Headquartered in Reston, VA, Resonate is a pioneer in AI-driven data and intelligence, delivering proprietary, privacy-safe consumer data for insights, 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.

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 data to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends 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 data to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends 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 data to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends 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 data to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends 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 data to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends analysis and activation.

Get to know back-to-school spenders vs. savers

**Budget-Conscious Brenda**

- More likely to shop at a family-friendly retailer
- 50% of the time, top mobile app is Pinterest
- Spend and how to reach them with the right message on the right channel.

**Top-of-the-Line Tammy**

- 44% Tammy lookalikes use Pinterest
- Shop in a physical store
- 20% will do almost all back-to-school shopping online

Quickly and Effectively Activate

**Conduct Audience Segmentation**

- Top-of-the-Line Tammy
- Budget-Conscious Brenda

**Identify Top Channels**

- TV: ABC, CBS, and Fox
- OTT: stream CBS All Access on a Smart TV
- Digital: Facebook, Reddit, Pinterest, Twitter
- Out of Home: billboards

**Unify the Audience**

- TAMMYS
- BRENDA
- TAMMY BRENDA

**Align Data to Consumers and Their Related Devices for Seamless Omnichannel Activation**

- Associated with 90 unique consumer devices
- Is fine-tuned to dynamically generate scaled consumer data
- Aligns data to consumers and their related devices for seamless omnichannel activation

**Enrich Your Understanding of Your Audience to Serve the Right Message at the Right Time with the Most Predictive Models from Resonate**

- Has the most comprehensive view of US consumers for more effective marketing decisions
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**Activate Resonate Back-to-School Data**

- $105B+ Back-to-School Spending
- Shows intent rather than what they did last month or even last week
- Regardless of your product, access to fresh, in-market AI-powered data. Our back-to-school data:

**Gain the Edge by Enriching Your 1st-Party Data with the Most Recent and Predictive AI-Powered Data**

- Use Resonate's 14,000+ proprietary attributes to create well-defined, multi-attribute segments and deliver individual device IDs to any DSP, DMP or social platform for activation across all digital channels.

**ENACT**

- More likely to shop at the right time with the most predictive models from Resonate
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**Is Fine-Tuned to Dynamically Generate Scaled Consumer Data**

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**Know Back-to-School Spenders vs. Savers**

- Don't compromise looks or quality this back-to-school season
- Quality as important when purchasing a tech product
- More likely to consider a retailer with good customer service than a retailer with good product quality
- 15% of consumers would stop purchasing from a company that doesn't lower greenhouse emissions
- 30% of consumers are more likely to shop at a retailer that allows for low interest rates
- 107% more likely to use Buy Now, Pay Later service
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**ACTIVATE THESE AUDIENCES**

- Budget-Conscious Brenda lookalikes
- Top-of-the-Line Tammy lookalikes
- Tammy Brenda lookalikes

**You need the most up-to-date understanding of your customers and market context**

- The back-to-school shopping season is short, but the spending is BIG.
- What's on their shopping list beyond what you expected?
- What are their shopping behaviors?
- Where can you find them快速有效地激活观众立即

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