METEONOMIQS
powered by wetter.com

High-quality pollen forecasts for your campaigns

Blocked nose, itchy eyes, sneezing: In Europe, around 20 percent of the population suffers from pollen allergies. In Germany in particular, there are 12 million allergy sufferers – and the number is rising. This is because the climate gas CO2 is causing more pollen, while ozone and fine dust are making them more aggressive.*

WITH OUR POLLEN INDICES YOU REACH YOUR TARGET GROUP AT THE RIGHT TIME

From ambrosia to alder: We offer 6 different pollen indices europe-wide, which you can easily integrate as a targeting segment in your programmatic campaigns. Thereby, you can choose from 3 different load levels in each case.

ALL INFORMATION AT A GLANCE

○ POLLEN TYPES: AMBROSIA, ALDER, BIRCH, MUGWORT, GRASSES, TOTAL POLLEN EXPOSURE

○ LOAD LEVELS: LOW   (1–30 pollen/m³)
　　　　　　　 MEDIUM   (31–80 pollen/m³)
　　　　　　　 HIGH   (more than 80 pollen/m³)

○ SPATIAL RESOLUTION: 10 X 10 KM

○ AVAILABLE FOR DE, ES, IT, FR, AT, CH AND GB – FOR TODAY, TOMORROW AND THE DAY AFTER TOMORROW.