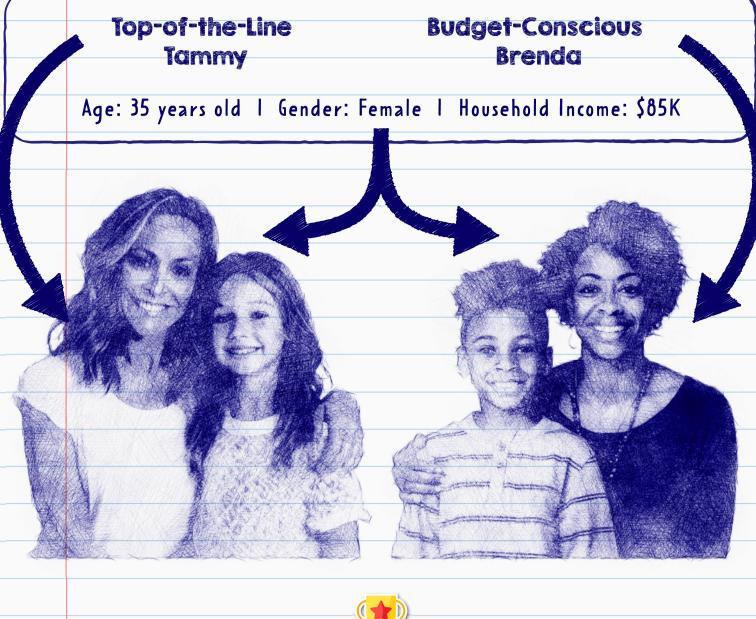


You need the most up-to-date understanding of your customers and prospects to capitalize on the shopping season. Start with two shoppers who are similar on the surface but so different as consumers:

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

Top-of-the-Line **Budget-Conscious**



Romantic love

Bowling

Maintaining traditions

00



Values

Going to theme parks

Living an exciting life

Being in charge

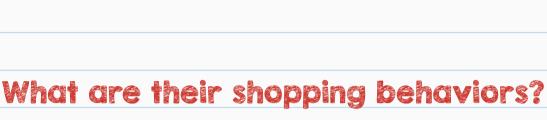
Family-oriented



Favorite hobby

(areer-oriented

Food & drink



Top mobile app

Business tools



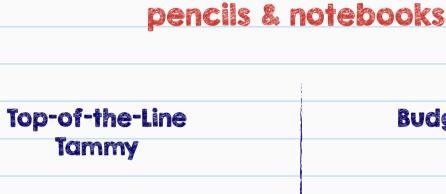
environment

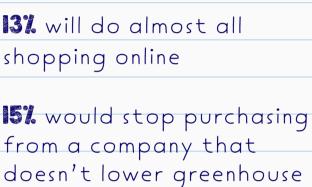


a retailer with good

customer service than

50% more likely to shop at





gas emissions

Budget-Conscious

Brenda

than Top-of-the-Line Tammy

Budget-Conscious

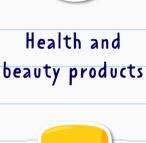
Brenda

95% more likely to shop at

a family-friendly retailer



Garden and Bedroom furniture and bedding outdoor products



Home goods

44% of Budget-Conscious

Tammy lookalikes use

Pinterest

channel.

channels:

Top-of-the-Line

Tammy

Brenda AND Top-of-the-Line



Where can you find them



games



Budget-Conscious

Brenda

Get the freshest data on how back-to-school shoppers are going to spend and how to reach them with the right message on the right

Quickly and Effectively Activate

Here's how data-driven, personalized ads for a new laptop would look

for these two nuanced audiences on one of their favorite social media

36% of consumers who are Budget-Conscious Brenda lookalikes stream (BS All Access on a Smart TV

TO COOL ✓ SLEEKER STYLE LONGER BATTERY LIFE BEST-IN-CLASS PERFORMANCE

✓ SHOP NOW.

✓ PAY LATER.

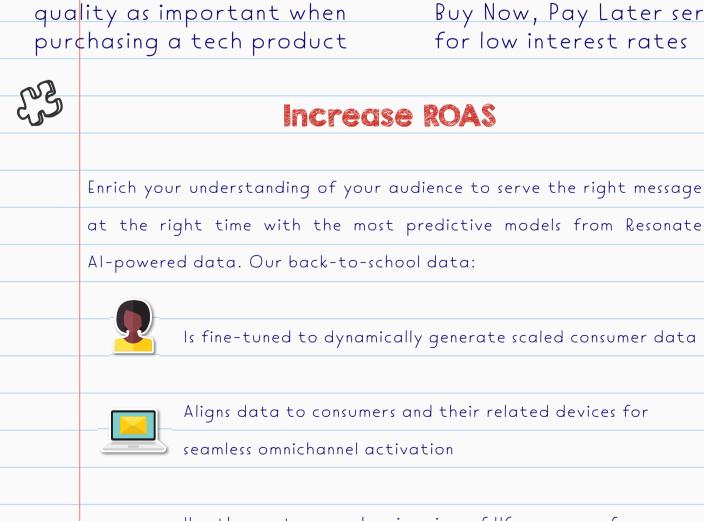
ALWAYS INTEREST-FREE

107% more likely to use

for low interest rates

Buy Now, Pay Later service

Get an A+ in school prep! 🦃



last week

Use

digital channels.

causes. For more information, please visit www.resonate.com.

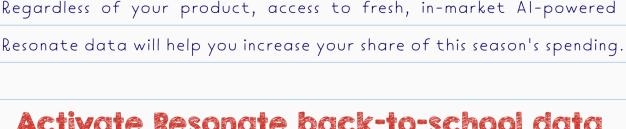
www.resonate.com

Don't compromise looks or quality this

More likely to consider

back-to-school season 😎

Is fine-tuned to dynamically generate scaled consumer data



Email Enrich your CRM data in your ecosystem

ACTIVATE THESE AUDIENCES



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ABOUT RESONATE Headquartered in Reston, VA, Resonate is a pioneer in Al-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

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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

Has the most comprehensive view of US consumers for more effective marketing decisions Shows intent rather than what they did last month or even Activate Resonate back-to-school data 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

Programmatic Activate audiences immediately