

LEVEL UP YOUR INSIGHTS WITH CONNECTED, CUSTOM RESEARCH

Accelerate insights into action with fresh, home grown data customized to your audience and connected directly to your marketing ecosystem.



YOU NEED FRESH, ACCURATE, RELEVANT INSIGHTS ON CONSUMERS

Don't take a shot in the dark with your data. Too many syndicated research providers offer flat, stale demographics refreshed on an undetermined, irregular schedule. This is ambiguity you can't afford in today's climate. **Resonate provides a deep, real-time understanding of your consumers — that you can count on.**

RESONATE OFFERS YOU THE DEEPEST CUSTOM RESEARCH, CONNECTED TO...

13,000+ INSIGHTS

200 MILLION+ PROFILES

AND SEAMLESSLY INTEGRATED INTO YOUR MARKETING ECOSYSTEM



You need to know your customers within the four walls of your brand — and in everyday life. Disconnected syndicated research won't cut it. It can't give you Resonate's 360-degree view of your consumer.



We home grow our proprietary, AI-driven data through the National Consumer Study™ to offer a holistic view of both first-party and third-party data. Our insights go far beyond flat demographics to explore consumer values, motivations, psychographics, behaviors, purchase drivers and more. And we develop our custom studies to answer your custom questions.

Knowing your target consumer is a millennial female with two children is one thing.

Knowing she values creativity and tradition, eats dinner with her family every evening, is driven by living an exciting life, buys products based on convenience and has been quarantining at home during the pandemic is a next level insight.

Which do you want to power your marketing strategy in 2021?

CUSTOM, CONNECTED RESEARCH SCALED TO MORE THAN 200 MILLION U.S. CONSUMERS

To keep up with your customers, you need research that is customized specifically to your audience, your prospects and your plans, at scale.

Resonate builds custom audiences through connected research for finely targeted results. Whether you add custom questions to our core research engine or require answers to survey questions outside of the National Consumer Study, **we'll work to create the granular custom research you need to exceed your goals and supercharge your results.**

Then, we connect these custom, real-time insights directly into your marketing ecosystem for immediate activation. Additionally, all data and insights are easily accessible within the user-friendly Resonate Ignite Platform.

IT'S TIME TO LEVEL UP YOUR RESEARCH

You don't have time to rely on second rate custom research sources. **REQUEST A DEMO** today to learn how Resonate's real-time, holistic understanding of your consumers fills in the data gaps and gives you a competitive edge.

ABOUT RESONATE

Resonate is a pioneer in AI-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.

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