

WERA 1012

the *virtual* version

WeatherYourWay 2020 update

Lucy Plahmer – Owner, meteorologist (former NWS), CoCoRaHS observer (WI-WS-1)



New at
WeatherYourWay:
SMALL station
signs!!

NOT new at
WeatherYourWay:
Lucy Plahmer



New at WeatherYourWay

Updated website – debut 9/12/19

- Analytics (graphs, data!)
- Communications (chat and shipping)
- Discount codes
- Mobile phone compatible
- More payment options
- Inventory (now much easier!)
- ‘You may also like’
- Improved shipping flexibility

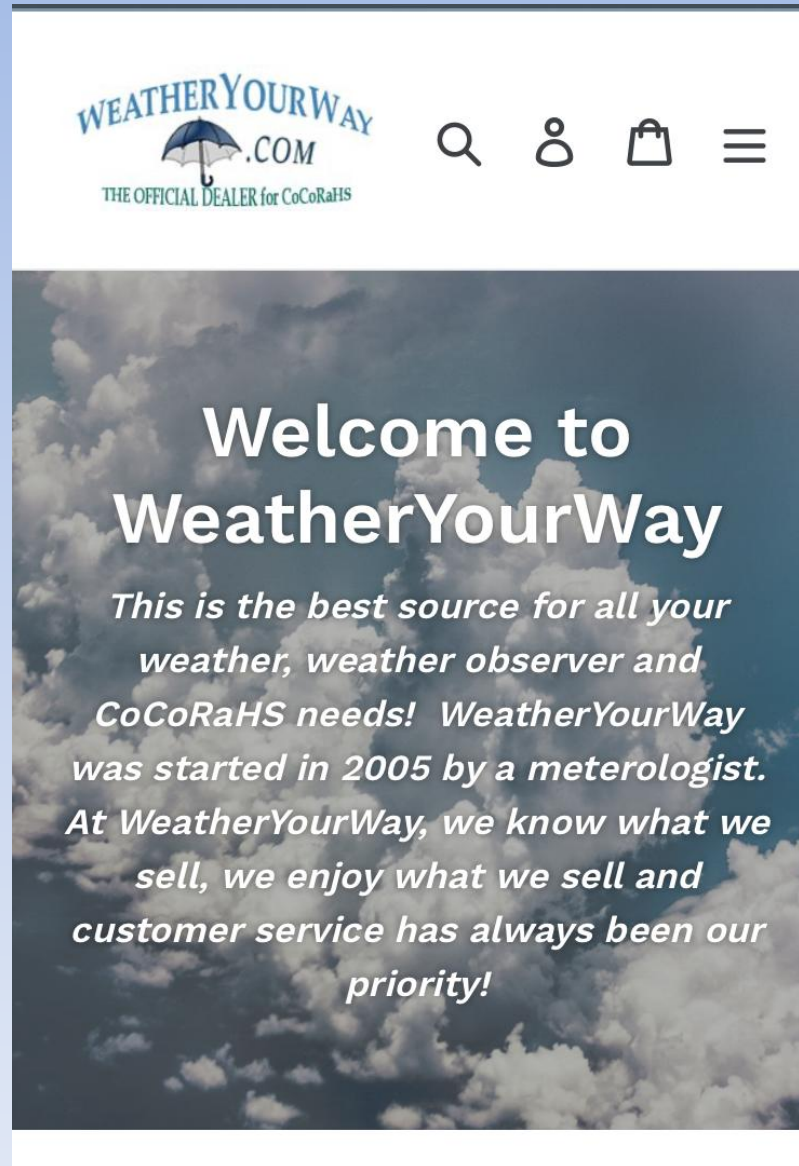
WeatherYourWay – new look

[Home](#)[Products ▾](#)[Contact us](#)[About us](#)[Shipping](#)[USD ▾](#)

Welcome to WeatherYourWay

This is the best source for all your weather, weather observer and CoCoRaHS needs! WeatherYourWay was started in 2005 by a meteorologist. At WeatherYourWay, we know what we sell, we enjoy what we sell and customer service has always been our priority!

WeatherYourWay – mobile look



WeatherYourWay – bottom of each page

**Subscribe to be notified of specials at
WeatherYourWay**

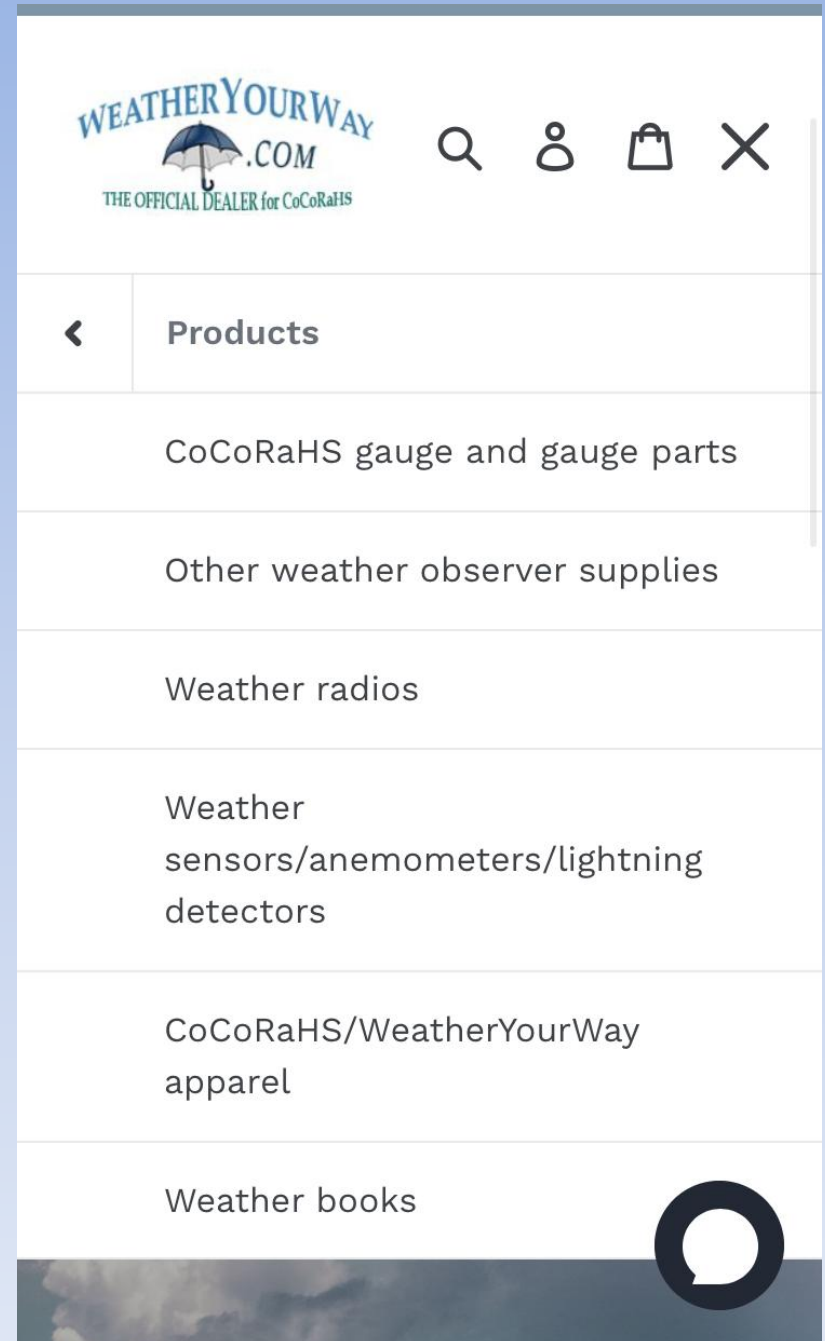
SUBSCRIBE

WeatherYourWay and CoCoRaHS

WeatherYourWay is the official supplier for CoCoRaHS! We are proud to be a part of this growing network of observers!! Do you want to learn more about CoCoRaHS? Click [here!](#)



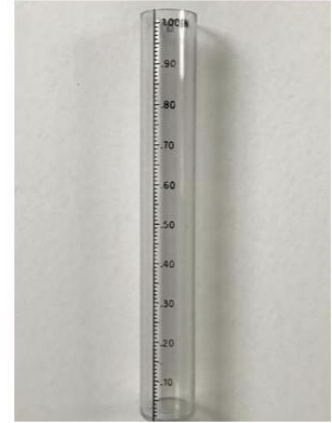
WeatherYourWay – product menu



WeatherYourWay – CoCoRaHS gauge and gauge parts



**Official CoCoRaHS
gauge**
~~\$48.00~~ **\$32.75 Sale**



**CoCoRaHS gauge –
inner measuring
tube ONLY**
\$11.25



**CoCoRaHS gauge –
outer cylinder ONLY**
\$17.00



**CoCoRaHS gauge
mounting bracket
ONLY**



CoCoRaHS gauge and gauge parts – new options



**CASE (dozen)
CoCoRaHS gauges -
SHIPPING INCLUDED
IN PRICE**



**Change CoCoRaHS
measuring tube to
METRIC units
\$2.00**

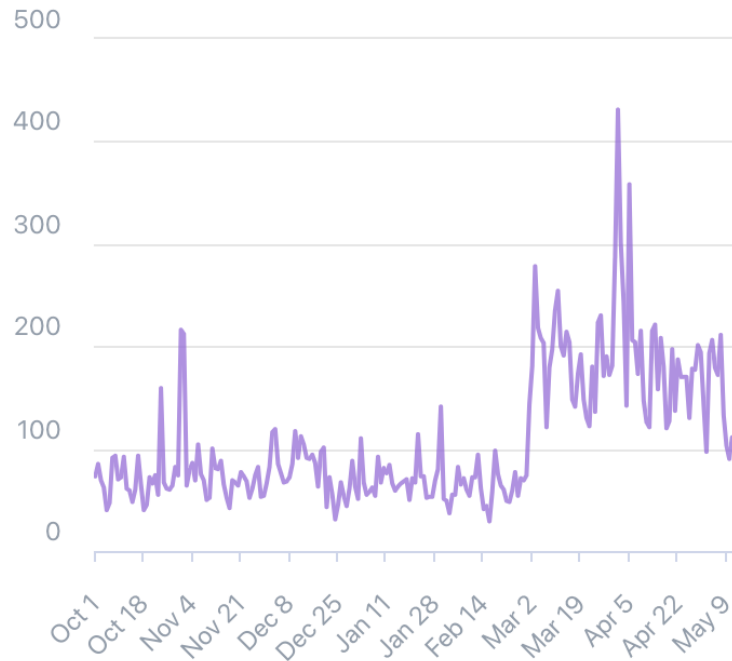
March Madness!

Sessions over time

Date range  Oct 1, 2019–May 14, 2020

Group By Day ▼

Sessions



March Madness!

February 28-May 14 sales

Product title	Quantity sold
Official CoCoRaHS gauge	1,433
CoCoRaHS decal	132
CoCoRaHS gauge - extr...	130
CoCoRaHS gauge brush	102
Change CoCoRaHS mea...	87

CoCoRaHS gauge - inne...	77
StrikeAlert PAGER lightni...	70
CoCoRaHS gauge - mou...	56
CoCoRaHS station sign -...	46
CoCoRaHS Precipitation ...	33
CoCoRaHS gauge - oute...	32
CoCoRaHS gauge - funn...	31

Future changes

- Analytics (year comparisons)
- Interactions with subscriber list
- Gift card purchases?
- Bundle purchase deals?
- Facebook polls/giveaways
- More discount codes
- Add items (snow board?)

- Please send suggestions!