



meteosales

Weather and AI based Insights for Business Growth

[METEOSALES.COM](https://meteosales.com)

Leandro De Aguiar

leandro@meteosales.com

+39 3206665997

[METEOSALES.COM](https://meteosales.com)
US PATENT PENDING

Customer desires and trends change instantly.

They constantly want something more, new, and now!

To keep up, online vendors are forced to use a plethora of tools to monitor what works and adapt their offering.

**How can vendors put
the right product
in front of the right
client?**

**How can vendors
interpret effectively
client behaviour and
implement a winning
selling strategy?**

Thanks to our cutting edge technology we have turned the product recommendation game on its head. Good-bye cookies. Say hello to contextual buying factors.

Our Dashboard integrates the critical features & data vendors seek to help them make better decisions & sell more

Introducing our solution



The Ultimate e-Commerce **SURVIVAL KIT**

Your one-stop choice for boosting your e-commerce product recommendation and selling performance.

Product recommendation suite

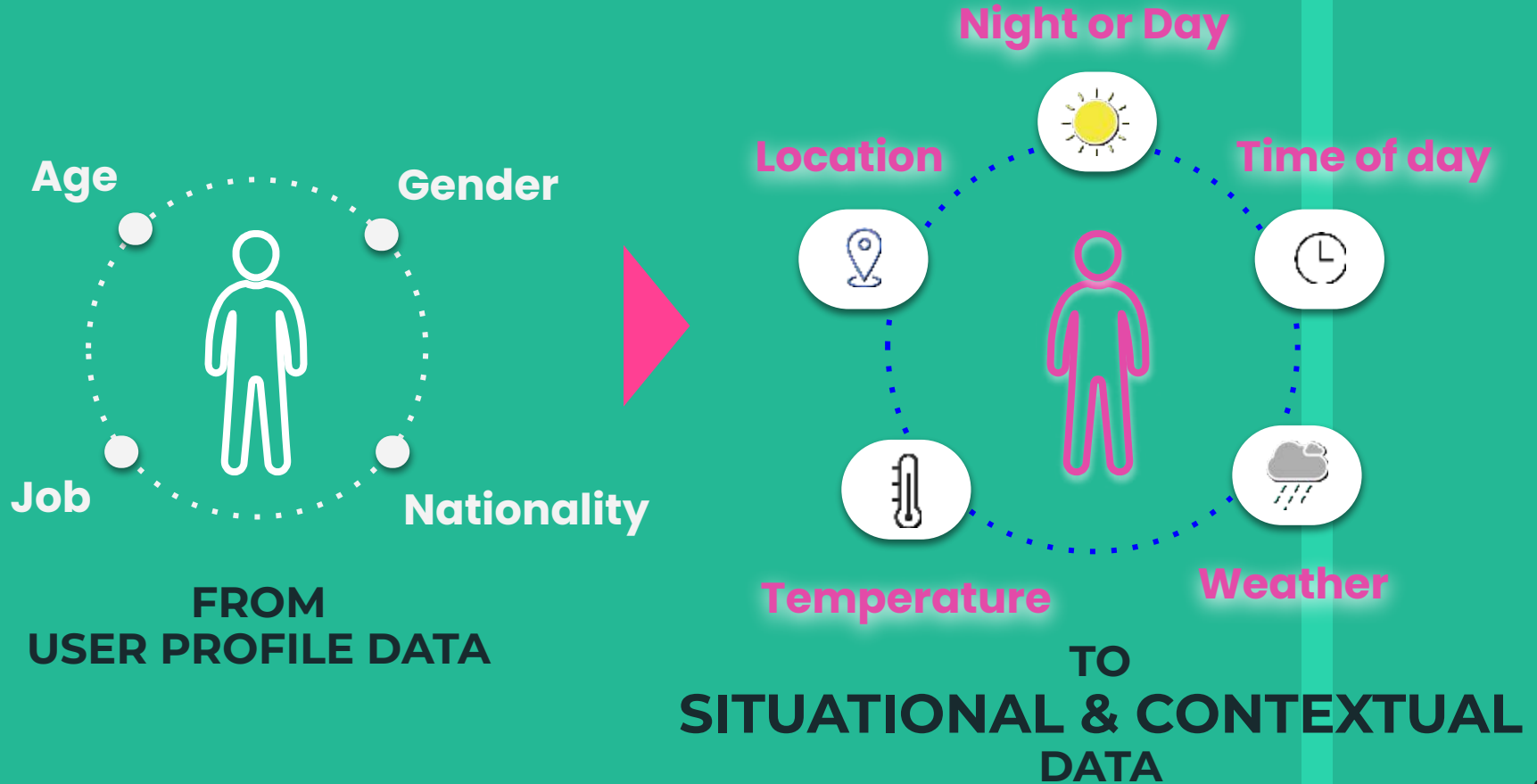
The image shows a laptop screen displaying a dashboard with various analytics and a map. Overlaid on the screen are five white callout boxes with rounded corners and shadows, each containing text. The callouts are: 'Product recommendation suite', 'Advanced Dashboard & Analytics', 'In Store solutions', 'Marketing Automation', and an empty box. The dashboard background shows metrics like 'PAGEVIEWS', 'SESSIONS', 'VISITORS', 'CONVERSIONS', and 'S.C.F.' with values such as '\$1055.10', '\$50.51', '8', '16', and '4'. A map is visible below the metrics, and a product carousel is partially visible at the bottom.

Advanced Dashboard & Analytics

In Store solutions

Marketing Automation

WE ARE PASSING TO A DIFFERENT DATA MODEL





Why atmospheric conditions?



*“...atmospheric conditions
influence buying behaviors
and can count for up to
40% of sales...”*

*The Importance of Weather for E-Commerce Orders Forecasting
[2019 Report]*

How it works

WHAT DOES THIS MEAN



BUY

CLOE



BUY

CLOE



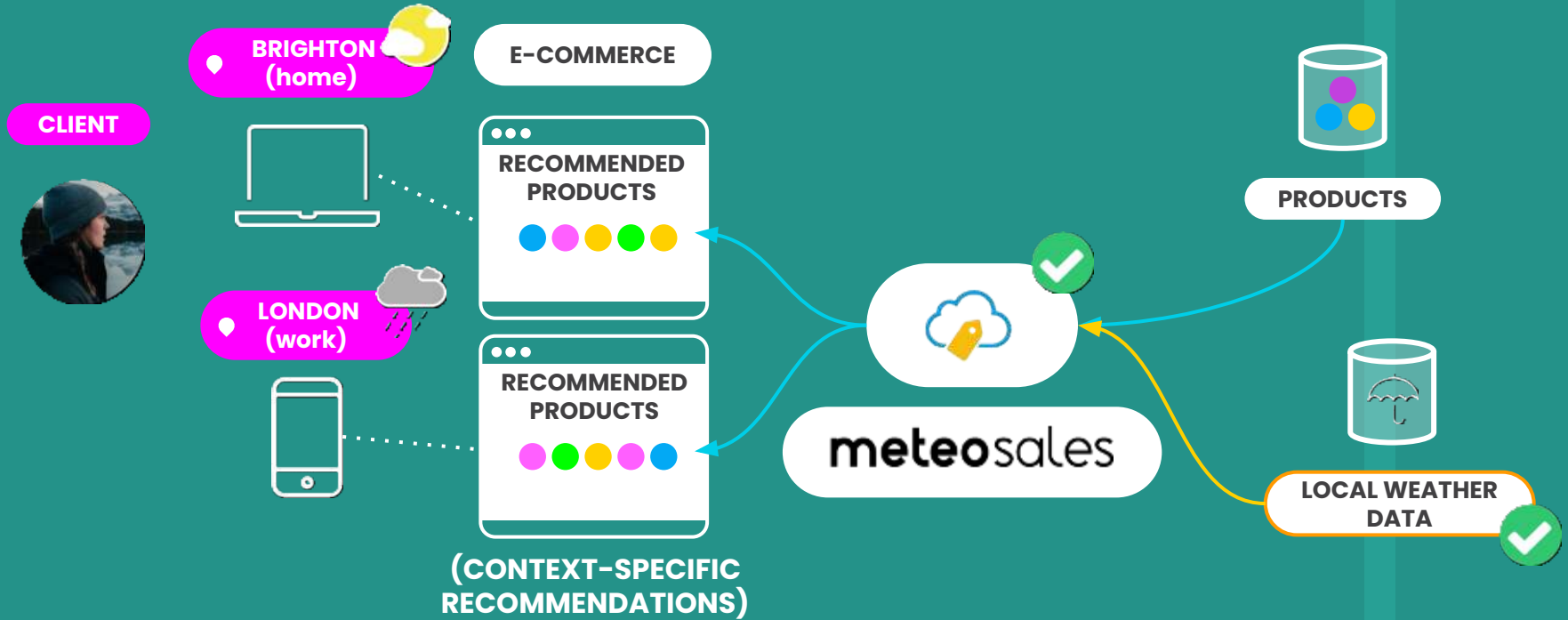
BUY

CLOE

Our preferences for products and features can change with atmospheric conditions

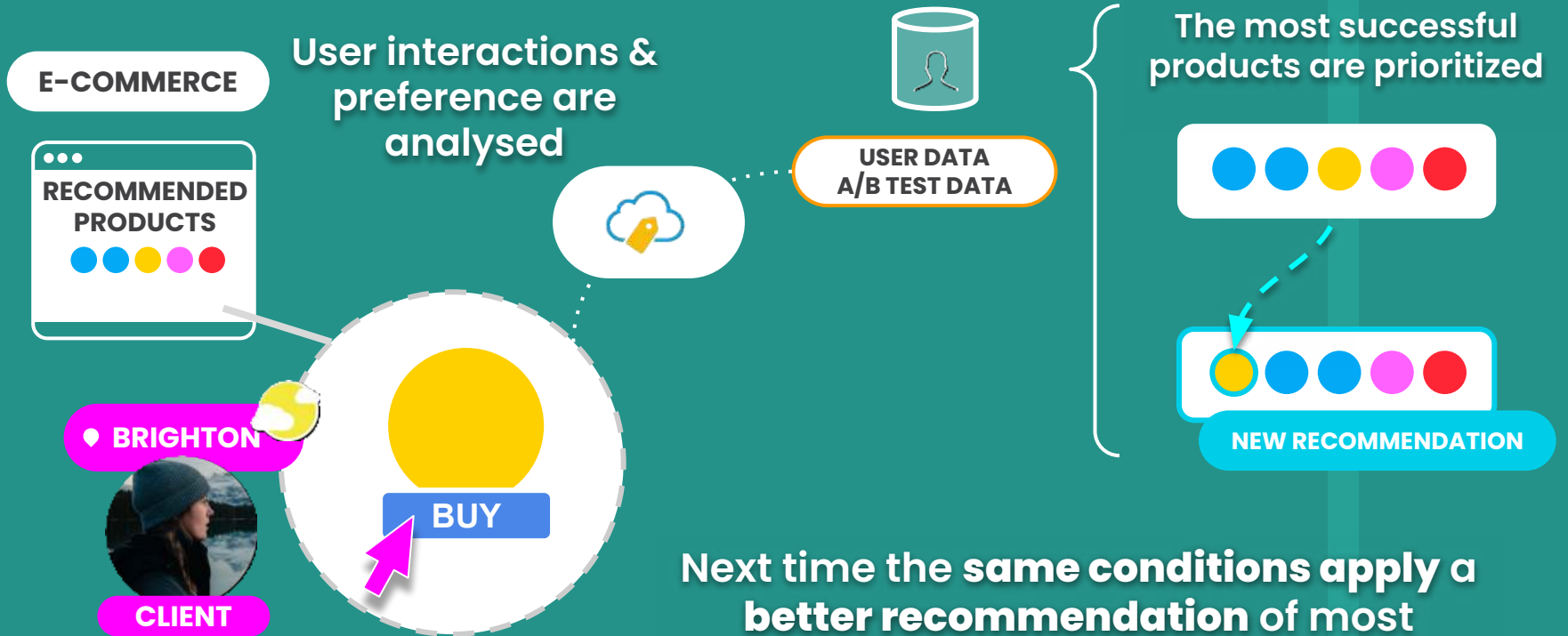
CLOE • BRIGHTON, UK

HOW WE DELIVER INDIVIDUAL PRODUCT RECOMMENDATIONS



MeteoSales ADDS more specific & dynamic product recommendations while REMOVING cookies

THE SYSTEM IS ACTIVE, IT LEARNS AND SELF-OPTIMIZES



Next time the same conditions apply a **better recommendation** of most successful products will be suggested

WHEN IT COMES TO ONLINE SELLING

An illustration of an iceberg. The tip of the iceberg is white and jagged, protruding above a horizontal line representing the surface. The rest of the iceberg is a dark teal color and is submerged below the surface, appearing much larger than the tip. The background is a lighter teal color.

Product recommendations are
just the tip of the iceberg...

...there is A LOT more under the surface to
Check, Track & Manage.

Things can easily slip
Out of View & Control

But don't worry... we've got things covered...

How it works

ADVANCED DASHBOARD & ANALYTICS

Everything you & your e-commerce need to sell more

First Time Purchase Product

Multi-domain

RFM MATRIX

User Behaviour Tracking

Team Management

Monday, May 09, 2022
MIN 13°C MAX 21°C

Tuesday, May 10, 2022
Clear
MIN 11°C MAX 23°C

Wednesday, May 11, 2022
Clear
MIN 11°C MAX 24°C

meteosales

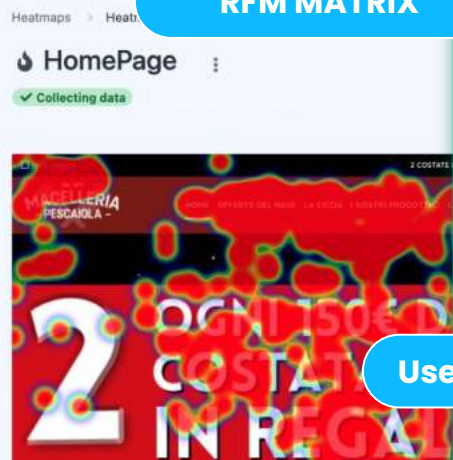
PAGEVIEWS 12,249	SESSIONS 3,948	VISITORS 3,433
TOTAL SOLD €3885.40	AVERAGE SALES VALUE €111.01	CONVERSIONS Logged 4 Not logged 31
R.C.F. 2		

REAL TIME SALES	CUSTOMER NAME	USER	TOTAL ORDER	CITY	COUNTRY	CONDITIONS
	Rina Seroni	Logged	€89.00	San Martino dall'argine	Italia	W: 100%

Most Products Sold by Days

[For details see Annex A1 - A4]

Designed with ❤️ by & for experts of online selling



HomePage
Collecting data



First Time Purchase Product

Online vendors learn a lot from which products lead to the first purchase of a client

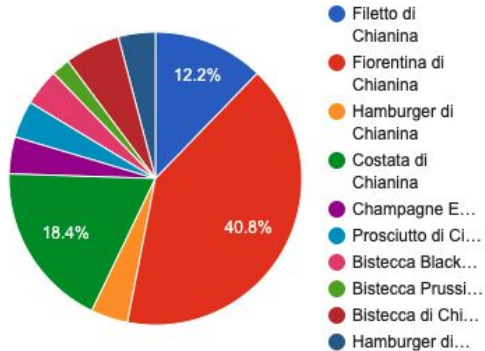
Profile clients by the First Product they buy



First Time Purchased Product

Which Products 'open the gates' of buying?

States



Show 10 entries

Search:

product

n totals



Fiorentina di Chianina



Costata di Chianina

9 €813.00

What conditions favour which 1TPP?

Recency, Frequency & Monetary Matrix

Remove segmentation guesswork & find your best clients

Who are the VIP clients?

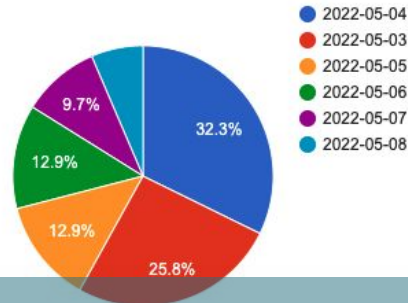


RFM

Recency, Frequency and Monetary Matrix made easy

One time purchase vs repeat buyer

Recency



Show 10 entries

Search:

user	last order	orders	totals	Details
nadia zanella	5 days ago			
Paolo Fracassi	6 days ago	1	€162.00	
CLAUDIO PALETTI	4 days ago	1	€150.00	
Gianfranco Mancinelli	6 days ago	1	€147.00	

Who drives most revenue?

Tell your most relevant customers from the crowd and optimize marketing activities

Heatmaps

Visual representation of where users hover and click

Where do users concentrate and navigate?

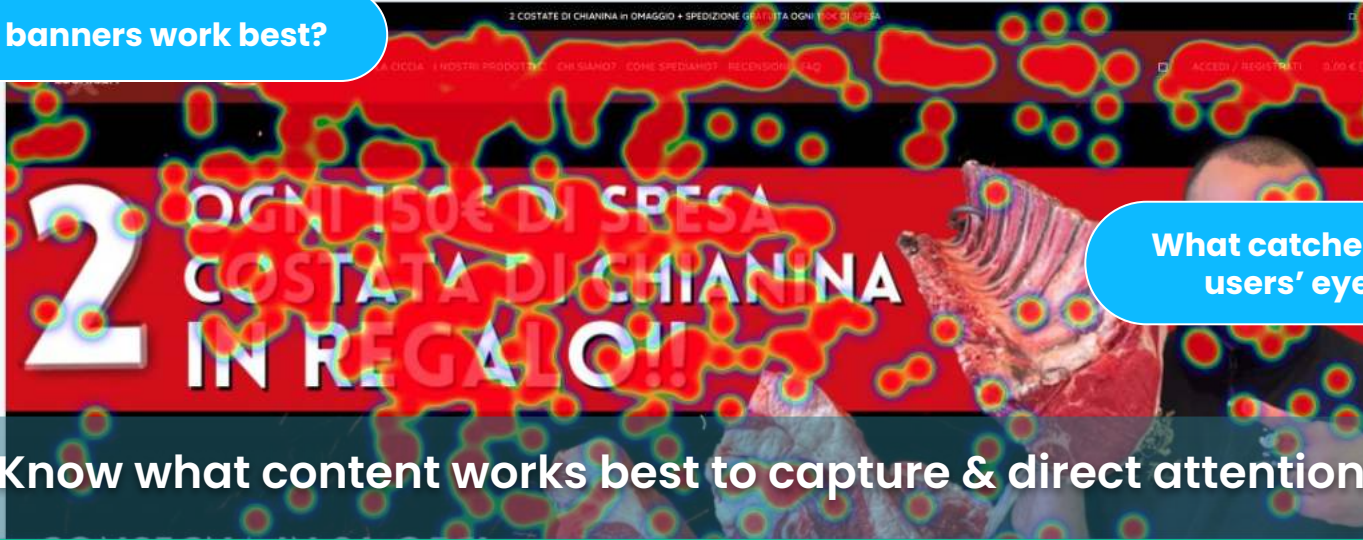
Heatmaps > Heatmap

🔥 HomePage

🖨️ 1,632 Clicks

✔ Collecting data

Which banners work best?



What catches the users' eye?

Know what content works best to capture & direct attention

Video replays

See real user behaviour playout in front of your eyes

How many times do they open product pages?

How do users navigate & scroll content?

Replay

Italy Lamezia Terme
Since 9 May, 2022

SPEDIZIONE REFRIGERATA GRATUITA IN 24H
PER ORDINI SUPERIORI A 80€

MACELLERIA
- PESCAIOLA -

OFFERTA

Florentina di Chianina
20,00 € - 57,00 €
SCEGLI

OFFERTA

Costata di Chianina
18,00 € - 49,00 €
SCEGLI

00:00 10:15

1x 2x 4x 8x skip inactive

Tracked events
2,871

Replay duration
00:10:15

Time start to end
08:06:10 → 08:16:25

Know how users interact with product recommendation sections

ALSO IN THE KIT:



GOAL TRACKING

SET GOALS AND TRACK PROGRESS



UPTIME CHECK

DOUBLE CHECK IF SYSTEMS ARE DOWN WITHOUT



BACK-DATA

LEVERAGE PREVIOUS KNOWLEDGE WITH PAST DATA ANALYSIS



CUSTOM REPORTS



COUPON TRACKING



MARKETING AUTOMATION

...and much more. **Save Time & Money** with just one subscription

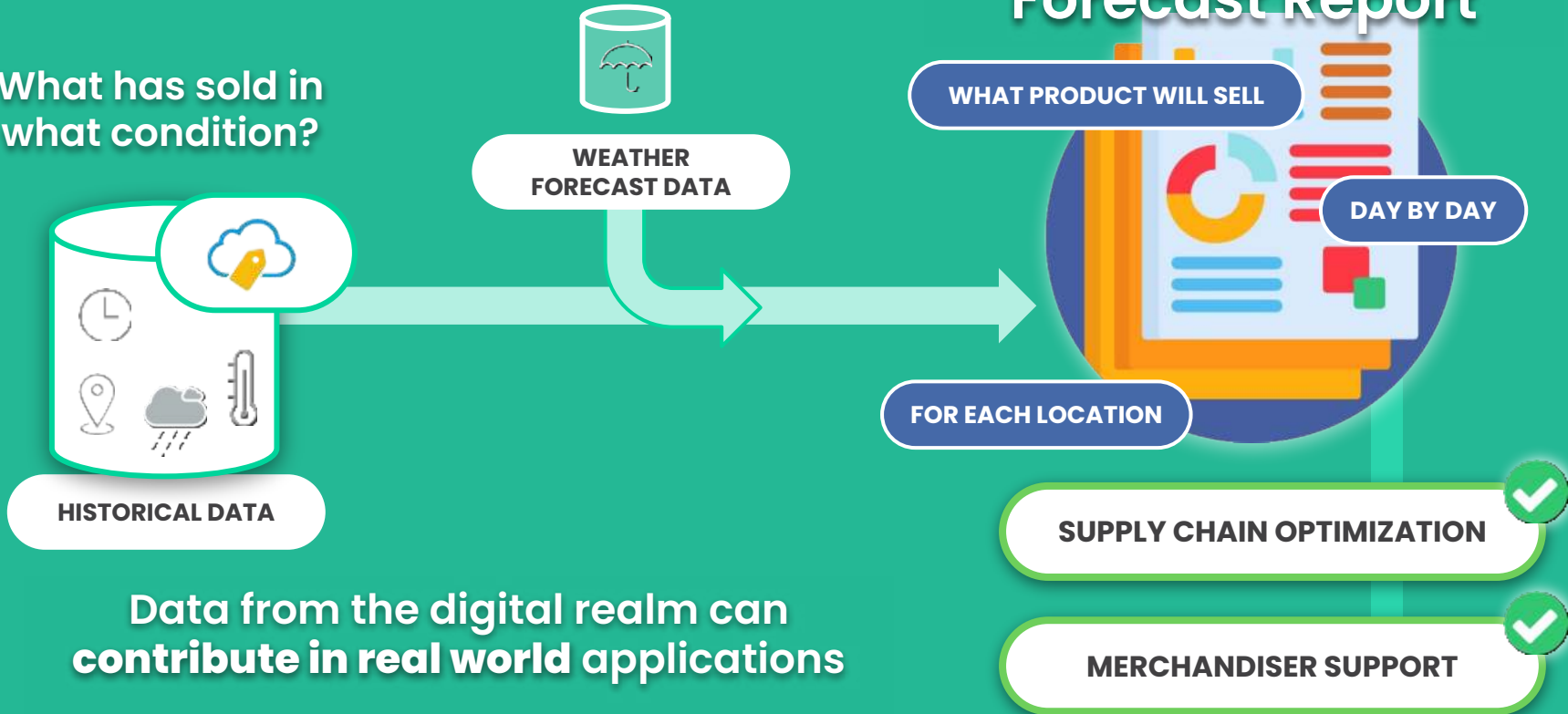
One more thing...

OMNICHANNEL

Let's go back to the physical world...

IN STORE

What has sold in what condition?



Data from the digital realm can contribute in real world applications

AI Text Generation

Take the hassle away from manually entering the product page copy and let the AI do the heavy lifting

Select your output language
Italian

Select Category
Body lotion

Select Product
Almond Milk Lotion

Tone
How the ad should sound
Normal

Write for me

Edit Text

Copy It

Write for me



Promotional banners

Product Page Copy

Cerchi un'opzione naturale e vegana per le tue esigenze di cura della pelle? Non cercare oltre la nostra lozione al latte di mandorla! Realizzata con vere mandorle e altri ingredienti naturali, questa lozione è perfetta per tutti i tipi di pelle. È inoltre privo di solfati, parabeni e ftalati. Allora perché aspettare? Ordina oggi la tua lozione al latte di mandorla!

...next step is automatic AB Testing and best selling copy optimization

IN STORE

COMING NEXT

MALL TOTEMS

RETAIL DIGITAL SIGNAGE

BRIGHTON
(home)

LONDON
(work)

meteosales



USER DATA
A/B TEST DATA



PRODUCTS



LOCAL WEATHER
DATA



The same data that drives product recommendations on digital touchpoints drive recommendations in real world stores

INTEGRATIONS

SNEAK PEEK

Connect third-party service and boost your workflow & productivity



ERPs

Integrations



salesforce

HubSpot

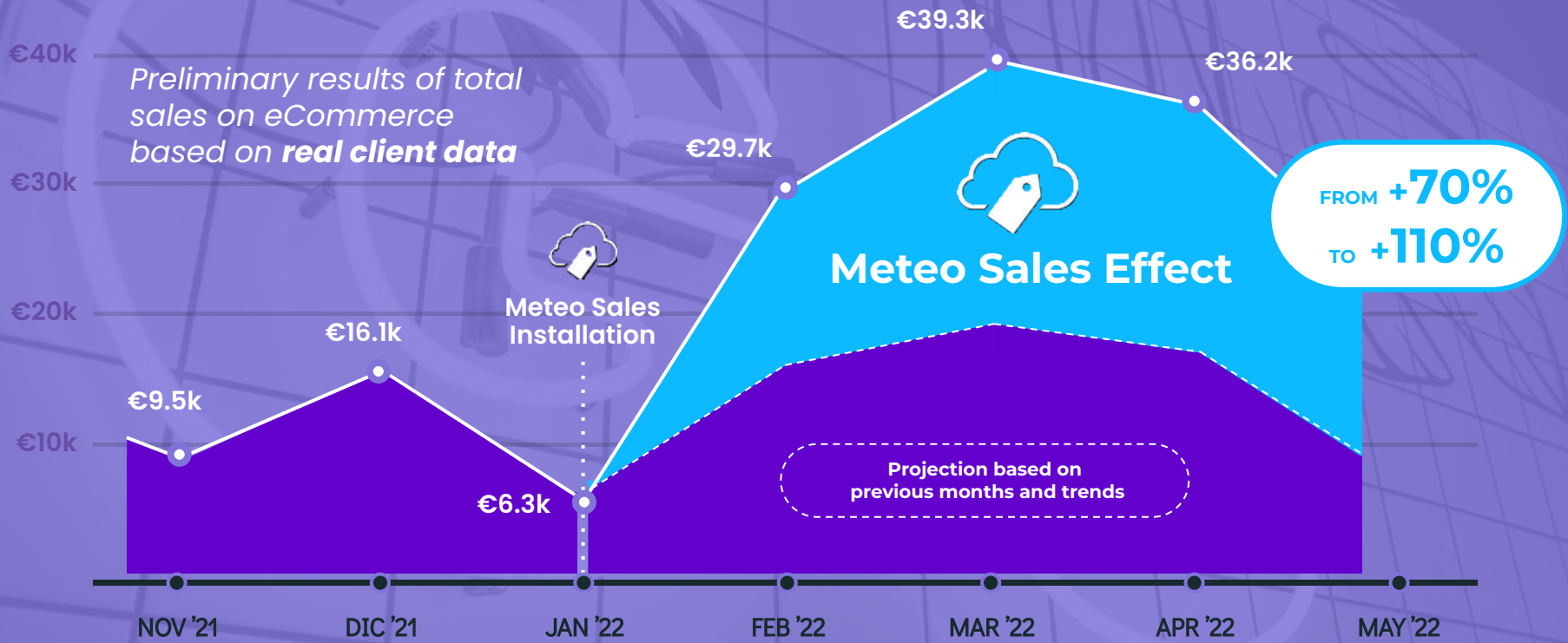
zendesk

INTERCOM

Additional
functionality

Some Add-ons will be available at a cost

Client Benefits / INCREASE IN SALES



...this in the first 100 days and with little marketing effort

TEAM



CEO and CTO
eCommerce specialist

Leandro De Aguiar
Founder



CFO

Paolo Franceschini
Founder

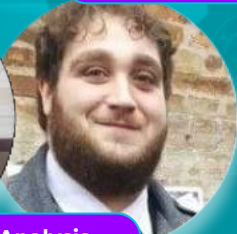


Barbara



Design & Analysis

Lorenzo



Giuseppe



Backend Development

Jacopo



Frontend Development

Francesca



eCommerce
Management

Marco



Filippo





meteosales

Thank You

Leandro De Aguiar

leandro@meteosales.com

+39 3206665997