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.



HOW IT WORKS

1. BUILD ROBUST TARGET AUDIENCES

HOW IT WORKS



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 Al-powered Resonate Ignite Platform.

4-6 business days

processing time

2. GAIN UNPARALLELED AUDIENCE INSIGHTS

2x the processing speed vs other leading vendors

10+ business days

processing time



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

Connect your audience to Resonate's proprietary, privacy-safe data set with thousands of precise,

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.

4. INCREASE SPEED TO INSIGHTS & ACTION

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

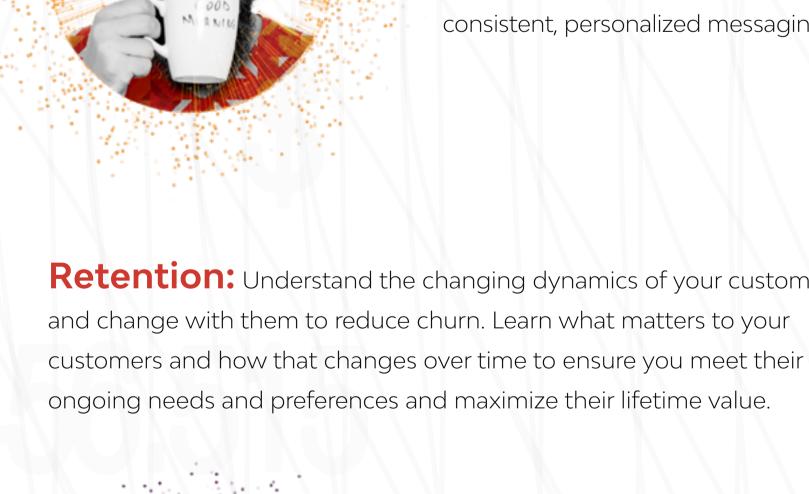
Continuously report, monitor, and optimize your strategic segments as you onboard new data into the platform. Access current and historical views to evaluate your strategy and understand how



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



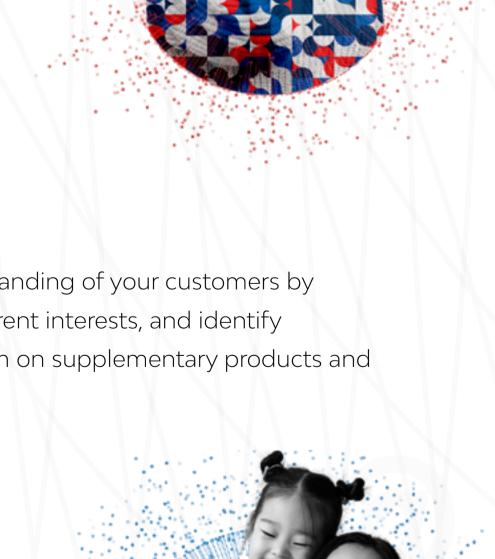
changed over time.

Retention: Understand the changing dynamics of your customers

scalable targeting to those prospects based on look-alike audiences with

consistent, personalized messaging throughout the marketing funnel.





understand if you successfully reached your target audience and how they

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

onate'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 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.

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