FRAMEN launches automated Weather Targeting: Scalable, real-time weather-based campaign delivery now available in the FRAMEN Ads Manager

Berlin, 5. December 2025 – FRAMEN is introducing a major new upgrade to its advertising technology, the FRAMEN Ads Manager: Weather Targeting. The new feature allows advertisers to automatically trigger campaigns based on real-time weather conditions and temperature ranges, fully scalable across the entire FRAMEN screen inventory.

While weather-driven DOOH activations have traditionally required manual setup or one-off special executions, FRAMEN now offers this capability as a standardised, automated and instantly scalable feature. Brands can define precise triggers directly in the FRAMEN Ads Manager, enabling context-driven campaigns at national and international scale.

Automated weather triggers for smarter, context-driven DOOH campaigns

Within the new panel, advertisers can set exact target temperature ranges and choose from a wide selection of target conditions, including clear skies, cloudy weather, rain, thunderstorms, snow, snowstorms or windy conditions. This gives brands the flexibility to adapt their messaging to the weather scenarios that matter most to their products or services.

Why real-time weather relevance drives higher attention and conversion

Weather Targeting opens the door to smarter, more dynamic DOOH storytelling and unlike traditional outdoor DOOH networks, FRAMEN's indoor screen inventory ensures that weather-triggered campaigns can be delivered in any situation: From sunny coworking spaces to gyms on rainy days or hotels during snowfall, making contextual targeting consistently effective, regardless of external conditions.

Ice cream and beverage brands can focus their campaigns on warm, sunny days; indoor entertainment and delivery services can activate messaging on rainy afternoons; winter destinations, apparel or wellness brands can be promoted when temperatures drop or snowfall is forecast; and practical products can be highlighted during windy or stormy conditions. By aligning campaigns with real-time weather, advertisers can significantly enhance contextual relevance and reach audiences at the exact moment when interest and intent are highest.

In combination with Geo Targeting, Weather Targeting ensures that campaigns only appear in locations experiencing the specified conditions, creating highly targeted, efficient, and meaningful digital out-of-home activations.

A new level of contextual DOOH

"Weather Targeting brings scalable contextual advertising to the next level. For many brands, weather is one of the strongest natural demand signals. By automating this capability, we enable advertisers to reach audiences at the exact moment when their message is most relevant," says Dimitri Gärtner, CEO of FRAMEN.

Weather Targeting is now available to all advertisers in the FRAMEN Ads Manager.

About FRAMEN

FRAMEN is the intelligent DOOH platform that transforms screens into engaging environments. Seamlessly integrating content, targeted advertising and real-time information, it uses smart technology and data-driven precision to display on screens in premium locations such as coworking spaces, gyms and hotels. Creating value for both audiences and venue partners. FRAMEN is a content distribution platform for screens in semi-public spaces. This media tech scale-up enables content playback on all standard screens in commercially utilized areas. Through FRAMEN, advertisers and location providers can connect and share relevant content with their target audiences.

Using the FRAMEN Ads Manager, advertisers can programmatically book, launch, and manage campaigns in minutes, while also evaluating performance in real-time. Simultaneously, location operators can monetise their screens through the provision of content using the FRAMEN Screen Manager. With FRAMEN you reach the right people at the right moment, making public digital media more impactful, dynamic and effortless.With the FRAMEN Ads Manager, advertisers can programmatically book and launch campaigns within minutes, as well as manage and evaluate their performance in real time. At the same time, location providers can monetize screens through content offers using the FRAMEN ScreenManager.

Media Contact

Magdalena Pusch-Wiebach, CMO, magdalena@framen.com