resonate

Enhanced Insights & Activation on Imported Data and Recent Events Flash Wave 4

July 7, 2020

Agenda

Product Updates:

- Enhanced Insights & Activation on Imported Data
- Learn How to Unlock New Use Cases with Imported Data
- Quick Look at Tag Enhancements

Recent Events Research Updates:

- What's New with Wave 4
- Attributes about Marketing in the New Normal
- Social Justice Insights

Q&A

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Welcome!

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Director of Product Management

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VP, Research Products

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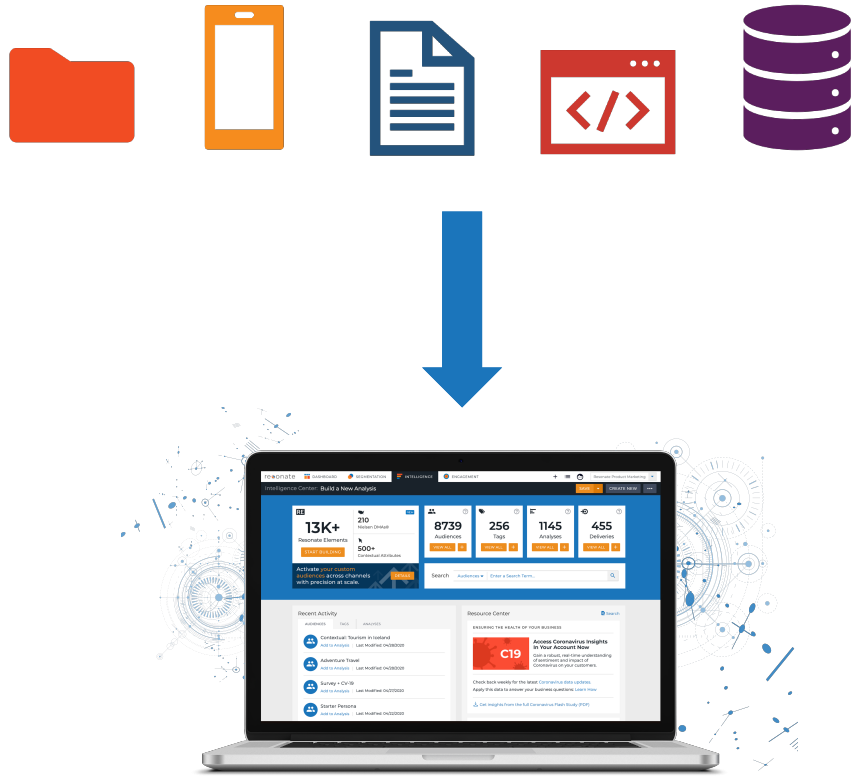
Product Updates: Enhanced Insights & Activation for Imported Data

What is Imported Data?

- Your most important data that you bring into the Resonate Platform – First or Third-Party data

- Personalize 13,000+ insights and 200M Connected Profiles to *your* customers and prospects by connecting your online & offline data.

- Types of data you can import:
  - CRM Insights
  - Mobile App Data
  - DMP Insights
  - Third-Party Data



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Enhanced Insights on Imported Data

Easily insight on audiences that interact with you across all your different channels – online and offline

Imported Data:

1. Your CRM File
2. Your DMP Segments
3. Your Mobile Ad IDs (MAIDs)
4. Third-Party Segments

+

Can now be combined with:

1. Tags (website and media)
2. Geography DMA
3. Contextual Studies

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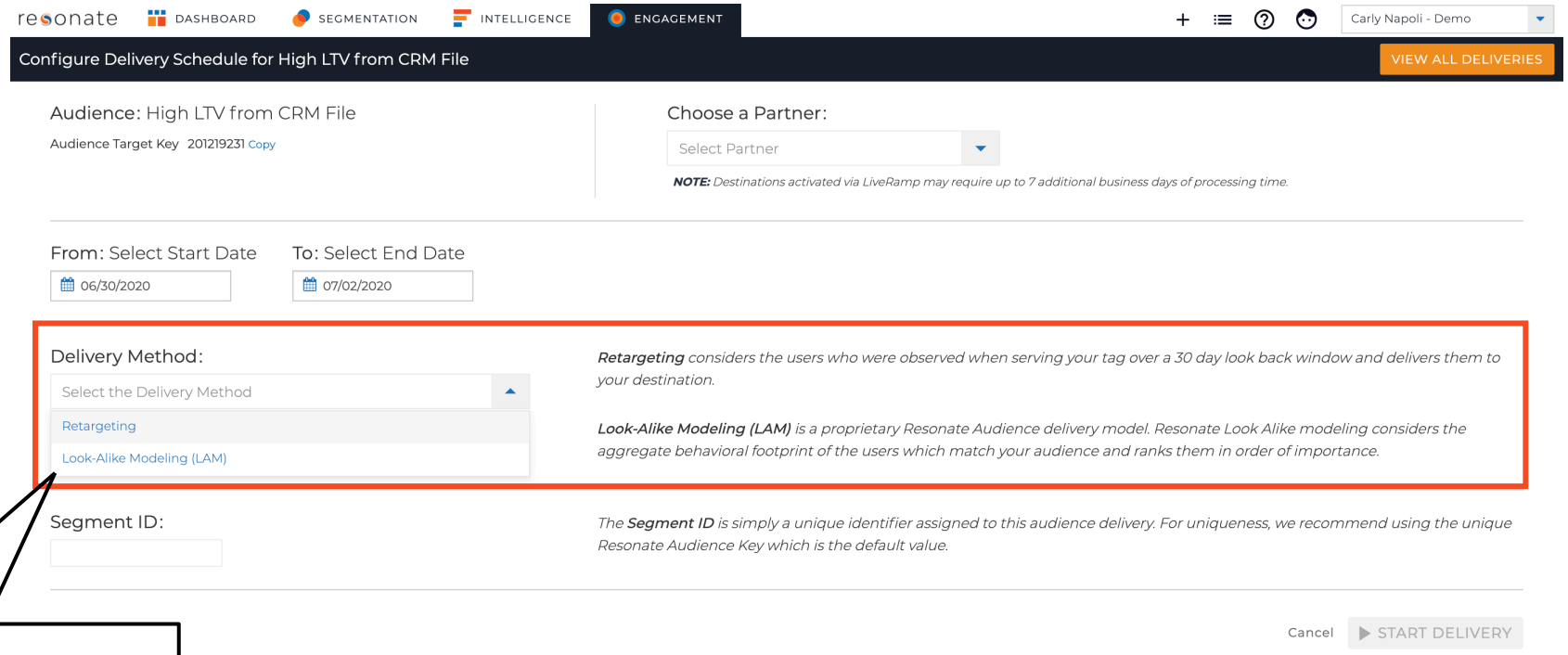
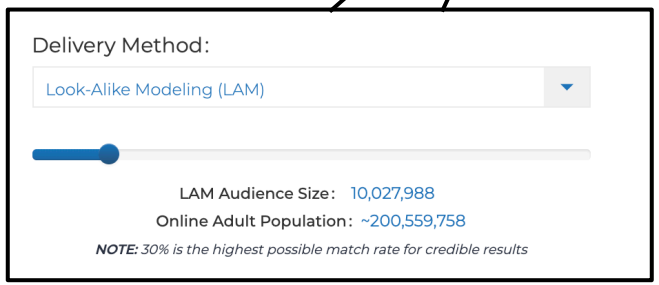
Activating on Imported Data

Retargeting and Look-Alike Modeling!

Challenged by low sample size issues when using imported data?

Now you have the capability to retarget and scale these audiences with look-alike modeling when activating imported data to combat this problem!





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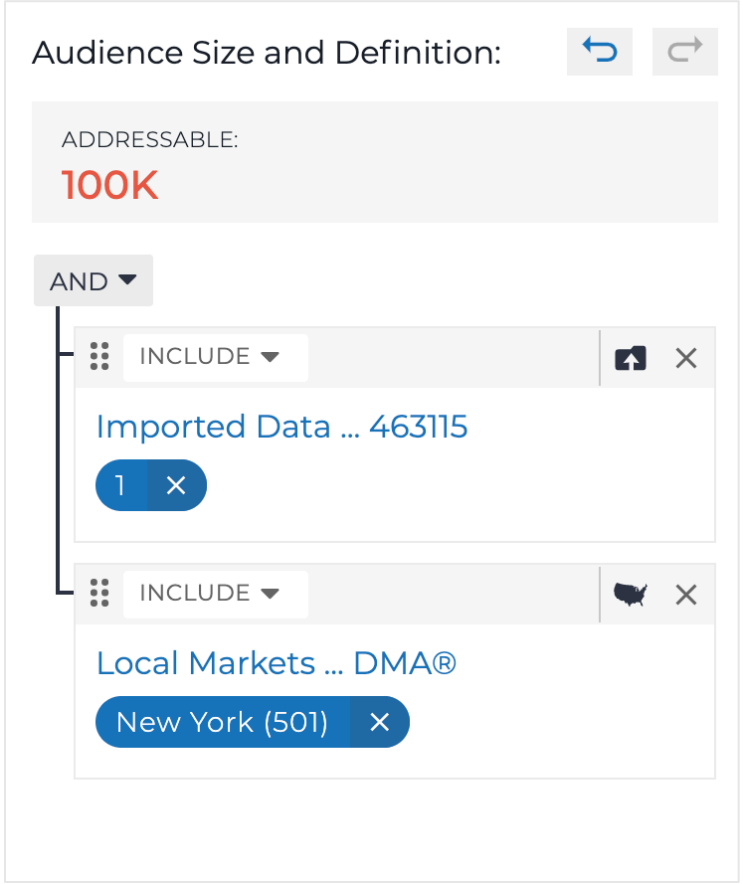
Unlocking New Use Cases with Imported Data

Understand Where Your Best Customers are Located to Focus Marketing Efforts

Combine: CRM Insights + Geography Data

- Better focus and prioritize marketing efforts by DMA
- Analyze the clients and prospects in your CRM file by Geography DMA and focus on your best customers who live in the DMAs where your business operates
- Ex: CRM File + Geo NYC DMA where my business operates.



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Measure Media Engagement

Combine: Your Media Insights + Mobile App Data

- Measure your media engagement by understanding the intersection of consumers who are clicking on your media ads and making their way to your mobile app.

- View insights on this valuable cross-section audience to understand, for example, what type of corporate philanthropic endeavors these consumers appreciate – Habitat for Humanity or ASPCA?

Habitat for Humanity®

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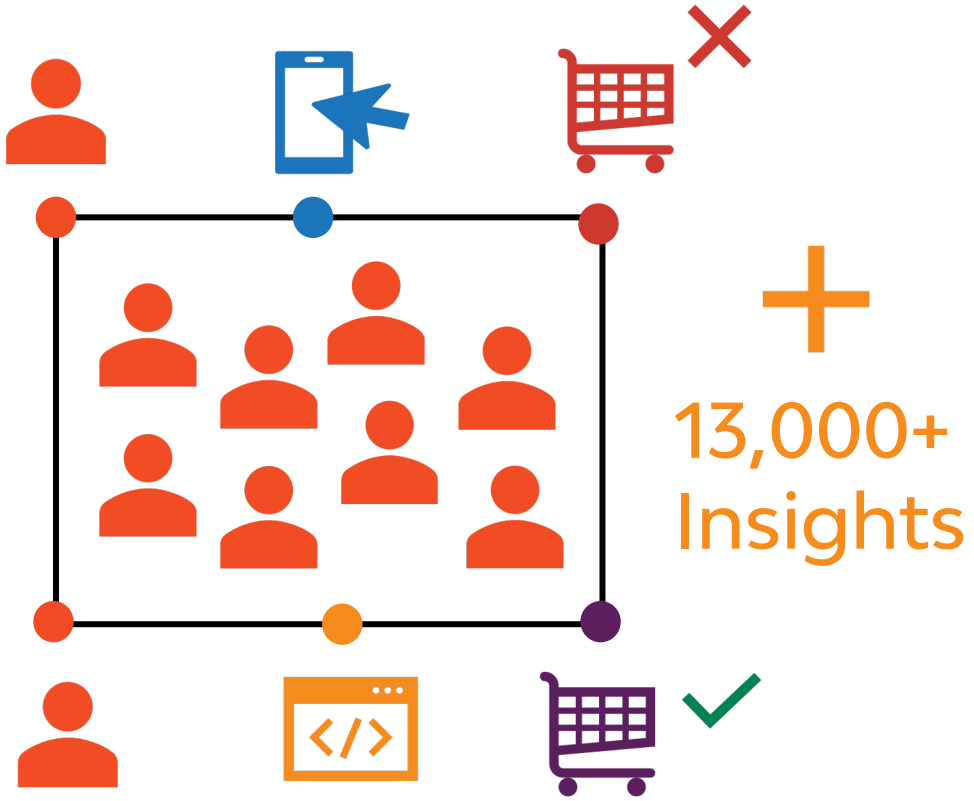
Understand the *Who* and *Why* Behind Browsing on Mobile, Buying via Website

Your Website Tag + Mobile App Data

- Combine an audience of website shopping cart purchasers from your website tag with visitors from my Mobile App.
- Understand the "why" behind the intersection of those consumers. Why someone shops on via mobile, but then buys via website.



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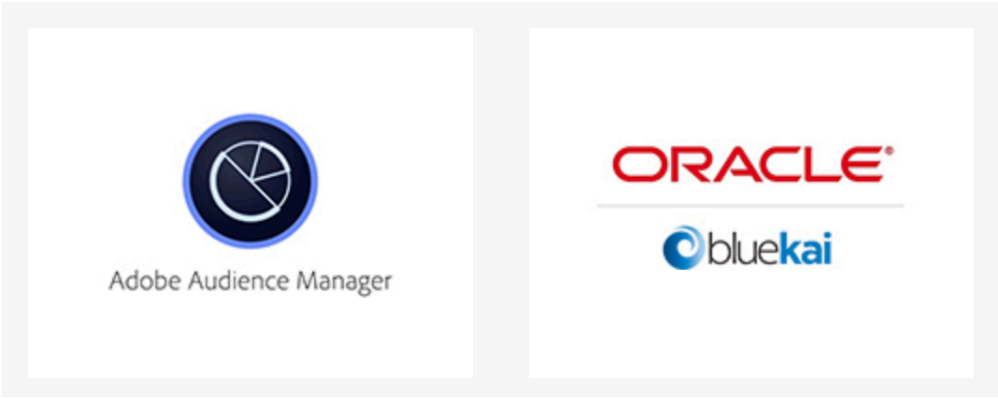
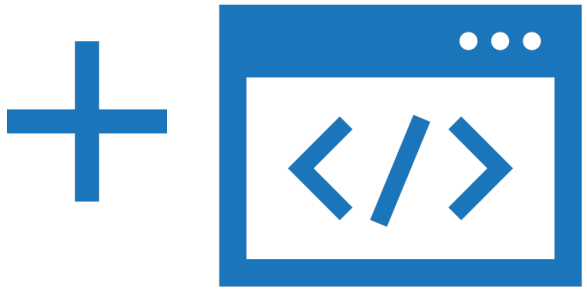
Identify Upsell Opportunities

Combine: Your DMP Insights + Website Journey

- A financial customer with multiple tiered products identified customers who previously bought a lower tiered product offering and are browsing a higher tiered product on their website by importing data from their DMP and crossing it with their website tags.

- These customers are exhibiting interest in upgrading and are prime to upsell.





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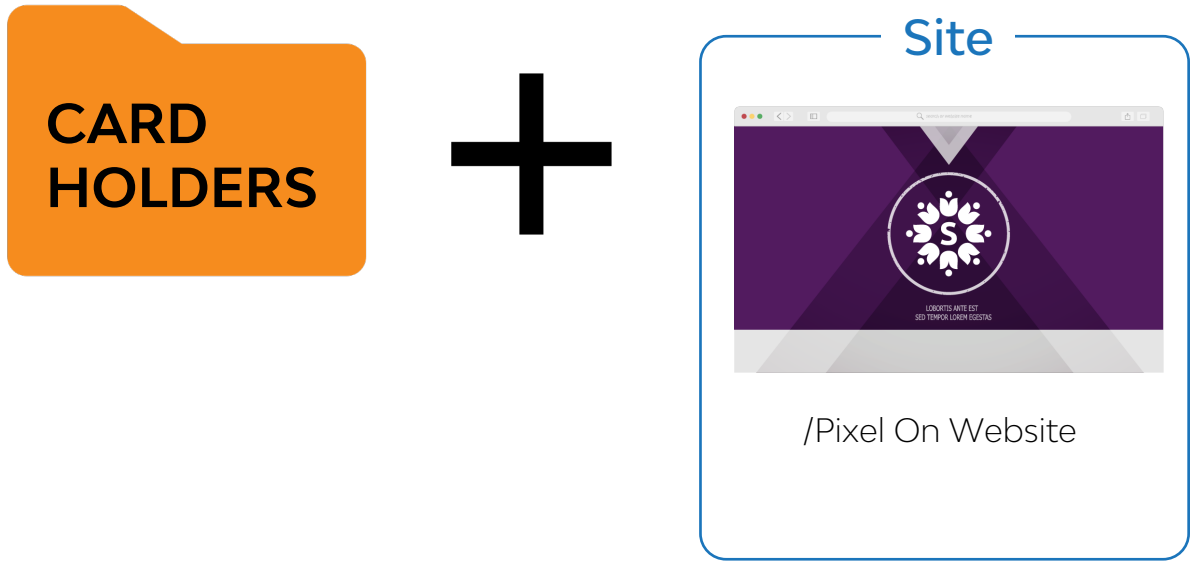
Market Better to Your Best Customers Browsing Your Website

Combine: Your CRM Insights + Website Journey

- Combine a CRM segment of VIP customers and are hitting a specific page on your website, like your card holders who are browsing high-end products on your website.



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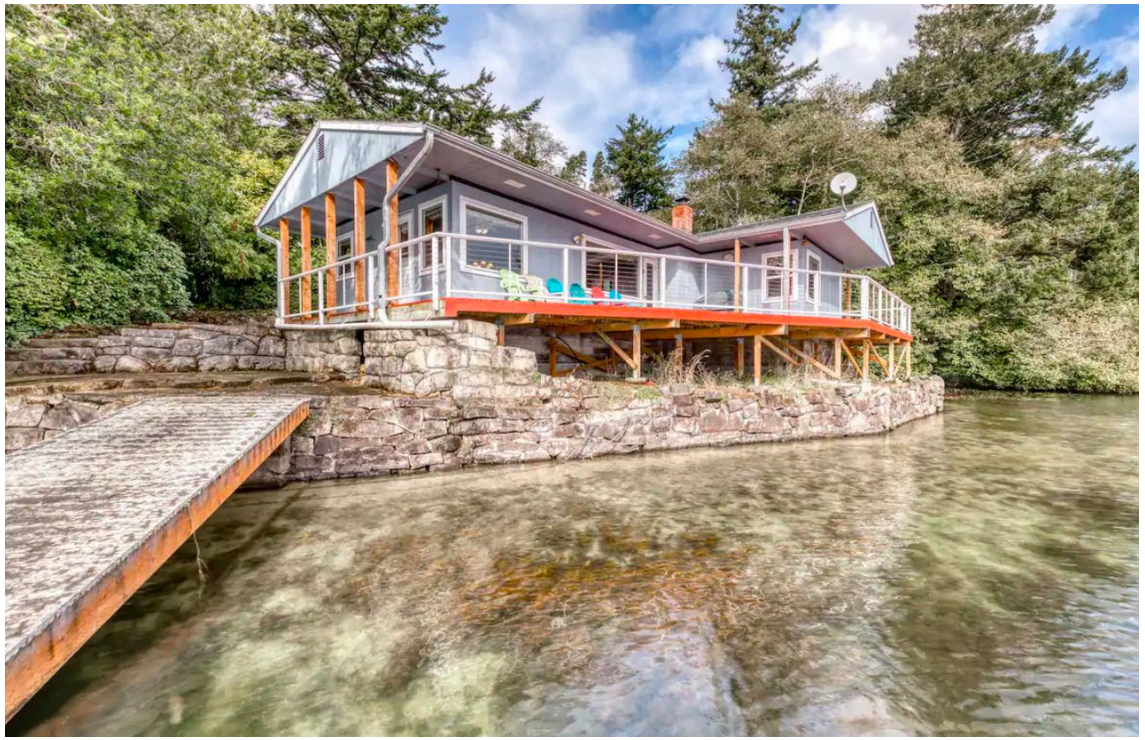
Understand Your *Competitor's* Customers Exploring a Niche Topic

Combine: Your Third-Party Segments + Contextual Studies

- Segment people who've bought your competitor's products with what they're searching for and reading about using a Contextual Study.

- Ex: bought competitor's products + are reading about booking a high-end vacation rental



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Tag Management Enhancements

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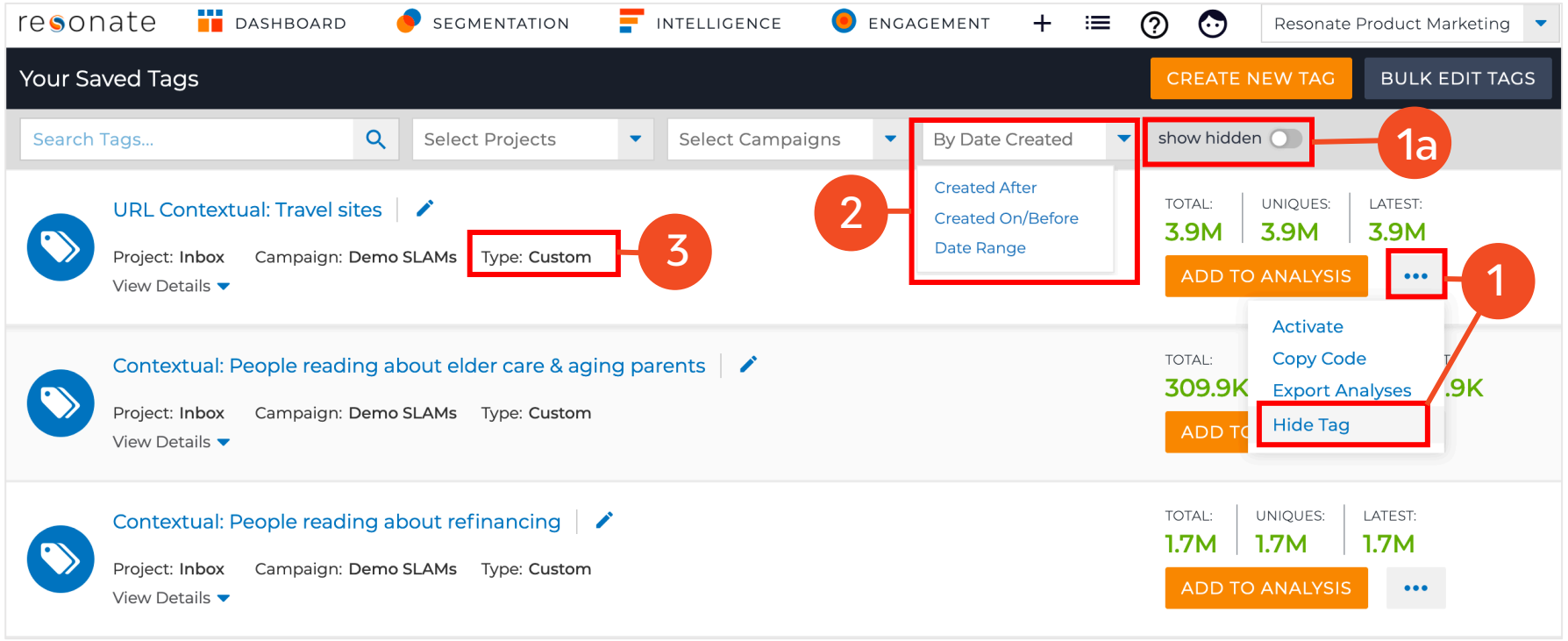

1. Hide tags (1a. and recover them) on your saved tags list page
2. Filter tags by creation date on your saved tags list page
3. View tag type on your saved tags list page

Interested in learning more? View How To Video for Tag Management Enhancements

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Recent Events Flash Studies

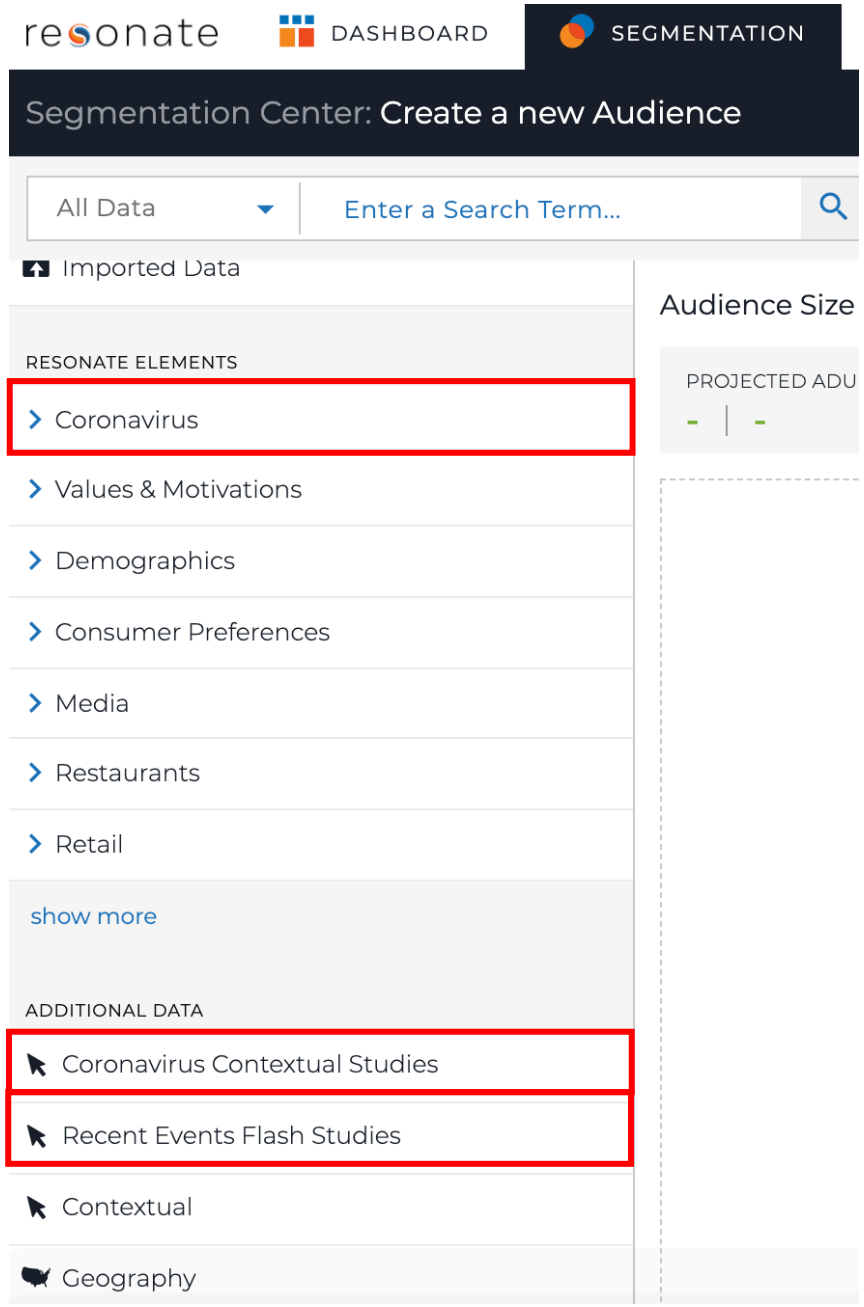
Ongoing, Updated Insights on Recent Events

Three Studies for a Robust Understanding of Consumer Behavior around Recent Events

1. **Recent Events Flash Studies**
   a. Wave 4: 4,000 people June 8-14
   b. Wave 3: 5,000 people May 11-18
   c. Wave 2: 6,500 people April 20-26
   d. Wave 1: 5,000 people March 22-29
   e. 270+ attribute values

2. **Coronavirus Resonate Elements**
   a. Embedded into National Consumer Study
   b. 400 + attribute values

3. **Coronavirus Contextual Studies**
   a. Observed content from 10B nightly events
   b. 68 Studies in your account



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Ongoing Flash Studies Around Recent Events

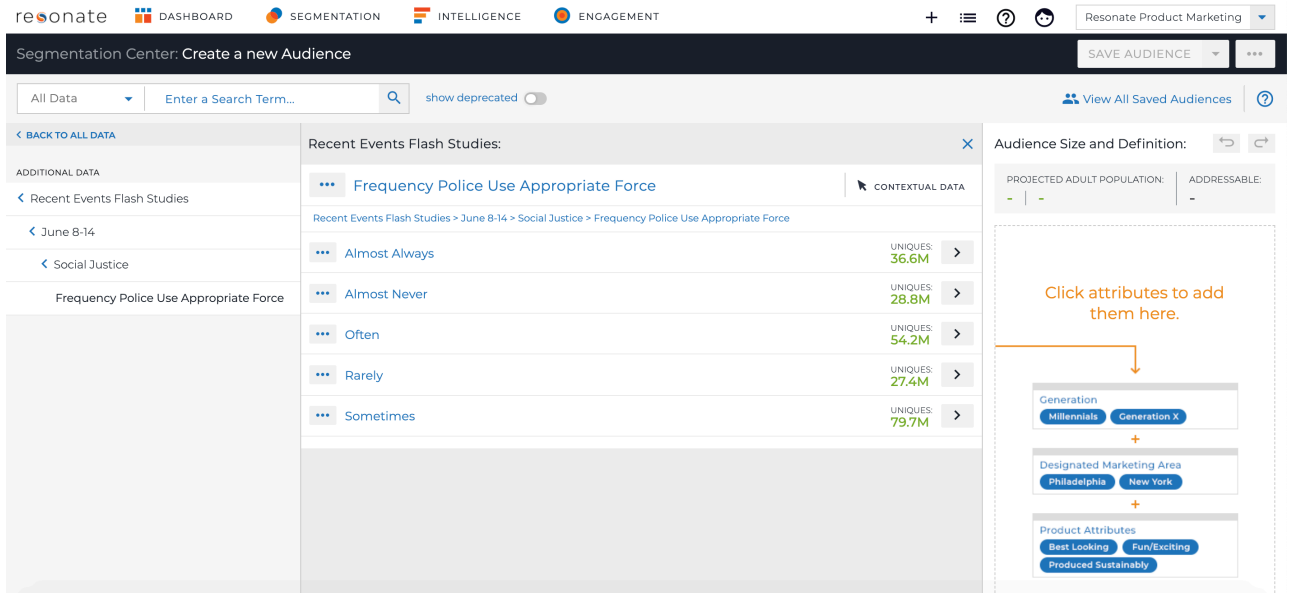
In-Market Proprietary Survey Produced by Resonate

Description

- Flash Studies to understand consumer sentiment, spend propensities and other pressing trends of Recent Events, including the Coronavirus pandemic and recent social justice protests
- 4,000-6,000 U.S. Consumers surveyed each wave on Coronavirus and recent events
- Select Attributes available within Resonate's Ignite Platform for analysis across 13K+ attributes and activation

Timing

- Four waves of data currently available within Resonate's Ignite Platform
- Studies being conducted every ~3 weeks



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Coronavirus Flash Study Wave 4

In the Resonate Ignite Platform on June 22

- Field dates: 6/8 – 6/14
- # of respondents: 4,060
- 40 new attributes available in your account
- Asked some of the same questions compared to Wave 1-3
  - Flash Study Wave 4 Release Notes

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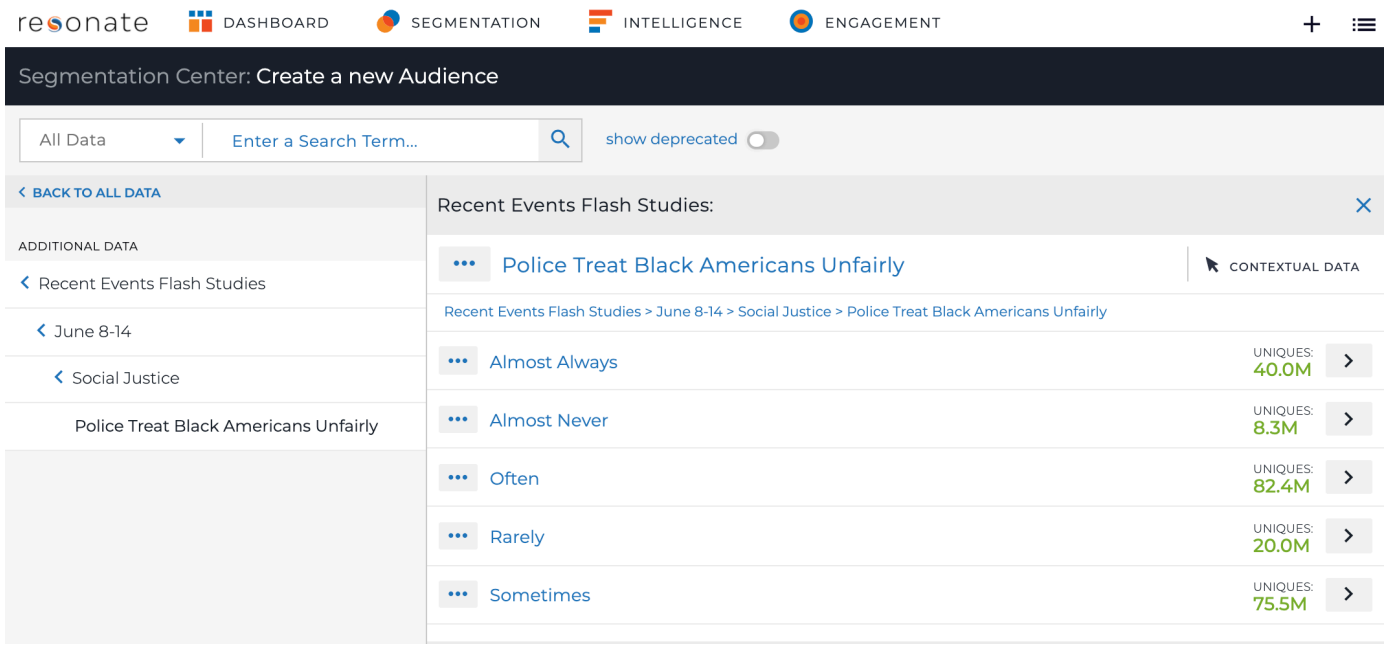
What's New with Wave 4

Recent Social Justice Protests

- Explore marketing in the new normal as consumer sentiment rapidly evolves
  - Focus on *if* people are ready to re-engage and *what* must be true for them to re-engage across a variety of activities
- Insights around recent social justice protests
  - Frequency police use appropriate force
  - Police treating black Americans unfairly



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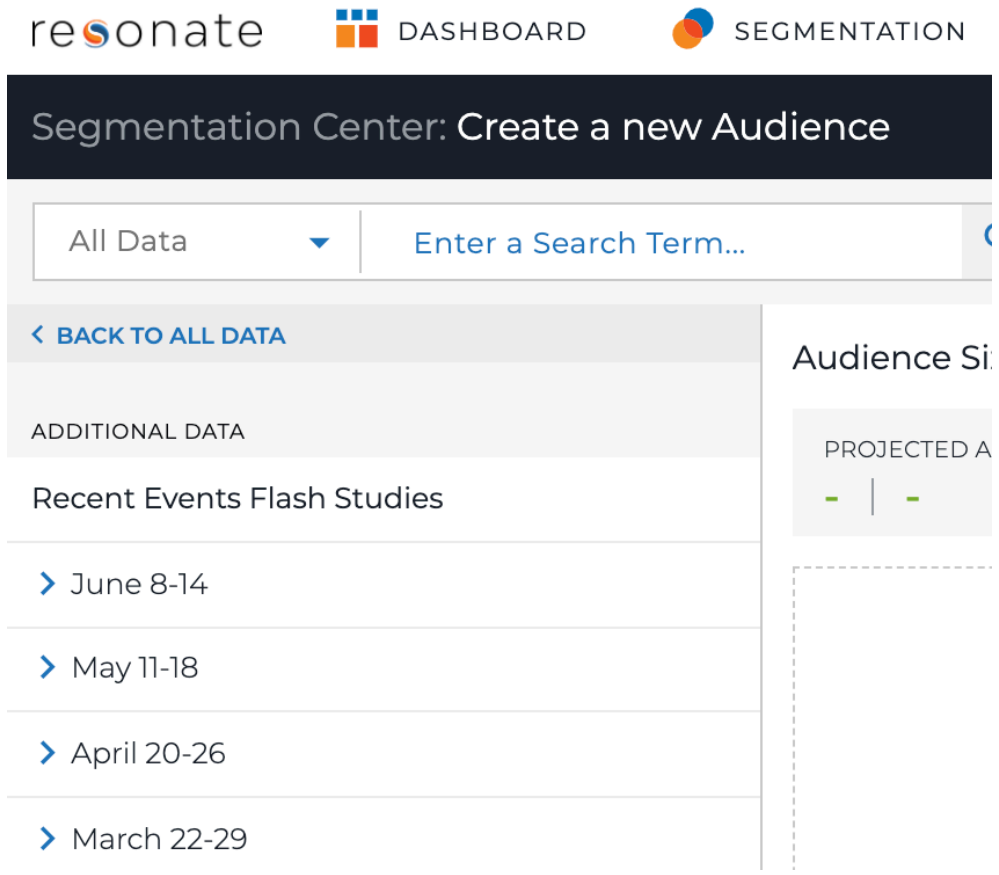
Wave over Wave Analysis

You can compare audiences and insights across Waves

- June 8-14 – Wave 4
- May 11-18 – Wave 3
- April 20-26 – Wave 2
- March 22-29 – Wave 1



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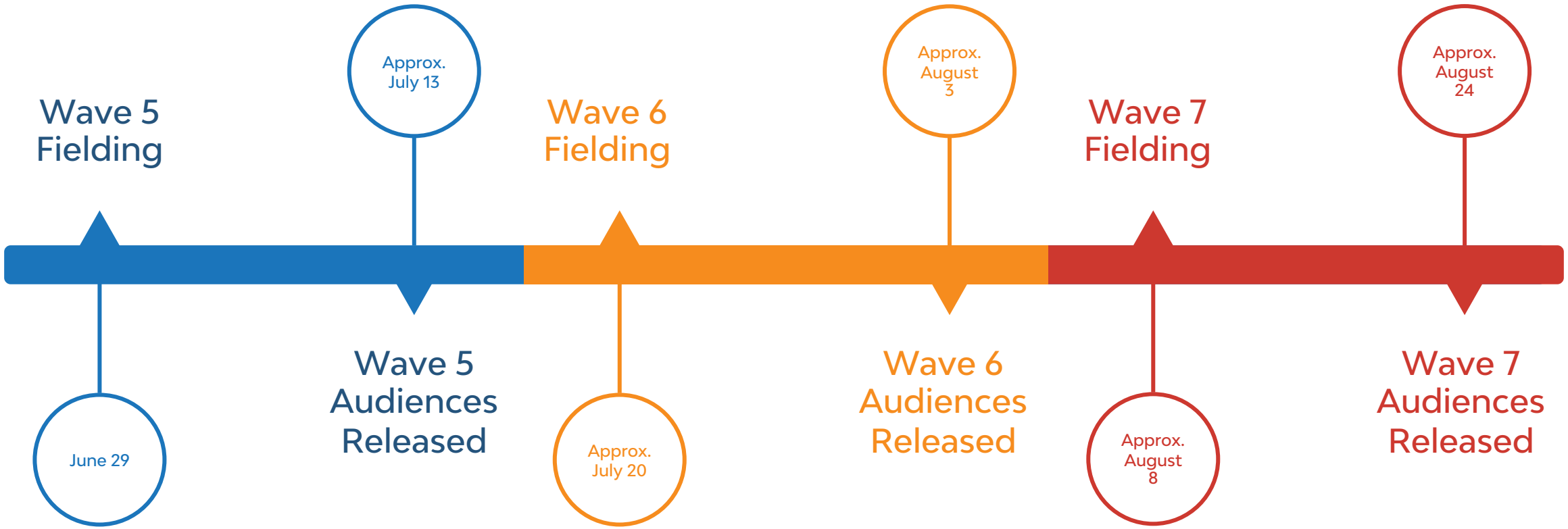
Continuing Studies Around Recent Events



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Re-Cap

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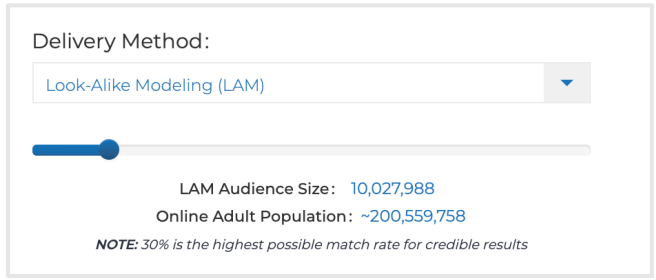
Retarget or scale these audiences with look-alike modeling when activating



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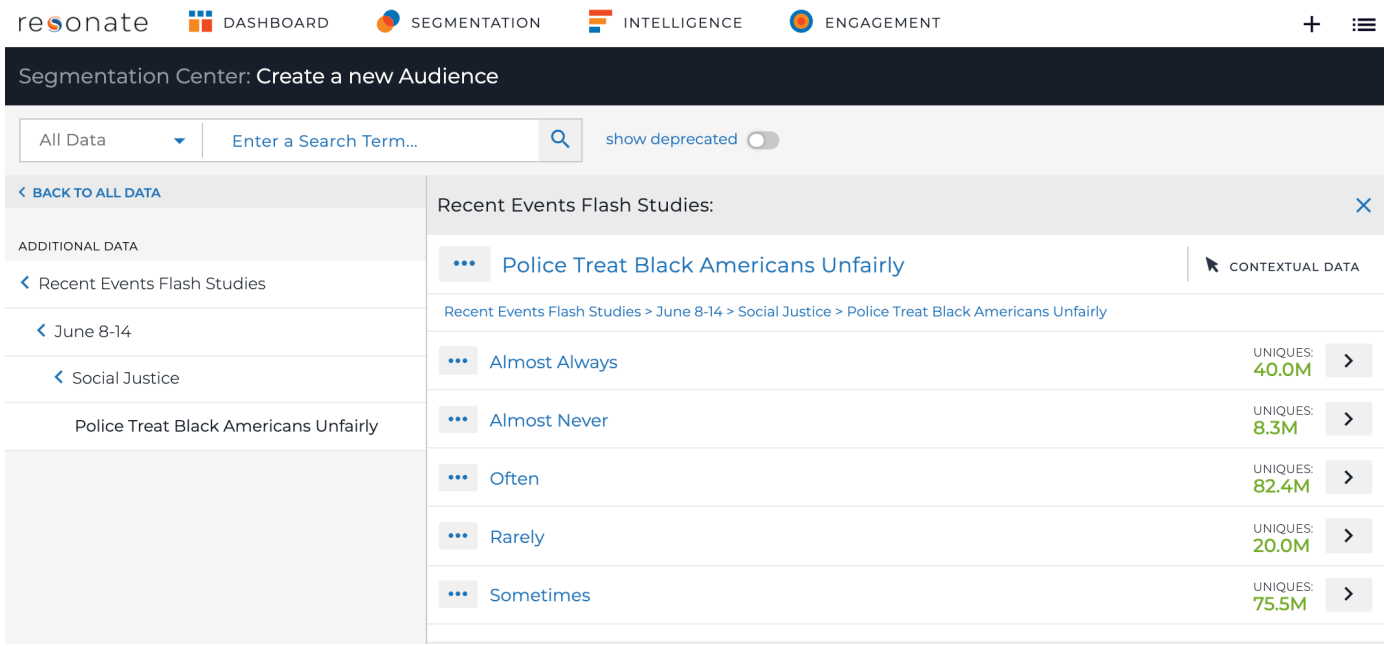

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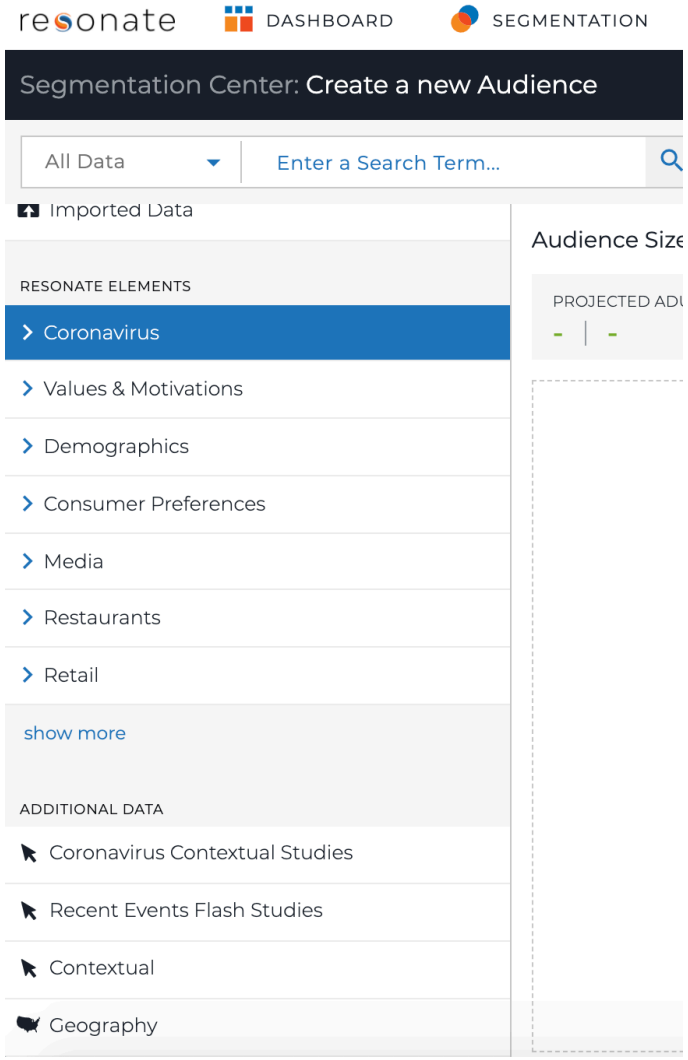
Q&A

When should I use which Data Type?

- Use Coronavirus Resonate Elements Attributes when…
  - You want to view Coronavirus data as insights against your audiences and digital footprint.
- Use Recent Events Flash Study Wave 4 Attributes when…
  - You need the latest insights into consumer attitudes and behaviors.
- Use Coronavirus Flash Study Wave 1-3 Attributes when…
  - You want to compare an attribute that was asked wave-over-wave



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