



# TARGETING THE WHY BEHIND TAX FILERS' SOFTWARE DECISIONS

For many Americans, do-it-yourself tax programs and software allow for seamless and easy-to-understand tax filing. But how can a digital company compete for customers who've historically used a brick-and-mortar provider?

Resonate's custom research and data onboarding allowed one tax preparer to target microsegments to increase high-value conversions while retaining existing customers.

## THE CHALLENGE

This tax preparer wanted a better understanding of both current customers and prospects to inform stronger messaging addressing the why behind a tax filer's decision to go with their firm over a brick and mortar competitor.

## WHY DO CONSUMERS FILE TAXES ONLINE?

We know 72% of this tax company's filers use it because it's "easy-to-use;" 70% of a competitor's users say the same. Plus, 7% of consumers will switch tax providers every year.

**That's 14 million people who are looking for similar results and are up for grabs every year.**





## THE SOLUTION

This tax company needed to drill down even beyond the 13,000+ insights available through the Resonate Ignite Platform. Resonate's expert research team developed questions that utilized Custom Research Studies, including the Resonate Spark Study.

The Spark Study introduced questions specific to tax-industry needs and the company used the resulting data for audience creation, campaign activation and consumer insights while merging Resonate data with their own first- and third-party data through data onboarding. Now, not only do they know what brand a consumer had previously used to file their taxes, they also have access to value, motivation and lifestyle information, including whether they're a Millennial with a side hustle or a Gen X-er with two kids in college. This holistic view gives them a leg-up in speaking to consumers and their specific tax situation.

Additionally, they looked at consumers interested in switching their tax prep provider, what their specific pain points are and where they can be found online. If they are over-indexing on Pinterest and we know they're looking for something both easy-to-use and low-cost, we now have a place to advertise and an angle for messaging.

## ADJUST CREATIVE USING REAL-TIME DATA

Lastly, as they looked at those who were abandoning their tax return on their platform, they created microsegments that addressed when and why they were abandoning. Copy and creative was updated throughout the tax season as Resonate's Data Append solution applied attributes and segments to the database that lives behind their firewall. The result was the ability to create a personalized and ever-changing website experience, as well as email and other channel activations offering customized value propositions.

## CUSTOM RESEARCH LEADS TO PERSONALIZATION → RESULTS

## THE RESULTS

From January to April, **this tax-filing software company saw 1 billion impressions and a 20% conversion rate to premium when presenting options in a customized algorithm.** What does 20% mean in layman's terms? \$5 million revenue.

In a highly specialized industry, like online tax prep services, Resonate's Ignite Platform can offer a 360-degree view of consumers and prospects, particularly when a customer's first- and third-party data is brought into the database and custom research questions are developed. Resonate gives you access to dynamic intelligence that gives you an edge over the competitors.

Schedule a fast, complimentary demo and prepare to be floored.