

Predictive Consumer Intelligence Install

Transform your agency with predictive intelligence you can't survive without

Agency new price of entry

A unified consumer understanding across devices and channels is no longer a competitive advantage for agencies. It is the new floor. The agencies winning pitches and retaining clients have built these consumer data layers. The intelligence at the core is what separates the winners from casualties.

Power your consumer data layer

Resonate's Predictive Consumer Intelligence Install drives winning consumer data layers with the most recent individual-level understanding of why consumers act and what they'll do next. With Resonate, you can exceed performance marketing expectations, create new revenue streams, and become the agency clients don't leave.



Establish a repeatable revenue center:

Predictive intelligence you can package, productize, and sell as your own audience and data products.



Get the edge winning agencies run on:

A unified consumer data layer is the new standard. Resonate's most recent, individual-level intelligence is what powers the ones winning.



Become indispensable to your clients:

Offer insights and capabilities clients can't get elsewhere or build in-house, and you become the partner they can't afford to leave.



Exceed performance marketing goals:

Deliver your client's next-best customer and keep them for results that improve margins and outperform expectations.



License once, scale without limits:

One license delivers up to 12k+ attributes spanning 250M+ US adults across ID types to power any use case for every client in your portfolio.

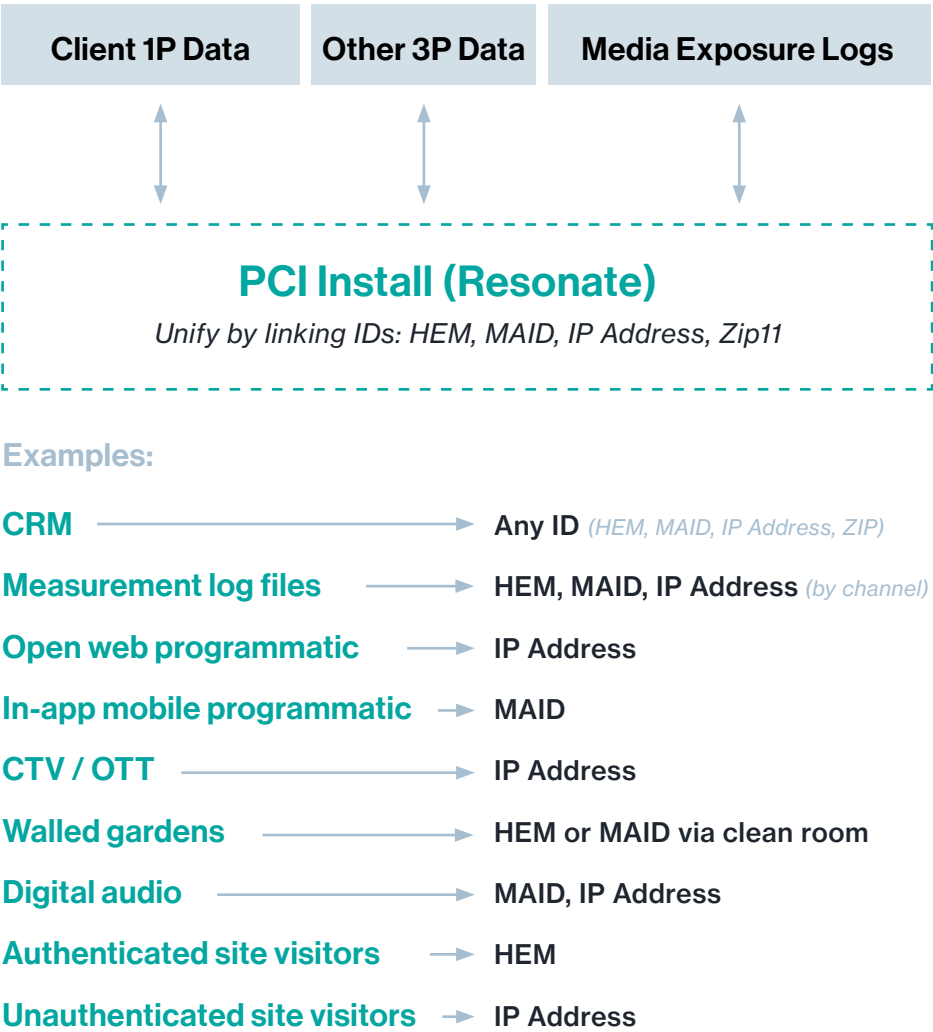
Activating the consumer data layer

1. Install

Resonate delivers Predictive Consumer Intelligence Install:

- Delivered as CSV or Parquet
- Via SFTP, AWS S3 or Snowflake
- 100% attribute fill on every matched record
- Refreshed every 8 weeks

2. Unify



3. Activate

Power cross-client, full-funnel marketing activities:

- **Modeling**
Feature inputs for model
- **Measurement**
Campaign performance, optimization
- **Personalization**
Web experiences, ad creative and messaging
- **Targeting and segmentation**
Persona discovery, audience building, bidding

4. Extend

Onboard audiences back into Resonate Cortex and Ignite via the Ignite Integration Center or to Ignite via Box, AWS S3, or SFTP:

- **Refine and optimize**
Campaign refinement, audience building, Look-alike Modeling, retargeting
- **Power pitches and strategy**
Run reports; power media planning and personalization strategies
- **Distribute audiences**
Activate audiences you build across DSP, social, CTV, and direct mail

Level the playing field

Ready to see what your consumer data layer can do with Resonate's predictive intelligence behind it? Book a data discovery consultation to explore how Resonate's install fits your environment and your portfolio.

[Schedule Your Discovery](#)