

LEVEL UP YOUR DMP & CONNECT THE DOTS FOR A DEEPER UNDERSTANDING OF YOUR CONSUMERS

Upgrade and personalize your messaging, targeting and segmentation with tens of thousands of human-level attributes on your customers.



Let's look at a quick case study: you're a hotel chain and you're reassessing your marketing in light of travel during COVID. You're diving into the data in your data management platform (DMP). You can see that customer X booked a September stay, they indulged in a massage, ordered room service and booked the trip just one week out.

But, with the limitations of your DMP's segmentation, you only know their behavior within the confines of brand-specific interactions.

Resonate's unparalleled consumer intelligence allows you go deeper. You learn that this customer typically travels with friends, they value adventure and creativity in their everyday life, their hobbies include spending time outdoors and going to the spa, their most used app is Instagram and they book based on price and convenience.

Now, you're armed with the rich data analysis and insights you need to accurately target on a granular level. From your emails to the packages you offer, you can customize hotel marketing and on-site experience at a human level. **It's this level of customization and targeting that leads to higher-value brand engagement and customer loyalty.**

RESONATE'S 360-DEGREE CONSUMER INTELLIGENCE GETS AT THE WHO, WHAT, WHERE, WHEN & THE WHY

Your DMP is good at collecting the facts. It manages the base-level demographics of your customers and their interactions with your brand effectively.

Thanks to your DMP, you know your customers within the walls of your brand. But Resonate's AI-powered consumer intelligence data knows them on a human level.



Resonate goes far beyond flat demographics to get at the personal values, psychographics, behaviors and motivations that drive consumers to engage and take action. In the Ignite Platform, you gain access to the why that drives the buy.

DYNAMIC INSIGHTS LEAD TO PERSONALIZED AUDIENCE TARGETING

With Resonate, you unlock a rich understanding of your customers, prospects and more than 200 million U.S. adult consumers.

You can onboard your own audiences and segments directly from your DMP into the Ignite Platform and analyze them against tens of thousands of dynamic, real-time insights. Then, build new audiences within the platform and easily export for targeting and activation.



HIGHER VALUE INTERACTIONS STEM FROM DEEPER UNDERSTANDING

When your customers feel like you know them, they feel understood. And a customer that feels understood is one that increases loyalty, converts more frequently and shows higher lifetime value. Make a customized consumer experience the expectation with Resonate.

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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