About Resonate

Headquartered in Reston, VA, Resonate is a pioneer in AI-driven data and intelligence, delivering proprietary, privacy-safe consumer data for insights, analysis and activation. The Resonate data set includes more than 14,000 rich, relevant, real-time data points that holistically describe more than 230 million US individuals. Resonate data is delivered through Resonate Append, which allows customers to leverage Resonate data anywhere and anytime; the easy-to-use Resonate Ignite platform; or through the highly-rated Resonate Managed Media Services. Hundreds of companies use Resonate to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends beyond traditional demographics, psychographics and behavioral data to uncover why people choose, buy, or support certain brands, products or causes. For more information, please visit www.resonate.com.

Top 5 considerations when choosing a firm:

1. Convenience
2. Firm's past performance
3. Tailored services based on individual needs and preferences
4. Online investment tools
5. Personal 'chemistry' with an advisor

Who are the 6.8 million investment-account switchers?

- Ages 18-24
- Have children
- Are married
- Are men
- Have a post-grad degree

Where you can find investment-account switchers:

- Netflix
- Amazon Prime Video
- Showtime
- Starz
- AMC+
- LinkedIn
- Discord
- Twitch
- Los Angeles Times
- Chicago Tribune
- New York Post

Top TV shows:

- Rick and Morty
- Law & Order: SVU
- American Horror Story
- NBA TV
- MLB Network
- BBC

Top TV networks How they watch TV

- Mobile Phone
- Tablet
- Smart TV

Top personal values:

- Be in charge and direct people
- Maintain a good public image
- Live an exciting life

Favorite hobbies:

- Stock trading
- Gambling online
- Eating healthy

Daily routine:

- Participate in teams and classes
- Achieve athletic milestones
- Buy nutritional food

Understand & act with a comprehensive understanding of consumers

Want to learn more?

CONTACT US

The insights shared in this infographic were uncovered using Resonate Investments, an AI-powered data set that provides investments marketers with better insight to fuel data-driven marketing across the customer lifecycle.