

What is Resonate?

Resonate is a Consumer Intelligence tool and data partner that Brands, Agencies and Media & Entertainment companies use to create custom, proprietary audiences at scale.

Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.

Resonate helps companies reach specific target consumers without resorting to proxy segments across channels including Programmatic DSPs, Connected TV, DMPs, and social platforms.

Resonate's Methodology

Resonate's data is home grown based on our ground truth of data collected via our National Consumer Study (NCS) - the largest independent U.S. consumer research study - and 10B nightly observed behavioral web events.

Machine learning takes NCS responses and web activity to create predictive models that help marketers understand and connect with their target audiences. This results in more than 13,000 attributes that describes why consumers choose, buy or support certain brands, products or causes.

Leveraging Resonate Data to Create Custom Audiences

Resonate's Consumer Intelligence tool allows brands to combine our 13,000 proprietary attributes with other data types in the platform to personalize audiences to their business, including:

- **Tags:** a pixel or beacon collecting data from digital properties
- **First-Party Imported Data:** CRM Insights, Media Insights, Website Journey, Mobile App Data, DMP Insights
- **Third-Party Segments from LiveRamp:** onboard data from third parties from hundreds of industry data vendors, including IRI, Kantar, and Kochava
- **Contextual Data:** Keywords and topics that people are reading about online

Activating to Partners

Resonate's Self-Service Activation allows brands to activate their Resonate audiences across top Social Networks and DSPs. Resonate has direct connections with top DSPs, like The Trade Desk, MediaMath, Oracle Bluekai, Adobe Audience Manager and Adobe Advertising Cloud (formerly TubeMogul). Activations for Social Networks leverage a list of MAIDs that represent the custom audience built in Resonate, that is directly between Resonate and your social accounts.

In some cases, popular platforms will require an indirect connection via LiveRamp, which works as an accredited data delivery intermediary. This is the case for media platforms such as Google and Amazon, which require audience data to be delivered via accredited data delivery intermediaries.

Resonate Tagging Options

The Resonate Tag collects anonymous data from brand's digital properties – such as their website, landing pages and digital media - via a pixel to support deep insights, performance, and analysis of your digital assets.

Customers control tag placement and own the complete right and title to all data collected through tags. Standard data collected in the tag logs includes:

- Date and time of visit
- Client's unique user id (anonymous ID) as a custom parameter on the tag
- Resonate pixel id
- IP address and standard http header information including user agent, referrer, browser type, etc.

Resonate has 3 main Tag Tracker Types: Site, Media and Custom:

1. **Site Tags** are dynamic using JavaScript and should be used to better understand visitors to your website.
2. **Media Tags** should be used to better understand people consuming your digital media.
3. **Custom Tags** should be used as a fallback option when a JavaScript tag is not supported
 - such as tracking video ads.

The Resonate Tag does not collect any personal identifying information (PII) such as name, address, email, phone number, or device ID. The tag reads and writes an anonymous Resonate Cookie ID (RCID) on the user's browser. This ID maps to the Resonate Cookie database where

the ID is stored and further mapped to a wide variety of behavioral and psychographic data. All data in the cookie database is also free of PII.

How do Resonate Tags affect a site and its users?

Resonate Tags do not alter a website site visually and are invisible to users of the site. Resonate Tags can be served asynchronously and don't affect user experience or page load times.

Where Resonate Can/Cannot Tag:

As you read the below table please note Resonate’s tagging capabilities are limited to the below.

- Can tag website and display advertising
- Can tag online video starts and completes with the exception of YouTube and OTT videos
- Cannot tag mobile in-app advertising, emails, or international sites

When tagging media, Resonate can tag the impression and click/video completion for programmatic display and video pre roll. For Social, Resonate can tag the click as long as it directs to an external landing page.

Partner	Able to activate?	Able to tag?
Facebook	YES	Clicks Only
Instagram	YES	Clicks Only
Snapchat	YES	Clicks Only
Teads	YES - Teads.TV via LiveRamp	No
Undertone	YES	Yes
VideoAmp	YES	Yes
ISM	NO	Yes
Hulu	YES	Clicks Only
Gamut	NO	Unknown
YouTube	NO	No
Spotify	YES	Clicks Only
Sightly	NO	No
S4M	NO	Yes