

NOW IN snowflake

View your customers in full **color**

The freshest, most predictive AI-powered data set that ignites business growth is now available in Snowflake. Powered by rAI, the Resonate AI neural network, Resonate Elements data offers the highest levels of certainty about who consumers are, the why that drives them and what they will do in the future.

RESONATE ELEMENTS DATA

230M
profiles

14,000+
attributes

2Billion
devices

For a real-time understanding of consumers with unparalleled **depth**, **precision** & **scale**

Most predictive

Freshest data in the marketplace

Unique, scaled intent signals

Unparalleled psychographics

Enrich any 1st-party data

Immediate activation

VIEW YOUR CUSTOMERS IN FULL **COLOR**

Enrich your 1st-party data with Resonate AI-powered data to see your customers & prospects in full, living color. Understand their priorities, intent, preferences, motivations and more to establish a meaningful 1:1 connection. Then, find and reach them where they are with offers and messages that resonate.

RESONATE DATA AT WORK

Compare two demographically similar audiences to see why Resonate is unique...

Age: 32
Gender: Female
HHI: \$150K
Likes: Wine

Unique attributes revealed by Resonate

- ♦ Likes to pair wine with food
- ♦ Prefers Chardonnay
- ♦ Likes fruity wines
- ♦ Pay \$20 or more for a bottle of wine

- ♦ Increased wine consumption in last 3 months
- ♦ Likes to socialize when drinking wine
- ♦ Spends \$10-\$15 on a bottle of wine

DRIVE PERFORMANCE & EFFICIENCIES

Increase performance ROAS and media performance



Social



CTV & Display



Email



Website

Reduce time and cost



Faster time to insight, decisions & action



Cost-effective custom data & models



Reduction in 3rd-party data costs across channels

Drive revenue growth



Increase performance of predictive models



More effective personalization

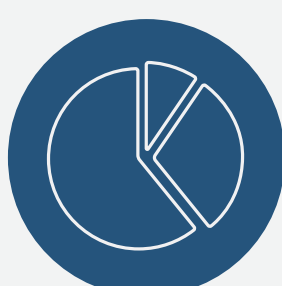


Better engage, convert and acquire new customers



Increase value & reduce churn

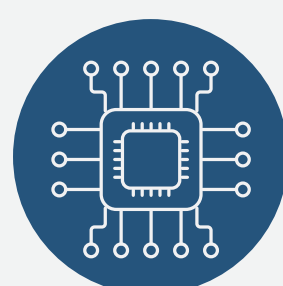
RESONATE DATA SETS AVAILABLE IN SNOWFLAKE



Resonate Elements Data



Resonate Human Elements Data



Resonate Recent Events Data



Resonate Financial Services Data



Resonate Insurance Data



Resonate Investments Data



Resonate Banking Data



Resonate Health & Wellness Data



Resonate ESG Data



Resonate Voter Landscape Data

ACCELERATE GROWTH WITH RESONATE

- ✱ Resonate Append
- ✱ Resonate Ignite
- ✱ Ignite Consumer Insights
- ✱ Custom Models
- ✱ Resonate Activate

Let's Talk Data 

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 profiles down to the individual level. 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.