events, see the **Weather Company Alerts Perils Catalog**.

4. In the **Language** field, select the language of the weather event information that you want to modify.
5. Edit the weather event names in the **Short Name** and **Long Name** fields.

6. Edit the description in the **Description** field. This text is included in the default alert messages. For example, in the event of heavy rain, you might want to send the message “Heavy rain and potential flooding may occur in your area. Take precautions.”

7. Click **Save**.
REGISTERING LOCATIONS

To send alerts to your customers or employees, you must register their locations and the contact methods for sending the alerts.

MANAGING REGISTRATIONS

On the Registrations page, you can:

- Add, edit, and delete locations
- Search for and view all locations in the database

To specify which alerts are sent for each location, assign the locations to one or more groups. If you don’t select at least one group for a location, all alerts that are enabled for your account (as specified on the Configure > Alert Types tab) are sent for that location.

For each registration (that is, a contact method that is registered to receive alerts for a particular location) you can customize the language in which the alert messages are sent and the types of alerts that are sent. For example, for location XYZ, you can send flood alerts in English to SMS 1, snow alerts in Spanish to SMS2, and lightning alerts in French to email1.

You can add multiple locations by uploading a comma-separated value (CSV) file. You can use CSV files to perform the following actions:

- **Add** locations. Each location ID in the CSV file must not match any pre-existing IDs in the Weather Company Alerts database.
- **Update** existing data. Ensure that the IDs in the CSV file match the IDs of the existing locations you want to update. For example, to unsubscribe a particular recipient from the alerts service, upload a file that contains the location ID and a value of FALSE in the active field.
- **Delete** the locations that are listed in the CSV file. Ensure that the IDs in CSV file match the IDs of the locations you want to delete from the database.
- **Replace All** to delete all locations in the database and replace that data with the recipients in your CSV file.

After your locations are registered, alerts are generated immediately for each registration based on the weather events you selected.

You can also use the Weather Company Alerts API to create, read, update, and delete registrations. For more information, see the API documentation.
PREPARING DATA FOR UPLOAD

On the Registrations > Templates tab, you can download CSV templates for uploading locations. One template specifies locations using an address, and the other template specifies location using latitude and longitude coordinates. In both templates, data is organized by a unique location ID. Each CSV file can contain up to 10,000 rows.

Provide the following information for each location in the CSV file:

- **id** – Required. Unique ID used to identify the location. This field cannot contain spaces or special characters, such as # or @.
- **Street, City, Country** – Required address information if you use the address template.
- **provinceState, postalCode** – Optional address information used to identify the recipient if you use the address template. A postal code might be required if the address fields are not unique.
- **lat** – Required latitude coordinate for the location if you use the latitude/longitude template.
- **lon** – Required longitude coordinate for the location if you use the latitude/longitude template.
- **description** – Short phrase that helps identify the location, such as “My home” or “Distribution Center A.”
- **active** – This field is True if the recipient should receive notifications and False if they should not. If a customer or employee unsubscribes, this field is set to False.
- **groupIDs** – One or more group IDs that specify which alert groups the recipient belongs to. The group ID values are displayed on the Groups page.
- **emails** – One or more email addresses to which to send alerts for this location. If you do not provide at least one contact method, alerts are recorded and analyzed but are not sent to any recipients.
- **sms** – One or more SMS numbers to which to send alerts for this location. You must include the country code. For example, 1-555-234-1656 is valid, but 555-234-1656 is not valid.
- **recipientId** – Unique ID for a customer or employee. Provide this data if you want to perform analytics on Weather Company Alerts data in your customer management system.
- **recipientName** – Name of the customer or employee. Provide this data if you want to include the recipient’s name in the alert message.
- **recipientDescription** – Short phrase that helps identify the recipient.
- **language** – Language in which to send alerts for this location. By default, the language is English.

VIEWING UPLOAD HISTORY

Click **Registrations > Upload History** to view a list of files, the user who uploaded each file, the date of each upload, and how the data changed with each upload. The history also includes changes made using the API.
TROUBLESHOOTING UPLOAD ERRORS

When you upload locations, Weather Company Alerts checks that the file is valid. Common reasons for upload errors are:

- The file is not in CSV file format.
- The location information is ambiguous and cannot be geocoded.
- The registration IDs in the id field are not unique.

If there are any upload errors, the Registrations > Error Details tab displays and shows the first 20 errors. Click Download Error Details to download all the errors.
VIEWING ALERT ACTIVITY

Each of your customers or employees selected a location for which they want to receive alerts. Selected weather events forecasted for that location generate alerts for those users, such as “A hail storm is approaching in 20 minutes. Move your car under a roof to protect it.” You can view and analyze this alert activity on the Dashboard, in regular emailed summary reports, and by exporting alert activity to a CSV file. You can also review the alerts that were not received.

VIEWING ALERT ACTIVITY ON THE DASHBOARD

The Dashboard displays alert activity for a selected time period in a bar chart, on a map, and in a table.

The number of alerts sent is the total number of alerts generated based on your selections. This number includes alerts that were not received due to issues with the contact address.

The bar chart displays a timeline of weather alerts based on the selected dates. The alert axis displays values followed by a k for thousands, m for millions, and b for billions.

When alerts are sent to recipients but there are issues with the delivery of the alert, ⚠️ appears in the Dashboard toolbar. Click this icon to display alert delivery issues.

The alert data on the Dashboard is static until you do a new search, log out and log in, or refresh your browser.

To display alert activity

1. Click Dashboard on the Weather Company Alerts navigation pane to display alert activity.
2. Enter a start and end date in the date range fields or click 📅 to select each date from a calendar.
   - If you do not see these fields, click 📅 in the Dashboard toolbar. By default, the last three months of data is shown.
   - Data is available from the time you upload your customer/employee data and is maintained even after the customer or employee is removed from the database.
3. Click Search to display the selected alerts.
4. Click an alert type to display or hide those alerts in the bar graph and on the map.
   - Alert types selected for display are filled with color. Deselected alert types have a colored outline.
   - Mouse over an alert type to display the description of the weather event that was included in the alert message. The description and name shown here come from your entries on the Perils page.

To review alert activity in the bar chart

The bars in the bar chart are sized automatically based on the selected time period and alert types. Colors within the bars indicate alert type.

Click a bar in the bar chart to display the numbers of each type of alert generated in that time period in a pop-up window.

Click again to close the pop-up window.
To review alert activity on the map

Click the tab to display the map.

The map is centered and zoomed so that all the alerts are centered and visible on the map. You can:

- Zoom in and out of the map using the zoom controls.
  - Click to zoom in or click to zoom out. The map also responds to other standard zoom interactions, such as the mouse scroll wheel or pinching and stretching on a touch screen.
- Drag to pan the map.
- Search for a city or town to center the map on that city or town.
  - Enter a name in the search field and click to center that city or town on the map.

Each circle on the map represents a single weather event. The number in the circle indicates the number of locations that received an alert for that weather event. As you zoom out, the circles aggregate to declutter the map.

Click a circle on the map to display the location, the weather event that generated the alert, and the total number of alerts sent over the selected time period for this location and weather event.

Click again or click x to close the pop-up window.

To review alert activity in a table

Click the tab to display sent alerts in a table.

The table displays the registration ID, the short name of the weather event that generated the alert, a description, and the date and time that the alert was sent.

RECEIVING ALERT ACTIVITY REPORTS

Weather Company Alerts can send you regular alert activity reports that summarize alerting activity for your account during a specific time period.

We recommend signing up for these reports so you receive a “heartbeat” from Weather Company Alerts. These reports allow you to see the value you receive from the service and how best to use the application to meet your goals.

To configure Weather Company Alerts to send you summary reports

1. Click Configure on the Weather Company Alerts navigation pane to display the Configure Service page.
2. Click the My Notifications tab to display the information required to send you reports of alert activity via email.
3. Enter your email address in the Add Email and Verify Email fields.
4. Select one of the following options from the Select Frequency drop-down list:
   - Daily – Messages are sent every day, starting the day after you save your settings.
   - Weekly – Messages are sent every Monday and contain data for the previous week.
   - Bi-weekly – Messages are sent every other Monday.
   - Monthly – Messages are sent every month on the first day of the month.
A daily email summary looks like this:

**Figure 1** Daily summary report

![Daily summary report](image)

The server that sends these notifications operates on Coordinated Universal Time (UCT). The email summarizes alerts that are sent up to midnight UCT. Emails are sent at 12:30 a.m. UCT.

**EXPORTING ALERT ACTIVITY**

The Dashboard and summary reports provide a high-level summary of alert activity. To perform a more in-depth analysis, you can export alert activity as a comma-separated values (CSV) file, then import it into another application, such as Microsoft Excel.

**To export alert activity**

Click ![icon] in the Weather Company Alerts toolbar to save the table as an export.csv file in your Downloads folder. You can open the export.csv file using an application such as Microsoft Excel.

The beginning of the file contains all the alerts sent for the weather events and time period selected on the Dashboard. Any customers that did not receive alerts can be found at the end of the exported file in a Not Contacted list. We recommend using this list to enhance customer engagement. For example, you can use this data to determine which users haven’t received results recently, or which users never received alerts and why.

The following information is exported:

- **id** – Unique registration ID.
- **alertID** – Automatically generated ID that identifies an individual alert message.
• alertDate – Date and time the alert message was sent.
• peril – Weather event that triggered the alert.
• description – Description of the weather event.
• assetType – Displays STATIC or FOLLOW ME. STATIC indicates that the location was provided via uploaded data. FOLLOW ME indicates that the location is a followed device.
• isActive – Displays TRUE if the contact address for a registration is receiving alerts, and FALSE if not.
• street, city, provinceState, postalCode, country – Location address information.
• emails – Email address(es) to which an email message was sent
• sms – Phone number(s) to which a text message was sent
• endpoints – API endpoint(s) to which a message was sent
• recipientID – Company-specific unique ID for the recipient of the message
• recipientName – Company-specific name of the recipient
• recipientDescription – Company-specific description of the recipient
• language – Company-specific language of the alert message

VIEWING ISSUES WITH ALERT DELIVERY

When alerts fail to reach their intended email or SMS address, they are displayed on the Alert Delivery Issues tab of the Registrations page. The first 20 issues are displayed. Issues are usually caused by an incorrect email or SMS address.

To view issues with alert delivery

Click ⚠️ on the Dashboard toolbar or click Registrations in the Weather Company Alerts navigation pane, then click the Alert Delivery Issues tab to display the Alert Delivery Issues.

This tab displays the following information for the most recent 20 issues:

• ID – Unique identifier for the entity comprised of an alert location and email or SMS contact address (that is, the registration)
• Delivery Issue – The problem encountered that prevented the message from being delivered
• Date – Date and time the alert message was sent

Issues might be caused by an invalid SMS, the text may bounce, or the phone may be turned off. This page displays the top 20 issues. Click Download Delivery Issues to download a comma-separated values (CSV) file of all the issues. One registration can have multiple issues. Each issue is listed separately in the CSV file.

Sometimes an extra blank line appears at the end of the CSV file if you created or edited it in Microsoft Excel. This can cause multiple validation errors on the previous line. To resolve this issue, open the CSV file in a text editor such as Notepad, WordPad, or UltraEdit, scroll to the end of the file and remove the last line, which appears as a row of commas. Save the file and re-upload the data.
ADD AND MANAGE USERS

The Weather Company Alerts service supports two subscriber roles: users and administrators. Users and administrators can configure the Weather Company Alerts service using the web application or the Weather Company Alerts API:

- User – Subscribes to the service and can retrieve and update information for their subscription.
- Administrator – Can manage users and subscriptions. An administrator can add, update, or delete the users of each subscription.

To add or manage Weather Company Alerts users

Click your username, then select Manage Account from the menu to display the My IBM Cloud Services page. You can click:

- Plan Details to see the details of your subscription.
- Invite user to invite other administrators to manage alerts for your subscription.
- Support to open a support ticket for Weather Company Alerts.
- Launch to return to Weather Company Alerts.
ALERTING VIA THE API

The Weather Company Alerts representational state transfer (RESTful) API provides an easy way for companies to register recipients to receive weather alerts for selected weather events. Alerts can be sent via email, SMS text message, or by posting alert data to a web service endpoint. You can also use the API to maintain uploaded data.

Click API on the Weather Company Alerts navigation pane to display the Weather Company Alerts APIs page.

Click the link to the API documentation for more information.

Click Sign in to check for keys to display the IBM SaaS User and Subscription Management page with the API keys for your subscription. Sign in with your Weather Company Alerts username and password.

Your company can define an endpoint and we can push to that endpoint. You can use the API to upload, modify, and retrieve registration information.
FREQUENTLY ASKED QUESTIONS

- How often is the product updated?
- Which weather events can trigger alerts?
- Can I brand and customize text and email messages?
- How do I see who and how many people have signed up to receive alerts?
- Can I see where a user signed up to receive alerts?
- What is a registration?
- How do I see how many alerts were sent to a user, device, or registration?

HOW OFTEN IS THE PRODUCT UPDATED?

We update Weather Company Alerts every month. Releases may include new weather events that can trigger alerts, bug fixes, and/or enhancements.

WHICH WEATHER EVENTS CAN TRIGGER ALERTS?

The Weather Company Alerts Perils Catalog contains a full list of weather events that can be used to trigger alerts.

CAN I BRAND AND CUSTOMIZE TEXT AND EMAIL MESSAGES?

Yes, you can brand and customize all alert messages. Both text and email alert messages can be tailored to the recipient of the alert and branded with your company’s information. Email messages can include HTML graphics.

HOW DO I SEE WHO AND HOW MANY PEOPLE HAVE SIGNED UP TO RECEIVE ALERTS?

Click Dashboard in the Weather Company Alerts navigation pane, then click the tab to display sent alerts in a table.

The table displays the ID, the short name of the weather event that generated the alert, a description, and the date and time that the alert was sent. The alerts displayed in the table match the selected dates and alert types.

Click in the Weather Company Alerts toolbar to export the data in the table as a CSV file to sort, filter, and search the data.
CAN I SEE WHERE A USER SIGNED UP TO RECEIVE ALERTS?

You must rely on your company’s systems that allow your users to sign up for the weather alerting service. Weather Company Alerts does not track this information, but you can configure the optional fields in your upload data to contain this information for tracking purposes.

WHAT IS A REGISTRATION?

A registration is a combination of a location for which a user wants to receive alerts and the contact address at which to receive the alerts, such as an email address or SMS number. For example, specifying two email addresses for a location creates two registrations.

HOW DO I SEE HOW MANY ALERTS WERE SENT TO A USER, DEVICE, OR REGISTRATION?

Click 🔄 in the Weather Company Alerts toolbar to export the data in the table as a CSV file to sort, filter, and search the data by recipient, device, or registration.