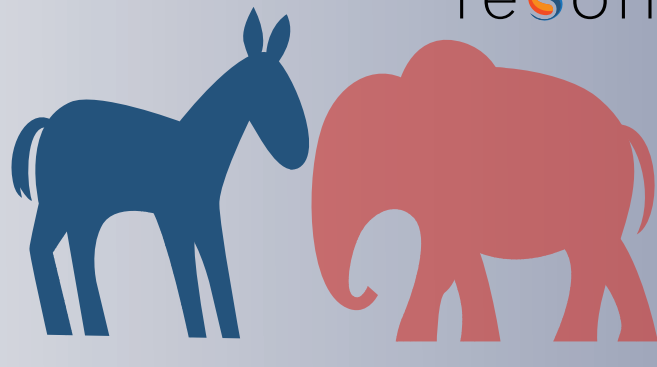


UNCOVERING THE NUANCES BETWEEN INTRA-PARTY VOTERS WITH AI-POWERED DATA



American voters are a diverse electorate because Americans themselves are diverse, even if they look similar on the surface. Consider two demographically similar voters. While you may think they have a lot in common, they're uniquely engaged—and you'll need to know how if you have any hope of reaching them this election cycle.

CONSIDER TWO DEMOCRATIC VOTERS... THEY MAY LOOK SIMILAR.



MAJORITY-MINORITY GROUPS

SHARED VALUES INCLUDE AUTHORITY, ACHIEVEMENT, REPUTATION

BLAME INFLATION ON SPECIFIC PRODUCTS BECOMING MORE EXPENSIVE

BELIEVE TOP THREATS TO THE US ARE PRESIDENT TRUMP AND WHITE SUPREMACISTS

MORE LIKELY TO BELIEVE RACIAL EQUALITY SHOULD BE A TOP BIDEN PRIORITY

70%+ ARE FREQUENT VOTERS IN NON-PRESIDENTIAL ELECTIONS

BUT THEY'RE UNIQUELY ENGAGED... AND FALL INTO DIFFERENT VOTER SEGMENTS



CONSERVADEMS



DRIVEN BY LIVING AN EXCITING LIFE AND CREATIVITY



MORE LIKELY TO WATCH UNIMAS AND READ THE LOS ANGELES TIMES



MORE LIKELY TO BELIEVE COVID-19 SHOULD BE A TOP BIDEN PRIORITY



LESS LIKELY TO BE INVOLVED IN SOCIAL ENGAGEMENT ACTIVITIES



MORE LIKELY TO OPPOSE MITCH MCCONNELL AND TED CRUZ



MORE LIKELY TO BE INVOLVED IN ADVOCACY ACTIVITIES THAT REQUIRE MODERATE COMMITMENT

ISSUES THAT RESONATE:

- REFORMING ENTITLEMENTS
- REDUCING CLIMATE CHANGE

VOTE BLUE NO MATTER WHO



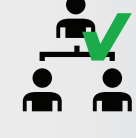
DRIVEN BY SOCIAL STATUS AND RECOGNITION FROM PEERS



MORE LIKELY TO WATCH UNIVISION AND READ FORTUNE MAGAZINE



MORE LIKELY TO BELIEVE STUDENT DEBT CANCELLATION SHOULD BE A TOP BIDEN PRIORITY



MORE LIKELY TO SHARE THEIR THOUGHTS ON SOCIAL MEDIA AND ISSUE-BASED OPINIONS



LESS LIKELY TO BE PERSUADABLE ON GOVERNMENT POLICIES THAT PROMOTE "REDISTRIBUTION OF WEALTH"



MORE LIKELY TO BE INVOLVED IN ADVOCACY ACTIVITIES THAT REQUIRE HIGH COMMITMENT

- #### ISSUES THAT RESONATE:
- PROMOTING CIVIL LIBERTIES
 - HUMAN RIGHTS & WAR CRIMES



CONSIDER TWO REPUBLICAN VOTERS



BELIEVE THE TOP THREATS TO THE US ARE PROGRESSIVE LIBERALS AND IMMIGRATION

DRIVEN BY LIVING AN EXCITING LIFE

SHARED VALUES INCLUDE AUTHORITY, INFLUENCE, ACHIEVEMENT

ARE SOMEWHAT FISCALLY CONSERVATIVE

BELIEVE BIDEN'S TOP PRIORITY SHOULD BE IMMIGRATION

SHARED ISSUES THAT RESONATE INCLUDE CONTROLLING ILLEGAL IMMIGRATION AND MAINTAINING THE SECOND AMENDMENT

REPUBLICANS IN NAME ONLY



DRIVEN BY DEVOTION TO GOD



MORE LIKELY TO VOTE BY MAIL



MORE LIKELY TO VOTE BECAUSE IT IS THEIR CIVIC DUTY



MORE LIKELY TO BE SOMEWHAT SOCIALLY CONSERVATIVE



MORE LIKELY TO VOTE FOR INCUMBENT AT THE STATE LEVEL



MORE LIKELY TO CONSIDER STRENGTHENING THE MILITARY A TOP PLATFORM WHEN CHOOSING TO SUPPORT A CANDIDATE

ISSUES THAT RESONATE:

- DEFENDING TRADITIONAL MARRIAGE

CONCEITED CONSERVATIVES



DRIVEN BY SOCIAL STATUS AND RECOGNITION FROM PEERS



MORE LIKELY TO BE AT THE POLLS ON ELECTION DAY



MORE LIKELY TO VOTE BASED ON PERSONAL ECONOMIC BENEFIT



MORE LIKELY TO BE VERY SOCIALLY CONSERVATIVE

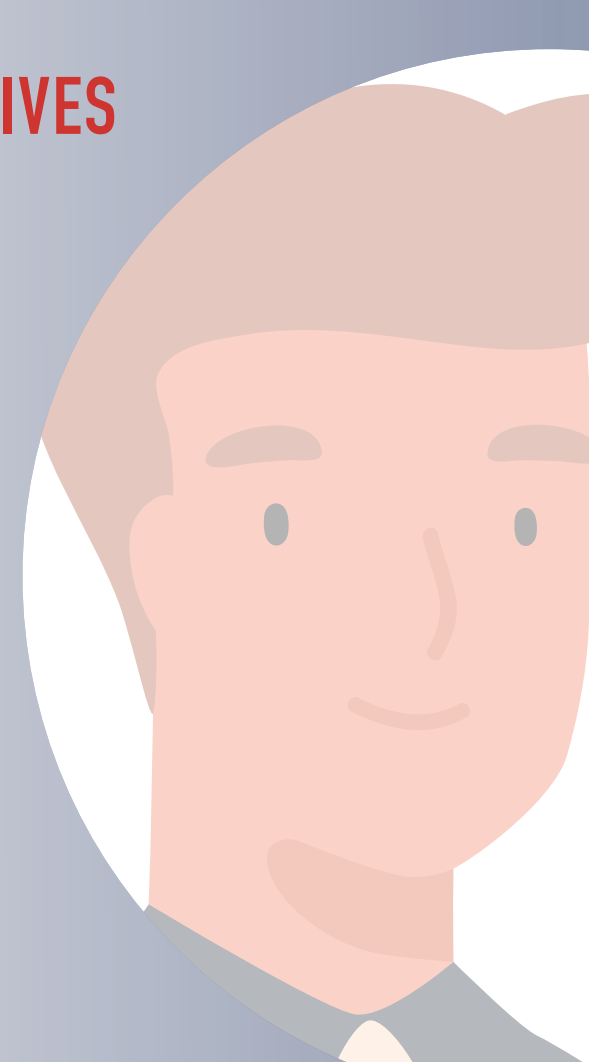


LESS LIKELY TO VOTE FOR INCUMBENT AT THE STATE LEVEL



MORE LIKELY TO CONSIDER HOMELAND SECURITY A TOP PLATFORM WHEN CHOOSING TO SUPPORT A CANDIDATE

- #### ISSUES THAT RESONATE:
- STRENGTHENING FOREIGN POLICY & DEFENSE



WIN WITH UNPARALLELED VOTER INTELLIGENCE AND MEDIA ACTIVATION

The 2022 voter landscape is still evolving, and the voter file alone won't win an election. Custom-made media campaigns with more relevant messaging that appeal to the values and the issues most important to winnable voters are the most effective way to motivate them to cast their vote for you on election day. Resonate can help you identify and better understand critical voter and stakeholder audiences, implement quick, cross-screen digital targeting, and improve ad message relevancy across their intended targets—all leading to superior campaign success.

Are you ready to win?

TALK TO US



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. For more information, please visit www.resonate.com.