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Seakeeper
September 24, 2013
Filed under [News](#)

Buoyweather, the online marine forecast service with 2.5 million monthly page views in 180 countries, has created a condition-based marketing program for gyro manufacturer Seakeeper. A first for Buoyweather, it calculates on the site's forecasting data to trigger Seakeeper messaging only when conditions are rough.

The website's advanced data tools provide accurate, detailed 7-day marine and swell forecasts worldwide. A series of flags also indicates conditions at a glance. Green affirms suitable weather; yellow warns of small craft advisories; and red signals hazardous seas. Seakeeper messaging appears only when yellow or red flags are in the forecast.

"This out-of-the-box thinking will generate more click-throughs, as it's delivering the company's brand in the most applicable situations. When the forecast calls for swells, users see that Seakeeper gyros take the roll out. It's a perfect fit," said Charlie Levine of Buoyweather.

"Having Seakeeper appear is a clever reminder of the benefits that our gyros provide. Whether you're heading offshore to fish or trying to enjoy lunch on anchor, Seakeeper stabilizers enable owners to enjoy their passion—even when the weather isn't ideal," said Andrew Semprevivo, Seakeeper director of global recreational sales.

Seakeeper is a global leader in active gyro stabilization technology for recreational, military and commercial craft. The systems significantly reduce seasickness and fatigue caused by resonant boat roll, whether a vessel is underway, trolling or at zero speed.

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