



The Clario Zone Climate Data Solution helps users leverage proven climate data to get a fresh look at their customer base, and more fully penetrate current markets as well as confidently reach new customers.

## USE CLIMATE DATA TO DRIVE CLIMATE-RELATED RESEARCH AND OFFERINGS

- Features 30-year (1980-2010) “climate normals” from the National Oceanic and Atmospheric Administration (NOAA)
- Tracks monthly and annual temperature averages, precipitation and more
- Allows you to better target campaigns for climate-sensitive products and services
- Data available by zip code

## ACTIONABLE CLIMATE DATA

- Census and climate data have traditionally been accessible, but in formats that are varied and non-actionable
- Clario Zone transforms this government data into turnkey .csv files that are organized, intuitive and user-friendly—you can “slice and dice” the data in multiple ways and load and deploy it yourself

## CLARIO PROFESSIONAL SERVICES

Clario offers professional services, for additional fees, to support your use of census data in marketing analytics that may include predictive modeling, scoring and optimization.

## THE CLARIO SOLUTION

Clario is a cloud-powered analytical platform that transforms raw customer data into customer-level intelligence, allowing marketers to create more personalized programs and profitable results.

## 2010 CLIMATE DATA ATTRIBUTES

Attribute Name	Attribute Description
zip_code	Zipcode
janmin	Minimum Temperature - Jan
febmin	Minimum Temperature - Feb
marmin	Minimum Temperature - Mar
aprmin	Minimum Temperature - Apr
maymin	Minimum Temperature - May
junmin	Minimum Temperature - Jun
julmin	Minimum Temperature - Jul
augmin	Minimum Temperature - Aug
sepmin	Minimum Temperature - Sep
octmin	Minimum Temperature - Oct
novmin	Minimum Temperature - Nov
decmin	Minimum Temperature - Dec
annmin	Minimum Temperature - Annual
station1	Climate Station
janmax	Maximum Temperature - Jan
febmax	Maximum Temperature - Feb
marmax	Maximum Temperature - Mar
aprmax	Maximum Temperature - Apr

35004 35005 35006 35007  
35010 35014 35016 35019  
35020 35023 35031  
35034 35035 35040  
35042 35043 35044 35045  
35049 35051 35053  
35061 35062 35063 35064  
35068 35071 35072 35073  
35077 35078 35079  
35083 35085 35087 35089  
35091 35094 35096 35098  
35111 35114 35115 35116  
35117 35118 35119 35120  
35148 35150 35160 35171  
35172 35173 35175  
35328 35179 35400 35153  
35772 35186 35188 35203  
35204 35207 35208 35209  
35250 35251 35210 35211  
35212 35213 35214 35215  
35216 35217 35228 35229  
35230 35231 35232 35233  
35234 35235 35236 35237  
35238 35239 35240 35241

Attribute Name	Attribute Description
maymax	Maximum Temperature - May
junmax	Maximum Temperature - Jun
julmax	Maximum Temperature - Jul
augmax	Maximum Temperature - Aug
sepmax	Maximum Temperature - Sep
octmax	Maximum Temperature - Oct
novmax	Maximum Temperature - Nov
decmax	Maximum Temperature - Dec
annmax	Maximum Temperature - Annual
janmean	Mean Temperature - Jan
febmean	Mean Temperature - Feb
marmean	Mean Temperature - Mar
aprmean	Mean Temperature - Apr
maymean	Mean Temperature - May
junmean	Mean Temperature - Jun
julmean	Mean Temperature - Jul
augmean	Mean Temperature - Aug
sepmean	Mean Temperature - Sep
octmean	Mean Temperature - Oct
novmean	Mean Temperature - Nov
decmean	Mean Temperature - Dec
annmean	Mean Temperature - Annual
janheat	Heating Degree Days - Jan
febheat	Heating Degree Days - Feb
marheat	Heating Degree Days - Mar
aprheat	Heating Degree Days - Apr
mayheat	Heating Degree Days - May
junheat	Heating Degree Days - Jun
julheat	Heating Degree Days - Jul
augheat	Heating Degree Days - Aug
sepheat	Heating Degree Days - Sep
octheat	Heating Degree Days - Oct
novheat	Heating Degree Days - Nov
decheat	Heating Degree Days - Dec
annheat	Heating Degree Days - Annual
jancool	Cooling Degree Days - Jan
febcool	Cooling Degree Days - Feb
marcool	Cooling Degree Days - Mar
aprcool	Cooling Degree Days - Apr
maycool	Cooling Degree Days - May

35004 35005 35006 35007  
 35010 35014 35016 35019  
 35020 35023 35031  
 35034 35035 35040  
 35042 35043 35044 35045  
 35049 35051 35053  
 35061 35062 35063 35064  
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 35091 35094 35096 35098  
 35111 35114  
 35117 35118 35119 35121  
 35148 35150 35160 35171  
 35172 35173 35175  
 35178 35179 35180 35183  
 35184 35185 35186 35201  
 35204 35205 35206 35207  
 35208 35209 35210 35211  
 35212 35213 35214 35215  
 35217 35218 35219  
 35221 35222 35223  
 35224 35225 35226  
 35227 35228 35229  
 35230 35231 35232

Attribute Name	Attribute Description
juncool	Cooling Degree Days - Jun
julcool	Cooling Degree Days - Jul
augcool	Cooling Degree Days - Aug
sepcool	Cooling Degree Days - Sep
octcool	Cooling Degree Days - Oct
novcool	Cooling Degree Days - Nov
deccool	Cooling Degree Days - Dec
anncool	Cooling Degree Days - Annual
zip_lat	Zipcode Latitude
zip_long	Zipcode Longitude
station_lat	Climate Station Latitude
station_long	Climate Station Longitude
elev	Climate Station Elevation
janprec	Total Precipitation - Jan
febprec	Total Precipitation - Feb
marprec	Total Precipitation - Mar
aprprec	Total Precipitation - Apr
mayprec	Total Precipitation - May
junprec	Total Precipitation - Jun
julprec	Total Precipitation - Jul
augprec	Total Precipitation - Aug
sepprec	Total Precipitation - Sep
octprec	Total Precipitation - Oct
novprec	Total Precipitation - Nov
decprec	Total Precipitation - Dec
annprec	Total Precipitation - Annual

For more information on additional attributes in the 2010 Climate Data that you can use in your marketing analytics, contact us.