



fresh relevance

# Use Weather in your Emails and Web Pages

## Weather Rules



Wide Brim Straw Summer Hat

£12.99



White and Blue Striped Beach Hat

£24.99



Summer Hat with Pink Rose Bow

£18.99



Oversized Light Blue Beach Hat

£14.99

For example, if it is sunny and over 20°C, you can show warm weather related product recommendations such as summer hats.

### Step 1



#### Go to the Slots Page

- On the left nav click on **Content | SmartBlocks**
- Select your slot and click **Rules**

### Step 2



#### Add your Weather Rule

- Find **Weather** under the Rules tab
- Drag it into the Rules for Current Slot section

### Step 3



#### Customize the Rule

- Select a **weather type** e.g. Sunny/Clear
- Choose whether the **temperature** is above or below a certain value
- Pick between **Celsius or Fahrenheit**

## Weather SmartBlocks

### Weather for London, GB



Tue



Wed



Thu



Fri



Sat

openweathermap.org

Engage your customers by combining weather rules with a local forecast.

### Step 1



#### Go to the Banner SmartBlocks Page

- On the left nav click on **Content | SmartBlocks**
- Click **Banner**
- Click **Create**

### Step 2



#### Choose a weather SmartBlock

- Select the **Create Dynamic** Tab
- Scroll down to **Weather SmartBlocks**
- Select your SmartBlock and click **Create**

### Step 3



#### Customize the SmartBlock

- weather\_city = **London**
- weather\_country = **GB**
- Click **Publish**



Create beautiful weather forecasts which match your branding!

For more details, visit:

[www.freshrelevance.com/resources/category/how-tos](http://www.freshrelevance.com/resources/category/how-tos)