

HOW TO INCREASE PUBLISHER VALUE FOR ADVERTISERS WITH FRESH AUDIENCE DATA

How the Las Vegas Review-Journal lowers CPC and CPA for advertisers with hyper-targeted audience personas built from deep, real-time data



The Las Vegas Review-Journal uses Resonate's deep, real-time data on U.S. consumers to increase value for advertisers and ultimately expand and retain client relationships.

Read on to learn how publishers can grow advertising revenue by optimizing ad spend and reach high-value audiences with a data-driven approach.

WHEN YOUR CLIENTS UNDERSTAND DATA, THEY UNDERSTAND YOUR VALUE

The Review-Journal notices a strong correlation between clients who understand the value of compelling audience data, and clients who stick around. These clients tend to run longer advertising campaigns, invest more budget across multiple channels and renew relationships over time.

"If we get clients to recognize and understand the value of data, they tend to stay on with us longer."

– Tom Heaton, Senior Advertising Director, Las Vegas Review-Journal

Unsurprisingly, businesses with higher site traffic tend to invest more time into understanding that traffic. For publishers, this is a big win. Bring that data into the Resonate Ignite Platform™ and enrich it with real-time, granular insights to give your client a holistic, human view of the consumer behind the page view.

"Resonate helps us lend more insight to the business lifeline of site traffic and make a stronger connection to other areas of their business."

– Tom Heaton

WINNING PROPOSALS ARE BUILT ON RESONATE'S DEEP, TARGETED PERSONA SEGMENTS

So, how does Las Vegas Review-Journal put Resonate's fresh audience data to work? One way is baking fleshed-out personas right into their proposals: Here's your main target persona. Do you want to learn more about the other personas that exist in your audience?

For example, the Review-Journal might show a new home builder that, based on the builder's site traffic, they have three main segments: *Move Uppers* (those moving out of the city, recently had a kid), *Move Towners* (established families, looking for a new home base), and *Move Downers* (empty nesters looking for a smaller place). The proposal compiles these audiences and the traits of each, showing what they look like and how to best target them for the lowest CPC or CPA.

A larger home builder may have pre-existing segments they'd like to reach based on what they've seen in their own data. The Review-Journal can take that data and see what each segment looks like in their market, layering on more data and saying, "We can target here and here – here's a campaign for you."

For smaller businesses, they may have an idea of their general target audience, but the enriched data in the [Resonate Ignite Platform™](#) shows who's actually visiting their site. They may want to reach *Millennial Builders*, but it turns out their biggest audience is the *Move Downers* – **you help them see what their audience actually looks like and avoid wasted budget.**



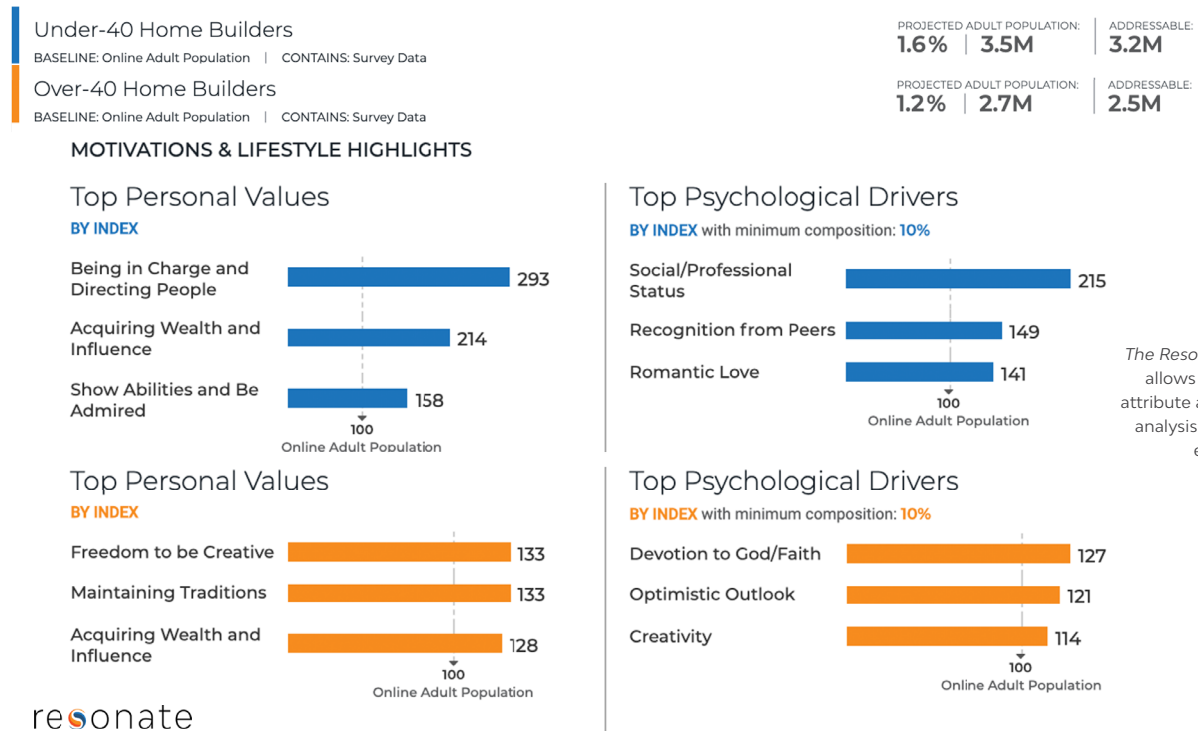
“With Resonate, we’re able to give advertisers more guidance on who to go after than they could get elsewhere.”

– Tom Heaton

Holistic personas are a sticky addition to any proposal and when they lead to cost savings and conversions, advertisers will stick by a publisher's side.

DATA DIVE: DELIVER TARGETED MESSAGING BUILT ON SIMILAR, BUT DIFFERENT, SEGMENTS

Let's see how the differences shake out between two segments in the Resonate Ignite Platform™ - those planning to build a home in the next year and are under 40, and those who are over 40.



The Resonate Ignite Platform™ allows you to build multi-attribute audiences for granular analysis and hyper-targeted engagement.

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Percent Composition is the distribution, or proportion, of those in an audience who have that specific trait.
Index indicates how likely this audience is to possess a trait, or attribute, as compared to the baseline of the U.S. online adult population, with 100 representing average.
Addressable refers to the estimate size of devices available for activation in the Resonate Ignite Platform™

You can see that the values and motivators of these audiences – what underpins every decision they make, including the brands they trust – are not the same. With this data, you're able to reach these exact segments on your channels, and you advise advertisers on values-driven messaging that will resonate.

ADD VALUE FOR ADVERTISERS AND BOOST REVENUE

Our AI-driven data helps publishers help their clients lower CPC or CPA, convert site traffic to leads, and open their eyes to a more complete and accurate view of their customer base. Forrester [found](#) Resonate customers see 304% ROI, 20% time savings, and record revenue growth – think of what your team could do with those savings.

Ready to give your advertising revenue a boost?



ABOUT RESONATE

Resonate is a pioneer in A.I.-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, privacy-safe 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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