

IGNITE CAMPAIGN RESULTS WITH **FRESH DATA**

Data.

Every political or advocacy campaign relies on **target audience data**. But, not all data is **reliable, effective,** or **fresh**.



Think about data like vegetables. You want the **freshest produce,** grown from the **best seeds,** and picked at **perfect ripeness.**

To **effectively analyze and target segments of Americans,** your data must be **reliably sourced,** **refreshed daily,** and **available for immediate activation.**





STEP 1

SOURCE FARM-TO-TABLE DATA

We run the largest continuous National Consumer Study™ and use **cutting-edge machine learning** to reveal **13,000+ insights on 200M+ Americans**, updated nightly.

These fresh insights get down to the **values, motivators, behaviors, and anxieties** driving the decisions of your advocates and adversaries.



STEP 2

ENRICH YOUR UNDERSTANDING



When your first-, second-, or third-party data is planted into the **Resonate Ignite Platform™**, it's scaled and enriched with the **Human Element** - the **who, what, when, where** and **why** behind support or opposition for a candidate or cause.



STEP 3

TARGET RIPE CONSUMERS

Only Resonate can build, analyze, and validate an audience, model it and **launch a campaign that engages your audience across all digital devices** - each in a matter of minutes.



STEP 4

IGNITE CAMPAIGN RESULTS. SPARK CHANGE.



Rely on Resonate's **best-in-class data** and **award-winning managed media team** to build robust segments and execute winning campaigns in real time. **Instantly know campaign performance** and change course as needed.

