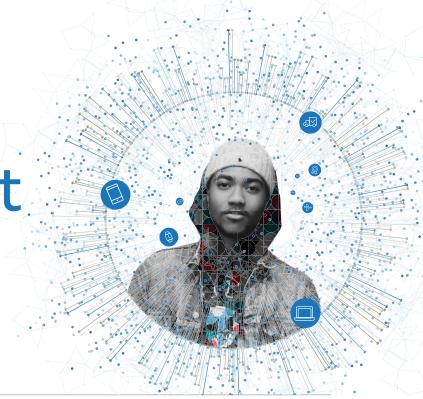


# The Resonate Ignite Platform

## Win Every Pitch, Wow Every Client

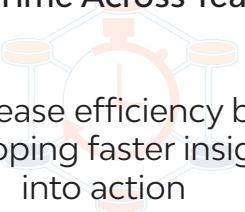
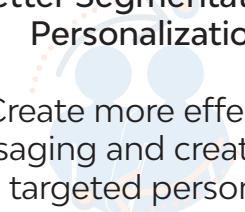
Better pitches come from better consumer data.



Resonate is the only consumer intelligence solution that empowers agencies with:

- Industry-leading AI-driven consumer insights in an easy-to-use platform
- Segmentation, audiences, and activation at their fingertips
- The ability to put media plans seamlessly into action and reach consumers on ~1 billion devices

Customers are evolving constantly. Attitudes, intent, and behaviors change rapidly, and demand for personalization is at an all-time high. You want — and need — faster answers, better understanding, and the ability to quickly become an expert in any industry. That's why Resonate uses cutting-edge AI to deliver data across industries that helps drive more personalized, more effective, and more efficient client strategy and creative. With Resonate's privacy-safe, comprehensive data set and marketer-friendly platform, agencies enhance their understanding of every client's customers and prospects to win more business, retain clients, expand contracts, increase revenue, and become a true strategic partner.

<p><b>Save Time Across Teams</b></p>  <p>Increase efficiency by developing faster insights into action</p>	<p><b>Better Segmentation &amp; Personalization</b></p>  <p>Create more effective messaging and creative with targeted personas</p>	<p><b>Execute Compelling Campaigns</b></p>  <p>Activate targeted, personalized interactions across digital channels</p>
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**↑21%**

increase in conversion to a premium product using personalized targeting driven by Resonate data  
- Finserv Client

The Resonate Ignite Platform shows you the **WHY** behind a consumer's decision to buy, choose, support, or abandon a brand — and lets you quickly become an expert before any pitch.

Resonate's 14,000+ attributes include sentiment, intent, preferences, behaviors across industries. Imagine your power as an agency leader with this intel backing you up.

ALCOHOL



APPAREL



AUTO



BANKING



CPG



HEALTH



INVESTING



RETAIL



TRAVEL



SPORTS



Log into the Resonate Ignite platform for immediate access to a rich repository of consumer data that will turn any pitch into a home run. With a new contract in hand, elevate your position to strategic partner by using the Insights Hub to onboard your client's first-party data and enrich it with Resonate Elements data. Build targeted audiences and discover the unique values, drivers, and purchasing preferences that will resonate with each segment. Take action at scale across all digital channels directly from the Resonate Ignite Platform. Then, offer turnkey client reporting on your run high-performing media campaigns.

**More personalized interactions lead to more successful campaigns and crushing goals and KPIs. That's what leads to never-before-seen expansion and retention. It's that simple.**



## KNOW MORE

At scale, faster than ever, about **what matters most** on any audience or enrich any 1st Party data

## PERSONALIZE ACTIONS

At scale across all channels with data on what every **individual** consumers value most

The Resonate Ignite Platform is the leading consumer intelligence solution for top advertising leaders and their strategy, insights, creative, and media teams. It's your all-in-one answer to work seamlessly across the agency, efficiently become an expert in any industry, and discover proprietary, relevant, robust insights and scale to 230 million consumers.

**Discover the only data and intelligence you need on any audience and deliver personalized client campaigns that **resonate**.**

## 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 Argentum Capital Partners, Revolution Growth, Greycroft Partners and iNovia Capital. For

more information,  
please visit [www.resonate.com](http://www.resonate.com).