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.

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 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.

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.

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.

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.

   15% higher conversions
   55% higher click through rate
   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.

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.

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.

Continuous Onboarding:
Continuously onboard, report, sources, and variables on your customers. Understand the changing and evolving interests and habits of your target audience to ensure your marketing and sales efforts meet their needs.

READY TO GET STARTED?
The best campaigns start with the best data—Resonate’s data. But we can take you all the way. Count on Resonate’s insights-to-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