FRESH INSIGHTS TO INFORM YOUR Q4 MARKETING

Consumer sentiment is shifting (again). Month-old data won’t cut it.

Resonate COVID-19 and Emerging Trends Consumer Flash Study
August 2021, Wave 19
INTRODUCTION

Looking at our data on consumer concern over the health and economic consequences of the pandemic, you’ll see a roller coaster of data points. Since last March, it’s been up, down, and all around depending on news stories, hospitalization rates, and vaccination efficacy.

What does that mean for you as a marketer? If you aren’t adjusting your marketing efforts to evolve with your customers, you’re at risk of missing out on growth, or worse, suffering disintermediation. Your future marketing success relies on using real-time data to draw insights that inform your acquisition, upsell, and retention strategies — meeting consumers where they are right now.

How many of the 82% of American consumers who now believe it will be more than 7 months before the economy is back to normal are your customers? Consumers under that duress will make different purchasing, travel, financial, and political decisions than those who are optimistic they see light at the end of the tunnel.

Your brand may be contemplating a vaccination campaign, like many of your peers. It’s critical to know whether your consumer would be receptive and, if so, how do you craft the right values-driven messaging to put into action? Download our report, Moving the Needle, for 5 key tactics to connect.

The Resonate Ignite Platform™ provides immediate access to the latest data on the behaviors, values, and preferences driving your customers’ decisions. Use Resonate’s platform to unify and enrich your first-party data with Resonate privacy-safe data to drive better decisions that capitalize on the evolving market dynamics.

This report contains the latest research brands and agencies need to inform marketing, CX, product development, creative, messaging, and more. Create marketing that engages customers where they are today, as mask mandates are dropped and reinstated, families assess what’s safe as Delta surges, and schoolchildren head back to classrooms with varied precautions in place.

Resonate’s proprietary coronavirus and current events data is released monthly and connected to our core data set with thousands of critical consumer data points. This latest Recent Events Connected Flash Study was fielded between August 3 and August 17, 2021, and is scaled to 230 million U.S. consumers.
GENERAL
CONCERN OVER HEALTH TICKS UP AS DELTA SPREADS

Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?

![Graph showing concern over health over time](image-url)
ANXIETY OVER THE ECONOMY CONTINUES TO RISE

Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?
VACCINE SENTIMENT
VACCINATION READINESS REMAINS LEVEL DESPITE EFFORTS

When do you think you would be most likely to be fully vaccinated against the coronavirus?

<table>
<thead>
<tr>
<th>Response</th>
<th>July '21</th>
<th>Aug '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Already received it</td>
<td>63.4%</td>
<td>62.5%</td>
</tr>
<tr>
<td>1 to 3 months</td>
<td>6.7%</td>
<td>8.1%</td>
</tr>
<tr>
<td>4 to 6 months</td>
<td>5.4%</td>
<td>4.8%</td>
</tr>
<tr>
<td>7+ months</td>
<td>5.2%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Never</td>
<td>19.2%</td>
<td>19.1%</td>
</tr>
</tbody>
</table>
Whose medical opinions do/did you trust in regard to whether or not you would be willing to get the COVID-19 vaccine?

<table>
<thead>
<tr>
<th>Trusting Source</th>
<th>July '21</th>
<th>Aug '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal doctor</td>
<td>51.9%</td>
<td>51.7%</td>
</tr>
<tr>
<td>Medical professional organizations</td>
<td>36.8%</td>
<td>38.3%</td>
</tr>
<tr>
<td>Elected politicians</td>
<td>3.7%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Government health workers (e.g., Dr. Fauci)</td>
<td>34.6%</td>
<td>34.8%</td>
</tr>
<tr>
<td>Mainstream media personalities</td>
<td>4.3%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Alternative media personalities</td>
<td>3.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>29.1%</td>
<td></td>
</tr>
<tr>
<td>Online sources (e.g., blogs, web forums)</td>
<td>10.9%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Other</td>
<td>16.3%</td>
<td>16.9%</td>
</tr>
</tbody>
</table>
What is the main reason for your delay/unwillingness to take the vaccine? Note: this was only asked of those who have not taken the vaccine.

SAFETY AND SIDE EFFECTS REMAIN TOP HESITATIONS OF THE UNVACCINATED

- Do not trust/support vaccines in general
- Do not trust that existing COVID vaccines are safe
- Concern over possible side effects
- Do not believe that I am likely to get sick
- Other/ Don’t know
- N/A - I plan on taking/have already gotten the vaccine

Comparing the data from Early Jun '21 to Aug '21, the main reasons for delay/unwillingness to take the vaccine have remained relatively consistent, with a slight increase in the percentage of people who do not trust/support vaccines in general and a decrease in those who believe they are likely to get sick.

- Early Jun '21: 76.24%
- Late Jun '21: 75.84%
- July '21: 75.57%
- Aug '21: 75.38%
TRAVEL
As a result of the coronavirus situation, have you initiated the cancellation of an existing airline or hotel reservation?
18% INCREASE IN THOSE WHO THINK NORMAL LEISURE TRAVEL IS +7 MONTHS AWAY

Thinking about the coronavirus situation, **how soon do you expect your leisure travel activities will largely return to “normal”?**

- **1 to 3 months**
  - July ’21: 29.4%
  - Aug ’21: 22.5%
  - Percentage difference: 6.9%

- **4 to 6 months**
  - July ’21: 20.6%
  - Aug ’21: 18.8%
  - Percentage difference: 1.8%

- **7+ months**
  - July ’21: 37.3%
  - Aug ’21: 43.4%
  - Percentage difference: 6.1%

- **Never**
  - July ’21: 12.6%
  - Aug ’21: 15.3%
  - Percentage difference: 2.7%
MORE THAN 1 IN 4 SAY BUSINESS TRAVEL WILL NEVER RETURN TO NORMAL

Thinking about the coronavirus situation, how soon do you expect your business travel activities will largely return to "normal"?

- **1 to 3 months**: 27.1% July '21, 20.5% Aug '21
- **4 to 6 months**: 18.1% July '21, 16.2% Aug '21
- **7+ months**: 29.6% July '21, 28.0% Aug '21
- **Never**: 25.2% July '21, 28.0% Aug '21
For those airline or hotel reservation(s) that you cancelled, **have you booked some or all of them again for a later date?** Note: this question only applies to those who cancelled reservations due to the pandemic.

1 in 10 of COVID-cancelled travel plans have been rebooked.
FINANCIAL
What is the current quality of the United States economy?

- Very poor: 11.4% (July '21), 12.4% (Aug '21)
- Poor: 19.3% (July '21), 20.5% (Aug '21)
- Slightly poor: 19.3% (July '21), 22.0% (Aug '21)
- Don’t know or unsure: 21.8% (July '21), 21.4% (Aug '21)
- Slightly good: 17.5% (July '21), 16.1% (Aug '21)
- Good: 7.0% (July '21), 7.2% (Aug '21)
- Excellent: 1.4% (July '21), 1.0% (Aug '21)
When do you believe the United State’s economy will return to "normal," as it was before the coronavirus situation began?

CONFIDENCE IN A ‘RETURN TO NORMAL’ IS DECLINING

- 1 to 3 months: July '21 - 7.0%, Aug '21 - 5.4%
- 4 to 6 months: July '21 - 16.3%, Aug '21 - 13.0%
- 7+ months: July '21 - 57.0%, Aug '21 - 59.1%
- Never: July '21 - 19.8%, Aug '21 - 22.6%
HALF OF AMERICANS ARE ‘GETTING BY’ FINANCIALLY

Which of the following statements best describes your own personal financial situation?

- “Times are hard:” struggling to pay for necessities
- “Getting by:” able to pay for necessities, with maybe a little money left over
- “Living comfortably:” more than able to pay for necessities, with a cushion of money in reserve

Aug '20  Sept '20  Oct '20  Late Nov '20  Late Dec '20  Early Feb '21  Late Feb '21  Early Apr '21  May '21  Early Jun '21  Late Jun '21  July '21  Aug '21

- August '20: 21.0%
- September '20: 23.4%
- October '20: 27.7%
- Late November '20: 30.3%
- Late December '20: 33.6%
- Early February '21: 18.9%
- Late February '21: 17.5%
- Early April '21: 23.4%
- May '21: 28.3%
- Early June '21: 22.5%
- Late June '21: 17.5%
- July '21: 23.4%
- August '21: 21.0%
1 IN 3 ARE SPENDING LESS COMPARED TO PRE-COVID

Compared to what you were doing before the coronavirus situation, how would you say your spending habits have changed?

- Spending more than I was before the coronavirus situation: 15.0% (July '21) vs. 16.2% (Aug '21)
- Spending about the same as I was before the coronavirus situation: 51.6% (July '21) vs. 51.2% (Aug '21)
- Spending less than I was before the coronavirus situation: 33.4% (July '21) vs. 32.6% (Aug '21)
Compared to what you were doing before the coronavirus situation, how would you say your saving habits have changed?

- Saving more than I was before the coronavirus situation: 23.1% in July '21 and 21.8% in Aug '21.
- Saving about the same as I was before the coronavirus situation: 53.0% in July '21 and 52.1% in Aug '21.
- Saving less than I was before the coronavirus situation: 23.9% in July '21 and 26.1% in Aug '21.
To what extent are you now likely to use contactless payments (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases because of the coronavirus situation?

**SLIGHT UPTICK IN THOSE USING CONTACTLESS PAYMENT NOW**

To an extremely small extent: 19.8% (July ’21) vs. 19.6% (Aug ’21)
To a very small extent: 9.6% (July ’21) vs. 10.2% (Aug ’21)
To a small extent: 14.8% (July ’21) vs. 14.8% (Aug ’21)
To a moderate extent: 27.6% (July ’21) vs. 26.4% (Aug ’21)
To a large extent: 12.1% (July ’21) vs. 12.7% (Aug ’21)
To a very large extent: 7.3% (July ’21) vs. 7.6% (Aug ’21)
To an extremely large extent: 8.9% (July ’21) vs. 8.8% (Aug ’21)
PRO-MASK SENTIMENT CONTINUES UPTICK; NOW AT 28%

Which of the following must occur, in order for you to once again feel comfortable doing activities involving crowds (e.g., going to a bank, shopping, attending a concert or sporting event, or dining in at a restaurant)? Please select all that apply.

- Once I see/hear about others going
- When the rate of deaths/infections significantly decrease
- Forced social distancing
- Everyone wearing masks/gloves
- Never
- Don’t know or not sure
- When over 80% of Americans are fully vaccinated
GROcery, General Merchandise RemaiN the most popular for in-person shopping

Now that stores and locations are open, which of the following types of activities or shopping will you now primarily do in a physical location, rather than online? Please select all that apply.
MOST WILL GO-IN STORE TO GROCERY SHOP IF GIVEN OPTION

To what extent are you likely to use a traditional grocery store delivery service from a store you can visit in-person (e.g., Instacart, Peapod, Shipt, Walmart+, etc.)?

<table>
<thead>
<tr>
<th>Option</th>
<th>July '21</th>
<th>Aug '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>To an extremely small extent</td>
<td>36.7%</td>
<td>38.4%</td>
</tr>
<tr>
<td>To a very small extent</td>
<td>10.9%</td>
<td>10.8%</td>
</tr>
<tr>
<td>To a small extent</td>
<td>12.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>To a moderate extent</td>
<td>17.0%</td>
<td>19.6%</td>
</tr>
<tr>
<td>To a large extent</td>
<td>7.3%</td>
<td>7.5%</td>
</tr>
<tr>
<td>To a very large extent</td>
<td>5.4%</td>
<td>5.3%</td>
</tr>
<tr>
<td>To an extremely large extent</td>
<td>8.7%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>
After the coronavirus situation is over, to what extent are you likely to order groceries online for delivery?

- To an extremely small extent: 45.5% (July '21), 44.9% (Aug '21)
- To a very small extent: 13.8% (July '21), 12.4% (Aug '21)
- To a small extent: 13.0% (July '21), 13.4% (Aug '21)
- To a moderate extent: 13.5% (July '21), 14.9% (Aug '21)
- To a large extent: 5.2% (July '21), 5.5% (Aug '21)
- To a very large extent: 3.4% (July '21), 3.8% (Aug '21)
- To an extremely large extent: 5.6% (July '21), 5.1% (Aug '21)
29% ARE LIKELY TO USE ONLINE-ONLY GROCERY DELIVERY

To what extent are you likely to use an online-only grocery delivery service, where there is no store for you to visit in-person (e.g., Fresh Direct, Imperfect Foods, Misfits Market, etc.)?

- To an extremely small extent: 45.2%
- To a very small extent: 12.0%
- To a small extent: 13.8%
- To a moderate extent: 15.7%
- To a large extent: 5.3%
- To a very large extent: 3.7%
- To an extremely large extent: 4.4%
CONVENIENCE AND EFFICIENCY DRIVE ONLINE GROCERY ORDERS

What are some reasons you would order groceries online for delivery?

- Saves time
- Socially distant
- Unable to go in person
- No rush while ordering online
- Convenience
- Don't have to take kid(s) to the store
- Easier to choose groceries
- Can schedule delivery time
- Reduces food waste
- Other
- N/A - I would not order groceries online

<table>
<thead>
<tr>
<th>Reason</th>
<th>July '21</th>
<th>Aug '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saves time</td>
<td>8.3%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Socially distant</td>
<td>5.5%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Unable to go in person</td>
<td>5.5%</td>
<td>4.9%</td>
</tr>
<tr>
<td>No rush while ordering online</td>
<td>5.2%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Convenience</td>
<td>9.7%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Don't have to take kid(s) to the store</td>
<td>1.8%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Easier to choose groceries</td>
<td>4.5%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Can schedule delivery time</td>
<td>6.7%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Reduces food waste</td>
<td>1.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Other</td>
<td>1.6%</td>
<td>1.5%</td>
</tr>
<tr>
<td>N/A - I would not order groceries</td>
<td>83.0%</td>
<td>83.5%</td>
</tr>
</tbody>
</table>
TREND TO WATCH: SLIGHT INCREASE IN CURBSIDE PICKUP; SLIGHT DECREASE IN BUYING/BROWSING IN STORE

Which of the following shopping preferences are still important to you?

<table>
<thead>
<tr>
<th>Preference</th>
<th>July '12</th>
<th>Aug '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curbside pickup</td>
<td>33.3%</td>
<td>35.4%</td>
</tr>
<tr>
<td>Same-day delivery</td>
<td>35.6%</td>
<td>37.5%</td>
</tr>
<tr>
<td>Browsing and buying in a store</td>
<td>67.5%</td>
<td>66.3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>9.2%</td>
<td>8.7%</td>
</tr>
</tbody>
</table>
WORK LIFE
Which of the following best describes your work situation?

- My job has always been "work from home"
- The nature of my work does not allow me to stay at home
- My company has required employees to work from home
- My company has required employees to return to work in the company’s office
- My company has offered employees a voluntary option to work from home, and I plan to work in the company’s office on all or most days
- My company has offered employees a voluntary option to work from home, and I plan to work from home on all or most days

16% MONTH-OVER-MONTH DECREASE IN EMPLOYEES REQUIRED ‘IN OFFICE’
If you were required to attend a work event, what form would you prefer that event be in?

- **Prefer online meetings/virtual conferences**: 52.9% (July '21) vs. 56.5% (Aug '21)
- **Prefer to meet people in-person**: 47.1% (July '21) vs. 43.5% (Aug '21)
REMOTE WORKERS ARE STAYING IN PLACE

Are you planning to relocate in the next 6 months but maintain your current job? Note: this question only applies to respondents whose work situation allows them to work remotely.

Don't know or not sure
- 1% (July 15-Aug 2)
- 2% (Aug 2-17)

No
- 12% (July 15-Aug 2)
- 13% (Aug 2-17)

Yes
- 3% (July 15-Aug 2)
- 2% (Aug 2-17)
MORE EMPLOYEES CONTEMPLATE ‘THE GREAT RESIGNATION’

Are you planning on leaving your current job based on the work situation post-COVID-19? Note: this only applies to those who also answered they are employed full-time.

**Yes**
- Yes: 3.9%
- No: 3.6%

**No**
- 47.5%

**Don’t know or unsure**
- 4.6%
- 6.5%

Want to see how this breaks down by generation? Get a demo.
SOCIAL JUSTICE
CONSUMERS ARE SPLIT ON BRANDS’ SOCIAL JUSTICE STANDS

How are you likely to react when you see a consumer brand showing support for the group Black Lives Matter or other social justice movements in the country?

- Much less likely to purchase from that brand
- Moderately less likely to purchase from that brand
- Slightly less likely to purchase from that brand
- Unchanged in likelihood to purchase from that brand
- Slightly more likely to purchase from that brand
- Moderately more likely to purchase from that brand
- Much more likely to purchase from that brand

Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 18, Late July 2021
ONLINE PRIVACY
CONSUMERS QUESTIONING THEIR ABILITY TO PROTECT THEIR PRIVACY UP 10%

There are many ways in which a person can use the internet, for example visiting websites, downloading apps on a computer or mobile device, or having internet connected devices within the home. Do you believe that you are doing enough to protect your privacy?

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Yes, I am doing enough</th>
<th>No, I would like to be doing more</th>
<th>Don’t know, unsure if I am doing enough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Jun '21</td>
<td>23.3%</td>
<td>30.7%</td>
<td>46.0%</td>
</tr>
<tr>
<td>Late Jun '21</td>
<td>24.4%</td>
<td>33.4%</td>
<td>42.2%</td>
</tr>
<tr>
<td>July '21</td>
<td>24.7%</td>
<td>34.7%</td>
<td>40.5%</td>
</tr>
<tr>
<td>Aug '21</td>
<td>27.1%</td>
<td>34.1%</td>
<td>38.9%</td>
</tr>
</tbody>
</table>
23% DECLINE IN THOSE WHO SAY INTERNET COMPANIES ARE RESPONSIBLE FOR INDIVIDUAL PRIVACY

There are some people who believe that internet privacy should be the responsibility of the individual (limiting the information that they provide online and being mindful of what they download), whereas others believe that online privacy is the responsibility of large technology companies (for example Apple, Facebook, or Google) being selective of the information that they take in, how they secure that information, and who they provide that information to. Who do you believe should be ultimately responsible for protecting the online privacy of you and your friends and family?
POLITICS
HEALTHCARE IS AN INCREASINGLY IMPORTANT VOTER ISSUE

A platform is a list of policies that a candidate wants to pursue if elected. Think about the platforms you consider when you decide whether you will support a candidate for public office. **Please indicate up to five platforms that are MOST important to you when considering who to support.**

<table>
<thead>
<tr>
<th>Platform</th>
<th>July '21</th>
<th>Aug '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social issues (like abortion, gay marriage, etc)</td>
<td>8.1%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Government spending</td>
<td>6.9%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Job creation</td>
<td>6.4%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Crime/law enforcement</td>
<td>7.8%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Healthcare policy</td>
<td>12.2%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Bipartisanship/cooperation in government</td>
<td>8.2%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Environmental policy</td>
<td>4.1%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Tax policy</td>
<td>8.5%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Entitlement policy (Medicare/Medicaid, Social Security, welfare,…)</td>
<td>7.9%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Immigration policy</td>
<td>7.7%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Foreign policy</td>
<td>3.4%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Defense/military</td>
<td>5.4%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Education policy</td>
<td>6.6%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Homeland security</td>
<td>5.4%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Reduce deficit/balance budget</td>
<td>6.1%</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

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MORE AMERICANS UNSURE WHETHER INCREASED UNEMPLOYMENT BENEFITS ARE DETERRING JOB SEEKERS

To what extent **do you agree or disagree** that unemployment benefits / stimulus benefits should be reduced or removed in order to increase job applications to businesses which are struggling to find employees?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>July '21</th>
<th>Aug '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>16.7%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Moderately disagree</td>
<td>6.9%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>8.3%</td>
<td></td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>23.5%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Slightly agree</td>
<td>11.5%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Moderately agree</td>
<td>9.4%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>21.4%</td>
<td>23.7%</td>
</tr>
</tbody>
</table>

July '21 vs Aug '21
22% Worried about Eviction to Moderate or Large Extent

With the moratorium for home evictions ending in many states, **how concerned are you about being evicted from your home?**

- **To an extremely small extent**
  - July '21: 84.5%
  - Aug '21: 83.5%

- **To a very small extent**
  - July '21: 7.3%
  - Aug '21: 7.3%

- **To a small extent**
  - July '21: 7.9%
  - Aug '21: 8.0%

- **To a moderate extent**
  - July '21: 10.5%
  - Aug '21: 11.0%

- **To a large extent**
  - July '21: 4.6%
  - Aug '21: 4.2%

- **To a very large extent**
  - July '21: 2.1%
  - Aug '21: 2.8%

- **To an extremely large extent**
  - July '21: 3.4%
  - Aug '21: 3.4%
INSIGHTS FOR TODAY & TOMORROW

Driving revenue and growth requires engaging new and existing customers as they navigate massive changes in their ecosystem — and that requires proprietary, privacy-safe first-party data. Leverage fresh, AI-driven data and continuously updated insights to drive better decisions based on shifting consumer sentiment. Experience the power of the Resonate Ignite Platform™.

THE ONLY PRIVACY-SAFE INTELLIGENCE SOLUTION YOU’LL NEED

Our Ignite Platform is driven by the belief that better understanding leads to better relationships between brands and consumers. We combine the National Consumer Study™ with direct, online behavioral observations of 10 billion daily events to reveal the deepest, proprietary understanding of the U.S. consumer at scale. Our A.I.-powered platform dynamically updates more than 13,000 attributes scaled to 200 million individual consumer profiles to reveal the who, what, when, where, and why that drives their decisions. Extend this comprehensive understanding to your own customers and leverage across your marketing ecosystem.

ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 13,000 fresh, relevant data points that describe more than 200 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

Headquartered in Reston, Virginia, Resonate is privately held and backed by Argentum Capital Partners, Revolution Growth, Greycroft Partners and iNovia Capital. For more information, please visit www.resonate.com.

Want to dig deeper? Contact your Customer Success Manager or, if you’re not yet a Resonate customer, request a demo today.