


Direct Data Onboarding

Unlock the Hidden Potential of Your First-Party Data in Record Time



Drive growth and maximize customer lifetime value at all stages of the lifecycle by breathing life into your first-party data. Resonate Data Onboarding is the only insights-to-activation solution for understanding the humans behind your data with unparalleled scale, freshness, precision, and speed.

Direct Onboarding		Indirect Onboarding
SPECIFICATIONS		
Direct matching leveraging Resonate ID Graph		Indirect matching through third-party
Accepts HEMs, MAIDs & IP		Accepts traditional PI like name & address (both required), and phone number
Individual-level matching		Potential household-level matching
Delivered via .csv file through secure Box.com		Delivered via LiveRamp
Minimum of 20k records/segment		Minimum of 100K records/segment
Supports weekly refreshes		Supports quarterly refreshes
Speed to insights with automated workflows		Third-party involvement in data processing
4-6 business days processing time		10+ business days processing time
HOW IT WORKS		

HOW IT WORKS



1. BUILD ROBUST TARGET AUDIENCES

Onboard your first-party data—such as your CRM file, website visitors, mobile app users, CTV viewers, or people engaging with your digital ads—into the AI-powered Resonate Ignite Platform.

2x the processing speed vs other leading vendors



2. GAIN UNPARALLELED AUDIENCE INSIGHTS

Connect your audience to Resonate's proprietary, privacy-safe data set with thousands of precise, individual-level insights—the who, what, when, where, and why behind consumers' decision to buy, choose, support, or abandon a brand or cause.

15% higher conversions 55% higher click through rate



3. DEFINE & ACTIVATE A PERSONALIZED STRATEGY

Reach all customers and prospects in your database and scale to look-alike audiences by efficiently activating across all channels with personalized, high-performing content directly from the Resonate Ignite Platform.

20x faster time to understanding, answers, decisions and actions



4. INCREASE SPEED TO INSIGHTS & ACTION

Continuously report, monitor, and optimize your strategic segments as you onboard new data into the platform. Access current and historical views to evaluate your strategy and understand how your audiences are changing over time.

DATA ONBOARDING IN ACTION



Acquisition: Learn about your customers and prospects to create awareness campaigns based on what matters to them. Enable efficient and scalable targeting to those prospects based on look-alike audiences with consistent, personalized messaging throughout the marketing funnel.

Retention: Understand the changing dynamics of your customers and change with them to reduce churn. Learn what matters to your customers and how that changes over time to ensure you meet their ongoing needs and preferences and maximize their lifetime value.



Upsell: Gain an additional understanding of your customers by segmenting them based on their different interests, and identify opportunities to target and upsell them on supplementary products and services.

Continuous Onboarding: Continuously report, monitor, and optimize your strategic segments. Refer to current and historical views to understand if you successfully reached your target audience and how they changed over time.



READY TO GET STARTED?

The best campaigns start with the best data—Resonate data. But we can take you all the way. Count on Resonate's insights-into-action activation solution to enhance your first-party data to its full potential, build hyper-targeted audiences, and plan, execute, and measure winning marketing and ad campaigns. If you're ready to take your data and insights to the next level and change the game for your team, let's get started. Contact us today to speak with a data insights leader on our team.

ABOUT RESONATE

Resonate is a pioneer in AI.-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 14,000 fresh, relevant data points that describe more than 230 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 ZMC, please visit www.resonate.com.

855.855.4320 | success@resonate.com

All imagery and figures in this guide ©2022 Resonate