

resonate

Grab Your Piece of the \$105B+ Back-to-School Spending

Gain the edge by enriching your 1st-party data with the most recent and predictive AI-powered data

The back-to-school shopping season is short, but the spending is BIG. 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 Tammy

Age: 35 years old | Gender: Female | Household Income: \$85K

Maintaining traditions

Budget-Conscious Brenda

Age: 35 years old | Gender: Female | Household Income: \$85K

Being in charge

Values

Romantic love

Driven by

Living an exciting life

Bowling

Favorite hobby

Going to theme parks

Family-oriented

Daily routine

Career-oriented

Food & drink

Top mobile app

Business tools

What are their shopping behaviors?

Top-of-the-Line Tammy

20% will do almost all shopping in a physical store

56% will buy green products that help the environment

50% more likely to shop at a retailer with good customer service than Budget-Conscious Brenda

Budget-Conscious Brenda

13% will do almost all shopping online

15% would stop purchasing from a company that doesn't lower greenhouse gas emissions

95% more likely to shop at a family-friendly retailer than Top-of-the-Line Tammy

What's on their shopping list beyond pencils & notebooks

Top-of-the-Line Tammy

Garden and outdoor products

Health and beauty products

Home goods and furnishings

Budget-Conscious Brenda

Bedroom furniture and bedding

Kids and baby products

Toys and games

Where can you find them

44% of Budget-Conscious Brenda AND Top-of-the-Line Tammy lookalikes use Pinterest

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

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 channel.

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 channels:

Top-of-the-Line Tammy

More likely to consider quality as important when purchasing a tech product

Budget-Conscious Brenda

107% more likely to use Buy Now, Pay Later service for low interest rates

Increase ROAS

Enrich your understanding of your audience to serve the right message at the right time with the most predictive models from Resonate AI-powered data. Our back-to-school data:

- Is fine-tuned to dynamically generate scaled consumer data
- Aligns data to consumers and their related devices for seamless omnichannel activation
- Has the most comprehensive view of US consumers for more effective marketing decisions
- Shows intent rather than what they did last month or even last week

Regardless of your product, access to fresh, in-market AI-powered Resonate data will help you increase your share of this season's spending.

Activate Resonate back-to-school 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.

- Programmatic
- Activate audiences immediately
- Email
- Enrich your CRM data in your ecosystem

ACTIVATE THESE AUDIENCES