resonate

Webinar

How to Tell a Story with Resonate Data

WELCOME

Nadia Groome
Product Marketing Manager

Amon Diop
Customer Success Analyst

Agenda

This webinar will provide an introduction to analysis using Resonate's Ignite Platform and provide best practices and tips for completing an analysis.

We Will Discuss:

- Developing an Analysis

- Examples of Analyses

- Analysis Terms

Developing an Analysis

What is an *ANALYSIS?*

- An analysis is the explanation of something learned from the careful study of something complex.

- In business settings, it is often the critical evaluation of facts and data to provide perspective on *what is* in order to guide what *ought to be done*.

  - *It can be delivered in a speech, email, slide show, morse code, smoke signal, etc. It is a call to action based upon nonobvious but useful relationships found in data.*

- Most importantly, *AN ANALYSIS IS A STORY!*

So what *is meaningful?*   The *why* is meaningful...

- Why the universe we are operating within is the way it is or was

- Why we are observing changes or not

- Why & how our audience should act

Stephen Hawking warns artificial intelligence could end mankind

By Rory Cellan-Jones
Technology correspondent

2 December 2014 | Comments

Think of good data analysis as having...

Setting

What context is important for your audience? What is driving the narrative?

Set up the essential elements of the story, and pique interest. Tell your audience why they should pay attention.

Plot

What is interesting about this data and what did we learn?

If there isn't something interesting about the data, then don't show the data. You run the risk of losing attention.

Conflict & Ending

What is the problem and what do we want the audience to do?

We should always ask our audience to act. Calls for action should be concise and to the point.

Developing your story...

Discover

Who is your audience and what do you need them to know?

The narrower the audience, the more targeted and impactful the analysis can be.

Investigate

What is your hypothesis about what is happening and what action could be taken?

You need a focused understanding of the problem in order to describe what a solution or success looks like.

Storyboard

Develop a simple draft. Can you tell a story that maps to your solution?

If something feels missing, pull that thread and investigate again.
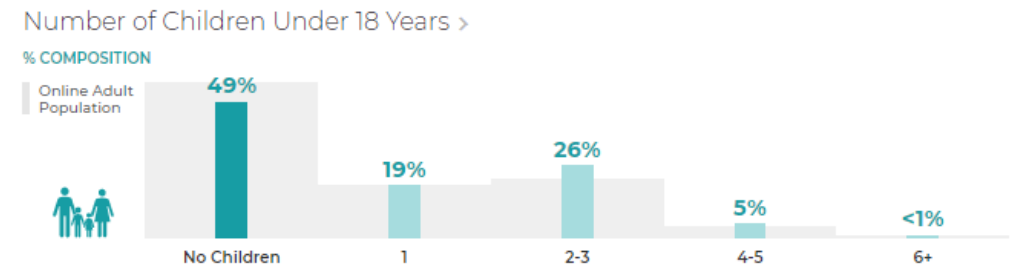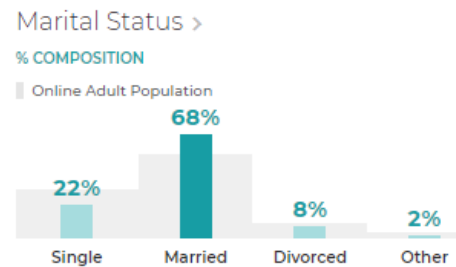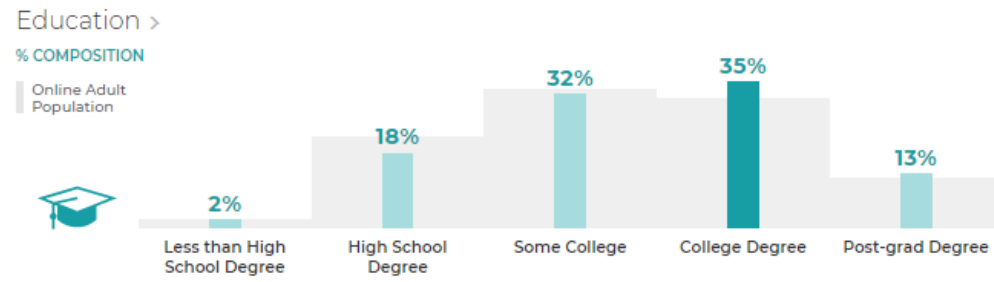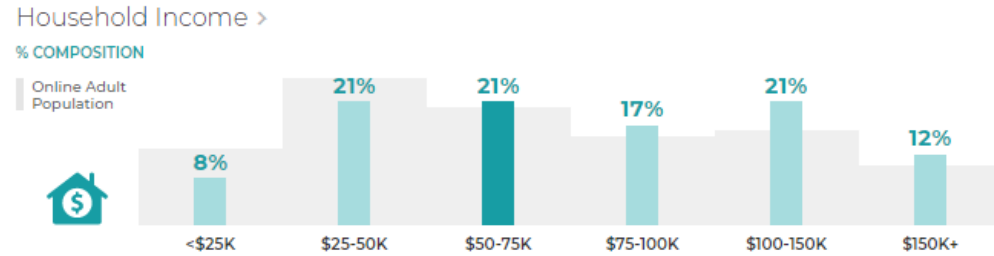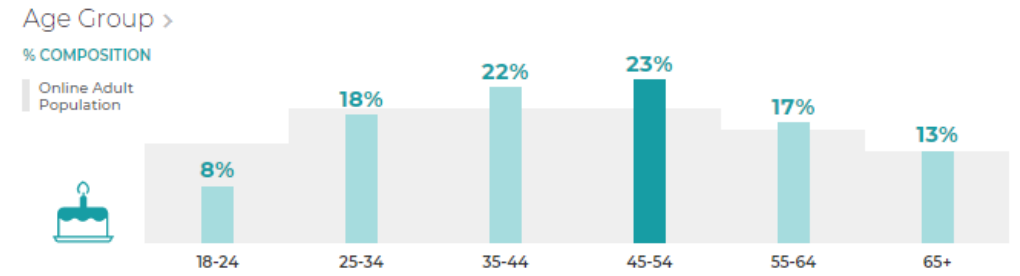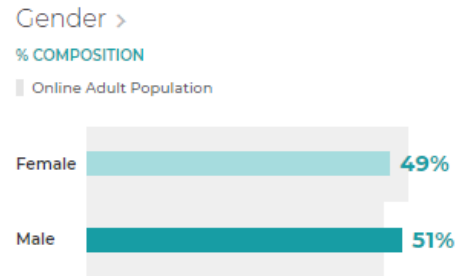
Examples of Analyses

Create messaging strategies using insights on your key segments...

- Demonstrate what matters most about key segments built in Resonate's Ignite Platform.

- Recommend messaging for target audiences.

resonate.com | resonate

Home Improvement Intenders

Audience Definition

Home Improvement Intenders are individuals who plan on making renovations to their homes or purchasing home improvement products in the next 12 months.

Gender >
% COMPOSITION
▪ Online Adult Population

- Female — 49%
- Male — 51%

Age Group >
% COMPOSITION
▪ Online Adult Population

- 18-24: 8%
- 25-34: 18%
- 35-44: 22%
- 45-54: 23%
- 55-64: 17%
- 65+: 13%

Household Income >
% COMPOSITION
▪ Online Adult Population

- <$25K: 8%
- $25-50K: 21%
- $50-75K: 21%
- $75-100K: 17%
- $100-150K: 21%
- $150K+: 12%

Employment Status >
BY INDEX with minimum composition: 10%

FULL-TIME

INDEX 117 | % COMPOSITION 52%

- Full-time: 117
- Homemaker: 115
- Retired: 92

100
Online Adult Population

NOTE: There are only 3 significant values for this metric.

Education >
% COMPOSITION
▪ Online Adult Population

- Less than High School Degree: 2%
- High School Degree: 18%
- Some College: 32%
- College Degree: 35%
- Post-grad Degree: 13%

Marital Status >
% COMPOSITION
▪ Online Adult Population

- Single: 22%
- Married: 68%
- Divorced: 8%
- Other: 2%

Number of Children Under 18 Years >
% COMPOSITION
▪ Online Adult Population

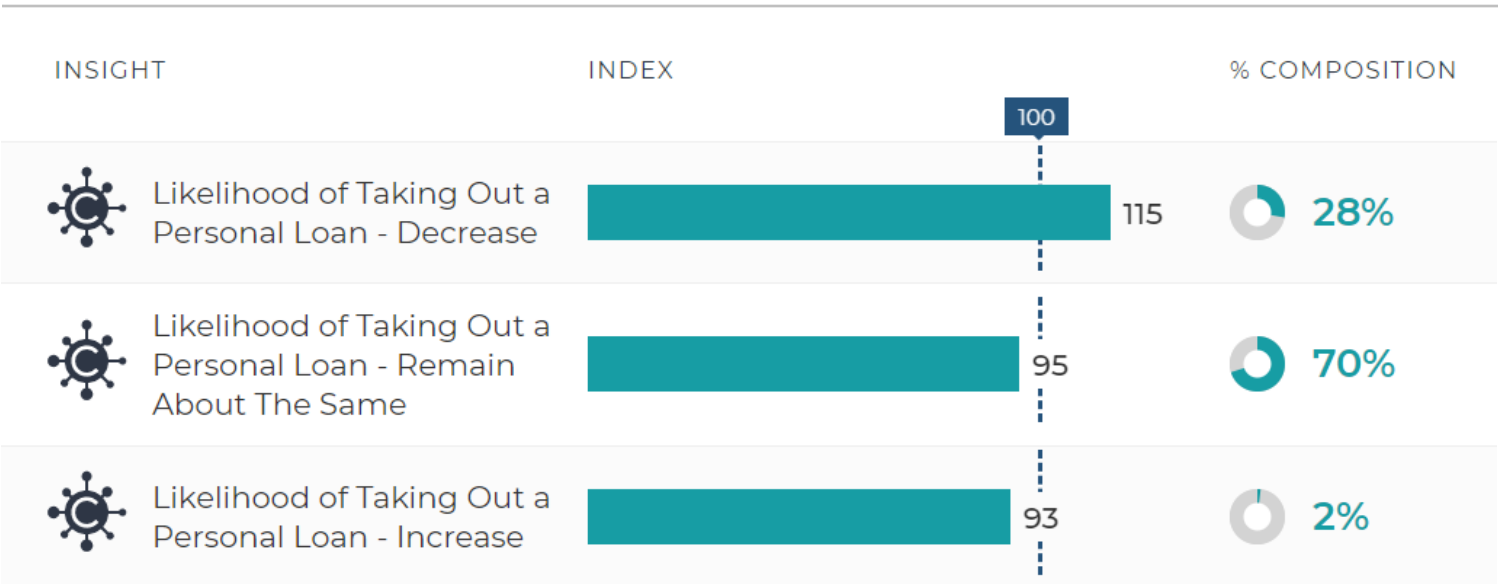- No Children: 49%
- 1: 19%
- 2-3: 26%
- 4-5: 5%
- 6+: <1%

Home Improvement Projects will likely be smaller in scope and less costly as a result of the Coronavirus Pandemic

- Despite planning on taking on a home improvement project in the next year, nearly 30% of Home Improvement Intenders feel that they are less likely to take out a personal loan.

- Nearly 20% indicate that the pandemic has increased their likelihood of engaging in a DIY home improvement project.

Taking Out a Personal Loan During Pandemic
BY INDEX AVERAGE with minimum composition: 5%

■ Home Improvement Intenders

INSIGHT	INDEX		% COMPOSITION
Likelihood of Taking Out a Personal Loan - Decrease		115	28%
Likelihood of Taking Out a Personal Loan - Remain About The Same		95	70%
Likelihood of Taking Out a Personal Loan - Increase		93	2%

(reference line: 100)

	INDEX	% COMP
Pandemic has INCREASED likelihood of DIY Home Improvement	131	19%

Question: As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change...?

Consider using these themes in creatives when messaging Home Improvement Intenders overall

DEPENDABILITY

Being Reliable and Trustworthy

May, or may desire to, emphasize the importance of being dependable, responsible, and faithful to family and friends. Life is about being a reliable and trustworthy friend. Tip: Consider using themes of dependability, trust, and honesty in your creative and messaging.

Home Improvement Intenders

119 INDEX   ◔ **41%** COMPOSITION

CARING

Caring for Family/Friends

May be, or may desire to be, devoted to the welfare of family and friends. Life is about helping people who are dear to them. Tip: Consider using themes of caring, nurturing, acting in a genuine and honest manner and protection in your creative and messaging.

Home Improvement Intenders

116 INDEX   ◔ **40%** COMPOSITION

PERSONALLY DRIVEN BY

Proving Competence/Skills

The desire to prove competence and skill is a top driver of decisions and actions

Home Improvement Intenders

114 INDEX   ◔ **25%** COMPOSITION

INDEPENDENCE

Freedom to Determine Actions

May be, or may desire to be, more self-directed, more self-reliant, and more likely to seek solutions to problems themselves rather than depend on others. Life is a sequence of events that is primarily under their own control. Tip: Consider using themes of choice, decision-making, and opportunity in your creative and messaging.

Home Improvement Intenders

111 INDEX   ◔ **24%** COMPOSITION

resonate   13

By Index Average with % Composition | Baseline: Adult Smokers (Age 18+) | Contains Survey Data

THE HUMAN ELEMENT
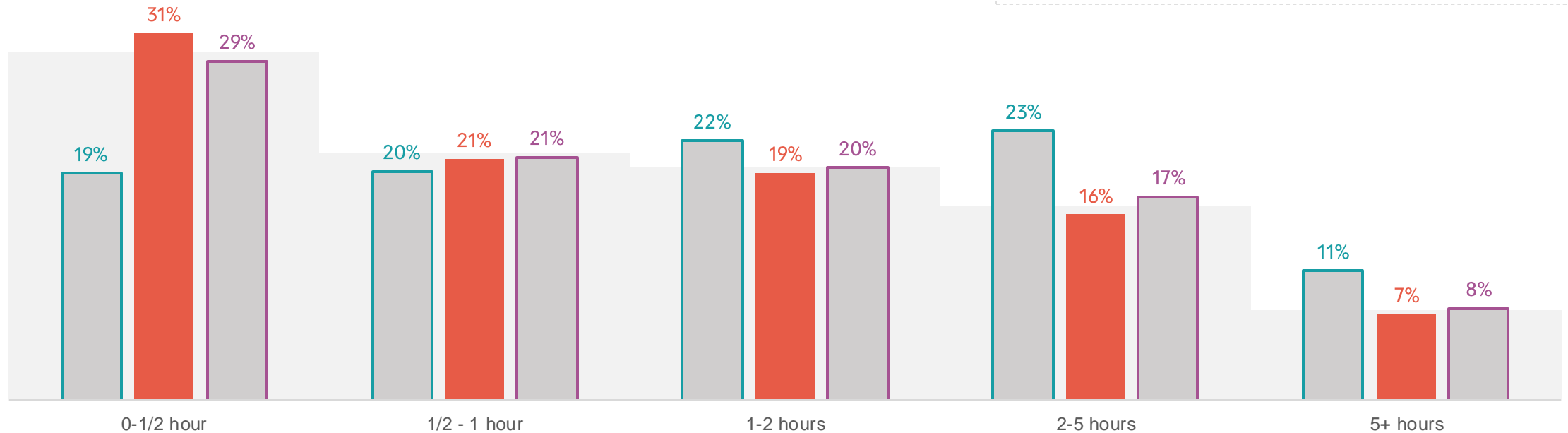
Analyze target audiences' media consumption...

- Show the media habits and affinities of target audiences.

- Demonstrate the best ways to reach important audiences for your brand or customers.

resonate.com | resonate

Adult women under 54 are more likely to access YouTube than average with time spent viewing skewing towards slightly lighter than the average YouTube viewer
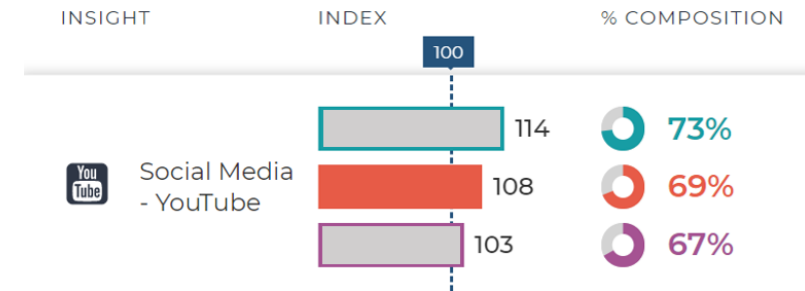
Time Spent Watching YouTube Per Day
BY % COMPOSITION

- ■ Men 18-54, Shopped Retailer A (Last 3 Mo)
- ■ Women 18-54, Shopped Retailer A (Last 3 Mo)
- ■ Shopped Retailer A (Last 3 Mo)
- □ Adult YouTube Population

Access YouTube
BY INDEX with % composition | Baseline: Online Adult Population

INSIGHT	INDEX	% COMPOSITION
	100	
Social Media - YouTube	114	73%
	108	69%
	103	67%

0-1/2 hour: 19% | 31% | 29%
1/2 - 1 hour: 20% | 21% | 21%
1-2 hours: 22% | 19% | 20%
2-5 hours: 23% | 16% | 17%
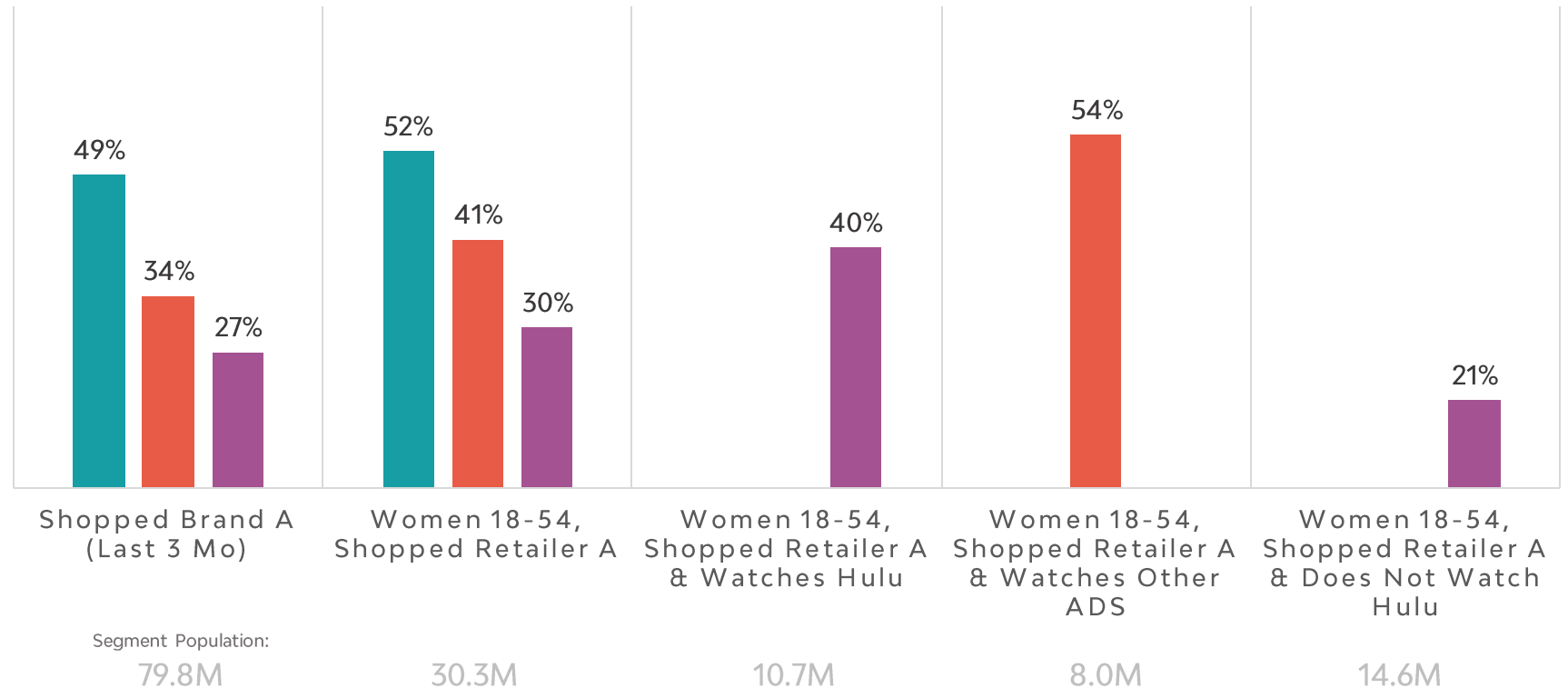**5+ hours:** 11% | 7% | 8%

Paid TV/Movie Subscription Overlap

- There is large overlap between Hulu viewers and viewers of other ad supported streaming services.

- Women under 54 who shopped at Retailer A within the last 3 months are more likely to watch ad supported streaming services than the average Retailer A Shopper.

- Approximately 3 million adult women under 54 who've shopped at Retailer A recently watch ad supported streaming services and do not watch Hulu at all.

Paid TV/Movie Subscriptions
BY INDEX AVERAGE | Baseline: Online Adult Population

- **Watches Ad Supported Streaming Services**
- **Watches Hulu**
- **Watches Other Ad Supported Streaming Services (ADS)**

	Shopped Brand A (Last 3 Mo)	Women 18-54, Shopped Retailer A	Women 18-54, Shopped Retailer A & Watches Hulu	Women 18-54, Shopped Retailer A & Watches Other ADS	Women 18-54, Shopped Retailer A & Does Not Watch Hulu
Watches Ad Supported Streaming Services	49%	52%			
Watches Hulu	34%	41%		54%	
Watches Other ADS	27%	30%	40%		21%
Segment Population:	79.8M	30.3M	10.7M	8.0M	14.6M

Top TV Networks

BY INDEX with minimum composition: 3%

Top TV Networks ﹥
BY INDEX with minimum composition: 3%

201	ESPN 2
193	ESPN
190	Adult Swim
181	Comedy Central
160	Cartoon Network

Top TV Networks ﹥
BY INDEX with minimum composition: 3%

240	E!
209	Disney Channel
194	Bravo
189	MTV
185	The Learning Channel (TLC)

Top TV Networks ﹥
BY INDEX with minimum composition: 3%

158	Animal Planet
148	CNN
128	ID (Investigation Discovery)
120	MSNBC
109	CW

Top Paid Streaming Subscriptions
BY INDEX with minimum composition: 5%

173	ESPN+
173	Hbo Go
165	Youtube Premium
133	YoutubeTV
132	CBS All Access

Top Paid Streaming Subscriptions
BY INDEX with minimum composition: 5%

122	Disney+
122	Hulu Plus
118	Hulu
118	Peacock
116	Netflix

Top Paid Streaming Subscriptions
BY INDEX with minimum composition: 5%

179	CBS All Access
138	YoutubeTV
114	ESPN+
107	Hulu Plus
105	Showtime

THE HUMAN ELEMENT

Analyze how your site's audience changes over time or across segments...

- Compare how your audience has changed and recommend updates for your marketing/media strategy accordingly.

- Demonstrate the performance of key strategic or aspirational segments and how to optimize messaging.
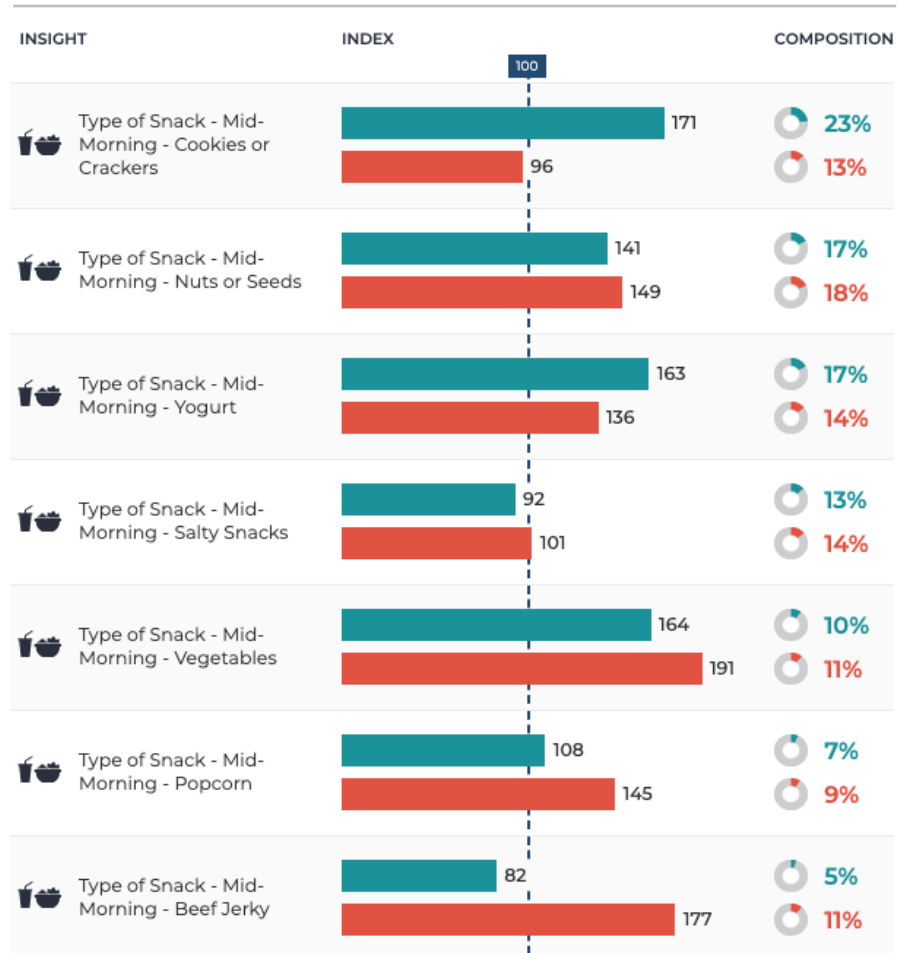
Afternoon and Morning Snacks

In the **morning**, the 2020 audience is uniquely likely to snack on nuts or seeds, yogurt, vegetables, popcorn, or beef jerky.

In the **afternoon**, this audience is most likely to enjoy nuts or seeds, salty snacks, popcorn, vegetables, yogurt, pretzels, and tortilla chips.

Mid-Morning Snacks
BY COMPOSITION   Baseline: OAP Baseline

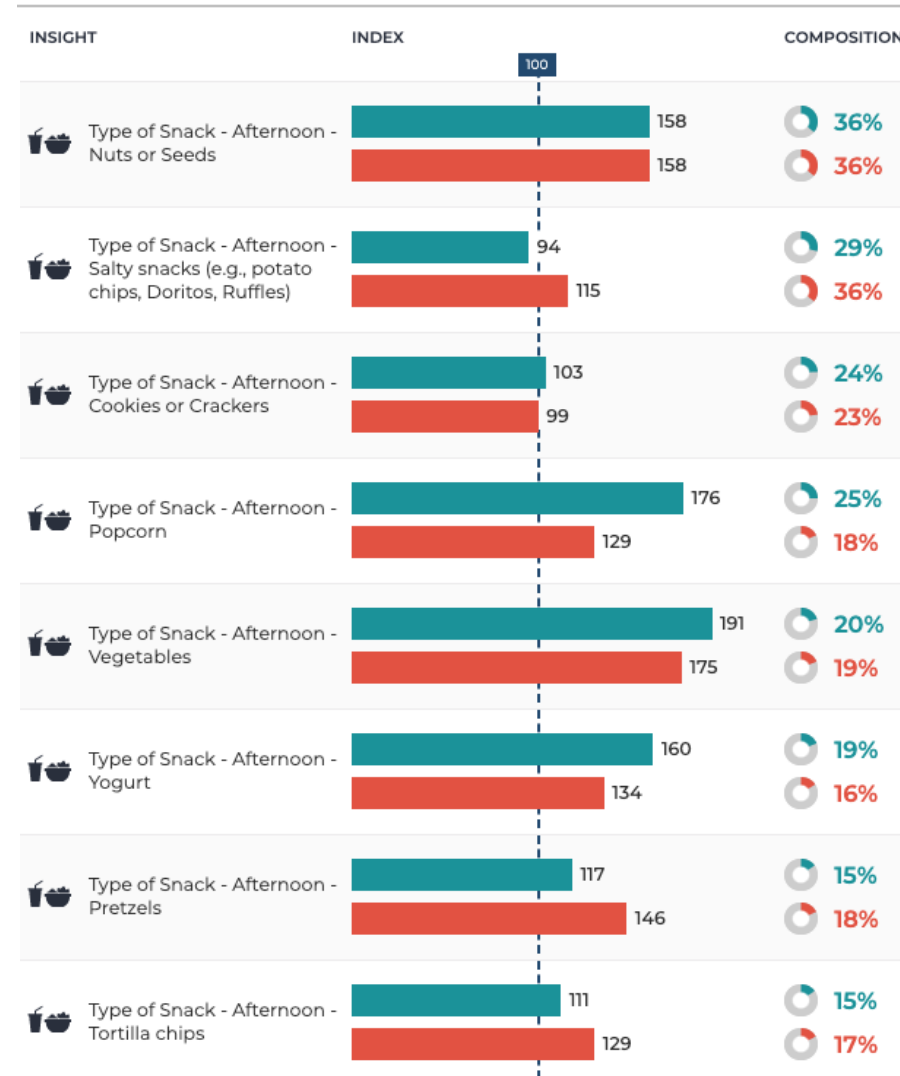| INSIGHT	INDEX	COMPOSITION
Type of Snack - Mid-Morning - Cookies or Crackers	171 / 96	23% / 13%
Type of Snack - Mid-Morning - Nuts or Seeds	141 / 149	17% / 18%
Type of Snack - Mid-Morning - Yogurt	163 / 136	17% / 14%
Type of Snack - Mid-Morning - Salty Snacks	92 / 101	13% / 14%
Type of Snack - Mid-Morning - Vegetables	164 / 191	10% / 11%
Type of Snack - Mid-Morning - Popcorn	108 / 145	7% / 9%
Type of Snack - Mid-Morning - Beef Jerky	82 / 177	5% / 11%

Survey Question: What type of snacks do you prefer to eat between breakfast and lunch times? Please select all that apply

Afternoon Snacks
BY COMPOSITION with minimum 15% composition   Baseline: OAP Baseline

INSIGHT	INDEX	COMPOSITION
Type of Snack - Afternoon - Nuts or Seeds	158 / 158	36% / 36%
Type of Snack - Afternoon - Salty snacks (e.g., potato chips, Doritos, Ruffles)	94 / 115	29% / 36%
Type of Snack - Afternoon - Cookies or Crackers	103 / 99	24% / 23%
Type of Snack - Afternoon - Popcorn	176 / 129	25% / 18%
Type of Snack - Afternoon - Vegetables	191 / 175	20% / 19%
Type of Snack - Afternoon - Yogurt	160 / 134	19% / 16%
Type of Snack - Afternoon - Pretzels	117 / 146	15% / 18%
Type of Snack - Afternoon - Tortilla chips	111 / 129	15% / 17%

Survey Question: What type of snacks do you prefer to eat between lunch and dinner times? Please select all that apply
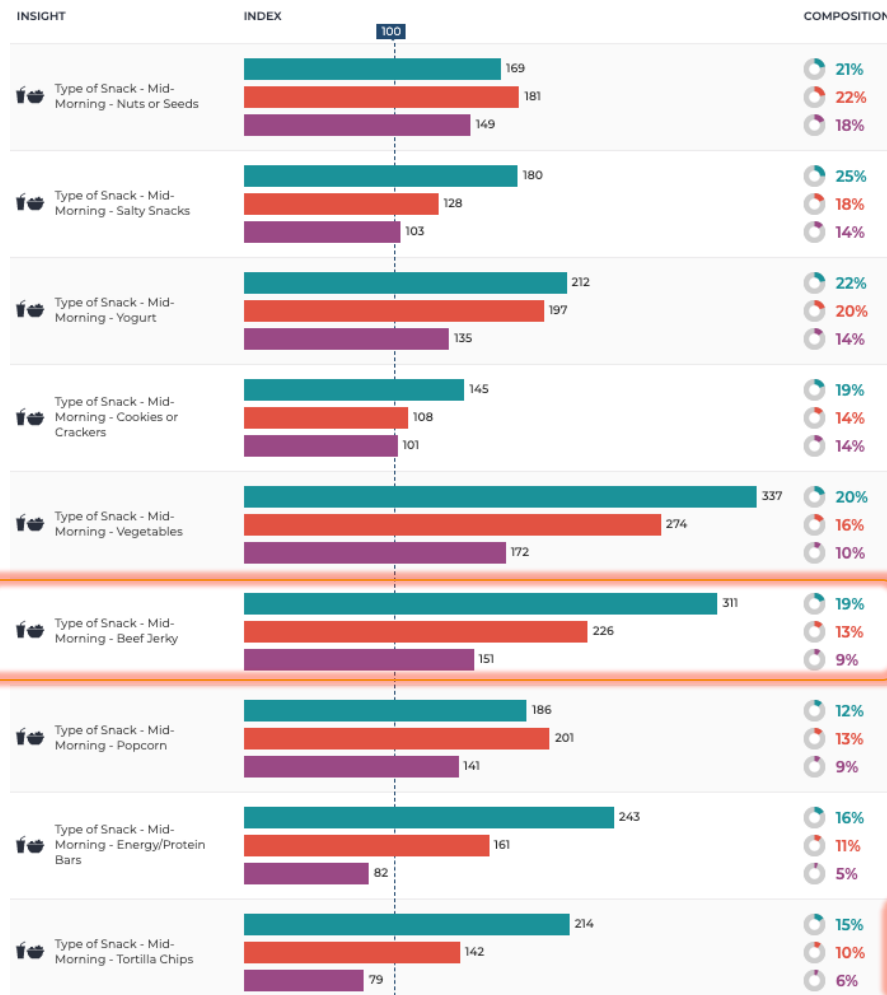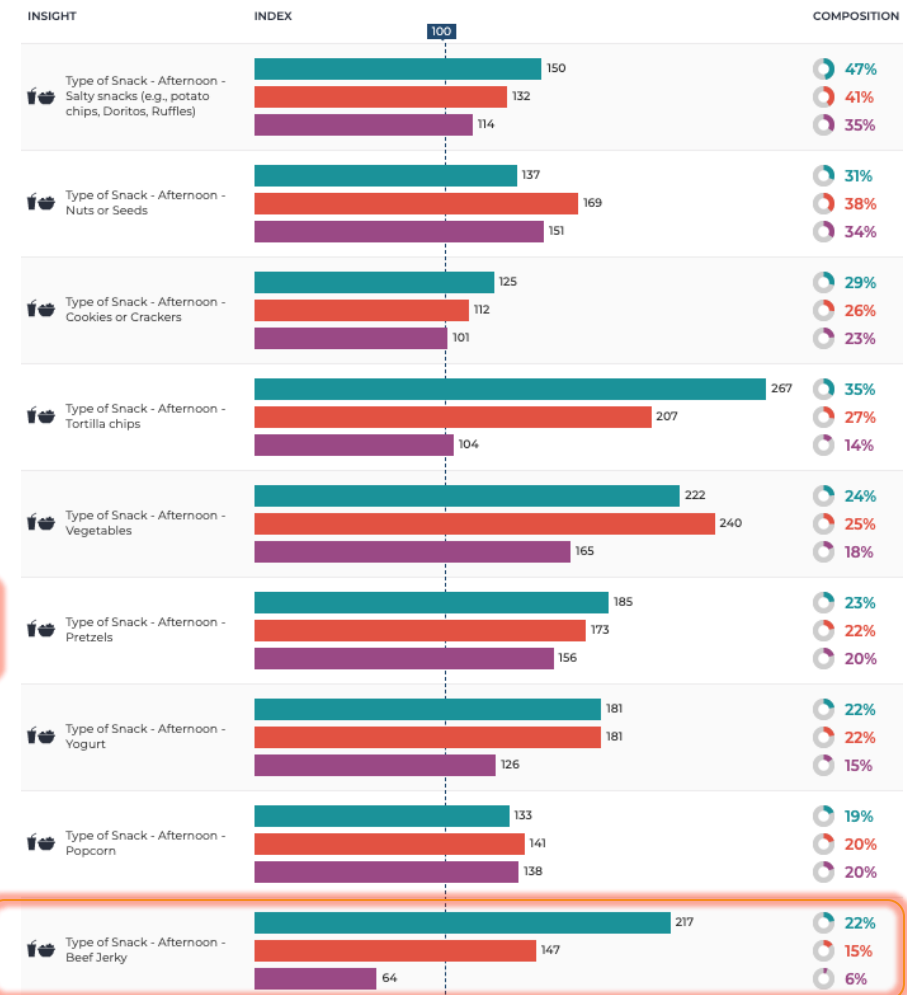
Afternoon and Morning Snacks

Those **18-24 are most likely to eat** nearly all types of morning and afternoon snacks.

Compared to the average adult, the youngest site visitors are 3X more likely to eat beef jerky in the morning and 2X more likely to eat it in the afternoon.

Mid-Morning Snacks
BY COMPOSITION with minimum 15% composition   Baseline: OAP Baseline

INSIGHT	INDEX (100)	COMPOSITION
Type of Snack - Mid-Morning - Nuts or Seeds	169 / 181 / 149	21% / 22% / 18%
Type of Snack - Mid-Morning - Salty Snacks	180 / 128 / 103	25% / 18% / 14%
Type of Snack - Mid-Morning - Yogurt	212 / 197 / 135	22% / 20% / 14%
Type of Snack - Mid-Morning - Cookies or Crackers	145 / 108 / 101	19% / 14% / 14%
Type of Snack - Mid-Morning - Vegetables	337 / 274 / 172	20% / 16% / 10%
Type of Snack - Mid-Morning - Beef Jerky	311 / 226 / 151	19% / 13% / 9%
Type of Snack - Mid-Morning - Popcorn	186 / 201 / 141	12% / 13% / 9%
Type of Snack - Mid-Morning - Energy/Protein Bars	243 / 161 / 82	16% / 11% / 5%
Type of Snack - Mid-Morning - Tortilla Chips	214 / 142 / 79	15% / 10% / 6%

Survey Question: What type of snacks do you prefer to eat between breakfast and lunch times? Please select all that apply

Afternoon Snacks
BY COMPOSITION with minimum 20% composition   Baseline: OAP Baseline

INSIGHT	INDEX (100)	COMPOSITION
Type of Snack - Afternoon - Salty snacks (e.g., potato chips, Doritos, Ruffles)	150 / 132 / 114	47% / 41% / 35%
Type of Snack - Afternoon - Nuts or Seeds	137 / 169 / 151	31% / 38% / 34%
Type of Snack - Afternoon - Cookies or Crackers	125 / 112 / 101	29% / 26% / 23%
Type of Snack - Afternoon - Tortilla chips	267 / 207 / 104	35% / 27% / 14%
Type of Snack - Afternoon - Vegetables	222 / 240 / 165	24% / 25% / 18%
Type of Snack - Afternoon - Pretzels	185 / 173 / 156	23% / 22% / 20%
Type of Snack - Afternoon - Yogurt	181 / 181 / 126	22% / 22% / 15%
Type of Snack - Afternoon - Popcorn	133 / 141 / 138	19% / 20% / 20%
Type of Snack - Afternoon - Beef Jerky	217 / 147 / 64	22% / 15% / 6%

Survey Question: What type of snacks do you prefer to eat between lunch and dinner times? Please select all that apply

Conscientious Consumers

18-24-year-old site visitors are over **2X** more likely to prefer companies that **reduce energy use** and **packaging**.

They are also more likely than the average adult to prefer companies that **treat employees fairly, donate to charities, and listen to the public.**

Continue to highlight Brand A's initiatives and partnerships that give back.

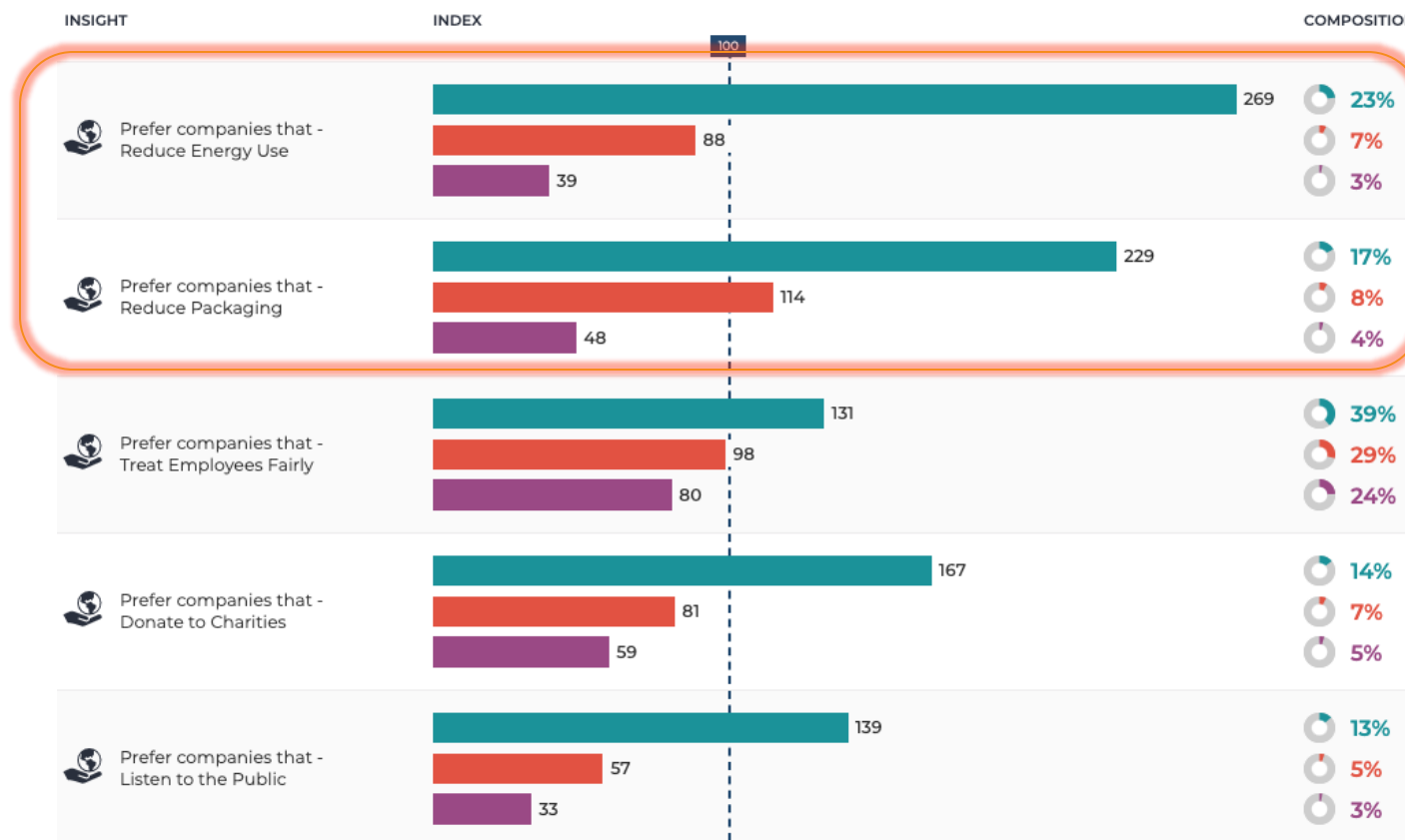Consider communicating efforts to keep employees safe during COVID-19.

Thank You

Thanks to all of our employees who are on the front lines every day to make sure communities have the food they need to get through the impact of the COVID19 outbreak.

Consumer Engagement Activities
BY INDEX

Baseline: OAP Baseline

INSIGHT	INDEX	COMPOSITION
Prefer companies that - Reduce Energy Use	269 / 88 / 39	23% / 7% / 3%
Prefer companies that - Reduce Packaging	229 / 114 / 48	17% / 8% / 4%
Prefer companies that - Treat Employees Fairly	131 / 98 / 80	39% / 29% / 24%
Prefer companies that - Donate to Charities	167 / 81 / 59	14% / 7% / 5%
Prefer companies that - Listen to the Public	139 / 57 / 33	13% / 5% / 3%

Survey Question: When considering companies and whether to purchase their products and services, which of the following characteristics are a priority to you? Please select the three characteristics that are most important to you.

Analyze who is moving through your website's funnel...

- Demonstrate who and who isn't moving converting on your site and why.

- Show the performance of key strategic or aspirational segments and optimize messaging.

THE HUMAN ELEMENT

Brand A Site Analysis Definitions

Homepage

- Persons browsing Brand A's homepage.

Audience Highlights:

- 49% are Male
- 25% are 45-54 Years of Age
- 27% with Household Income of $100-150K
- 18% with Post-grad Degree

Product Page

- Persons browsing Brand A's product pages.

Audience Highlights:

- 48% are Male
- 25% are 45-54 Years of Age
- 25% with Household Income of $100-150K
- 17% with Post-grad Degree

Add to Cart

- Persons who've added an item to cart on the Brand A website.

Audience Highlights:

- 51% are Male
- 25% are 45-54 Years of Age
- 30% with Household Income of $100-150K
- 22% with Post-grad Degree

Purchased

- Persons who have reached a purchase confirmation page on the Brand A website.

Audience Highlights:

- 63% are Male
- 20% are 65+ Years of Age
- 32% with Household Income of $100-150K
- 24% with Post-grad Degree

Abandoned Cart: Abandoners are persons who added to cart but did not hit a purchase confirmation page.

Brand A abandoners care most about loyalty programs and product selection when shopping
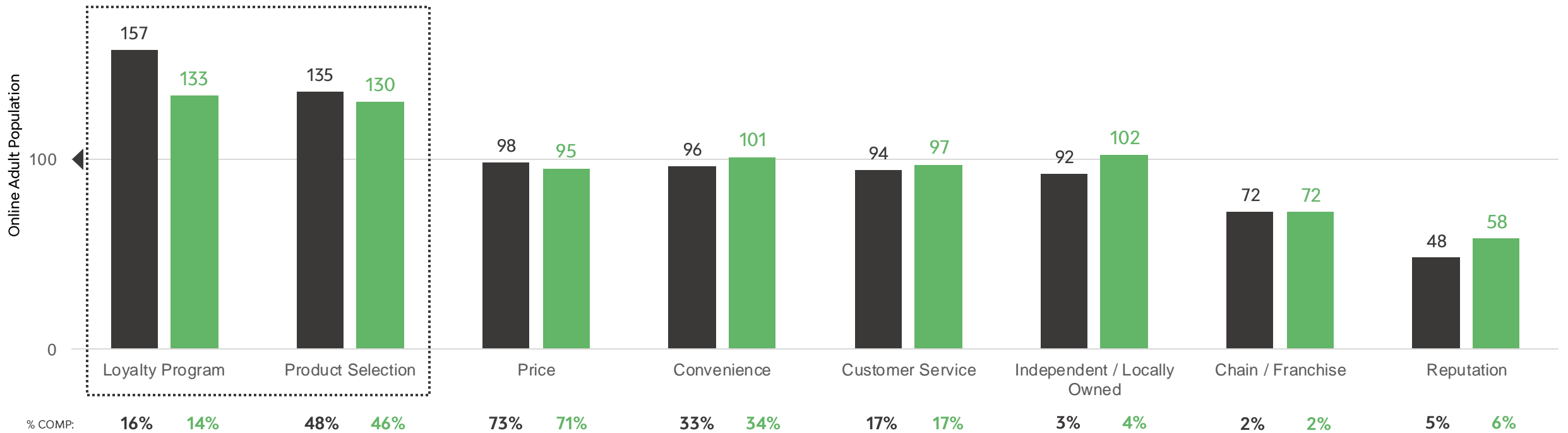
Cart Abandonment

Key Shopping Factors
BY INDEX

Drivers & Motivations

Online Adult Population

	Loyalty Program	Product Selection	Price	Convenience	Customer Service	Independent / Locally Owned	Chain / Franchise	Reputation
Abandoned Cart	157	135	98	96	94	92	72	48
Purchased	133	130	95	101	97	102	72	58
% COMP: (Abandoned)	**16%**	**48%**	**73%**	**33%**	**17%**	**3%**	**2%**	**5%**
% COMP: (Purchased)	14%	46%	71%	34%	17%	4%	2%	6%

The younger audience Segment A lagged behind other target audiences particularly in purchases

Brand A Site Analysis

	Homepage		Product Page (All)		Add to Cart: All Product Lines		Purchases (All)	
	INDEX	% COMP	INDEX	% COMP	INDEX	% COMP	INDEX	% COMP
Segment A	110	4%	116	5%	121	5%	92	4%
Segment B	198	6%	203	7%	224	7%	165	5%
Segment C	191	12%	177	12%	217	14%	275	18%
Segment D	166	6%	181	6%	195	7%	140	5%

Segment A
- Aged: 18-34
- Likes enjoyable, fun, popular, unique rewarding apparel
- Makes Impulse purchase or is the first to know and buy a product
- Values pleasure, stimulation, or living an exciting life

Segment B
- Gender: Female
- Household Income: $75- $150k
- Likes best looking or high-quality apparel
- Values caring, dependability, or duty

Segment C
- Gender: Male
- Household Income: $75- $150k
- Is Brand loyal
- Values achievement, influence, or independence
- Is motivated by social/professional status, proving competence, or peer recognition

Segment D
- Gender: Female
- Household Income: $50K+
- Values conformity, equality, or tolerance
- Researches products with many sources
- Shops based on important issues or societal programs
- Engages company to share thoughts

Index indicates how likely your audience is to possess a trait, or attribute, as compared to the baseline, with 100 representing average.
Percent Composition is the distribution, or proportion, of those in an audience who have that specific trait.
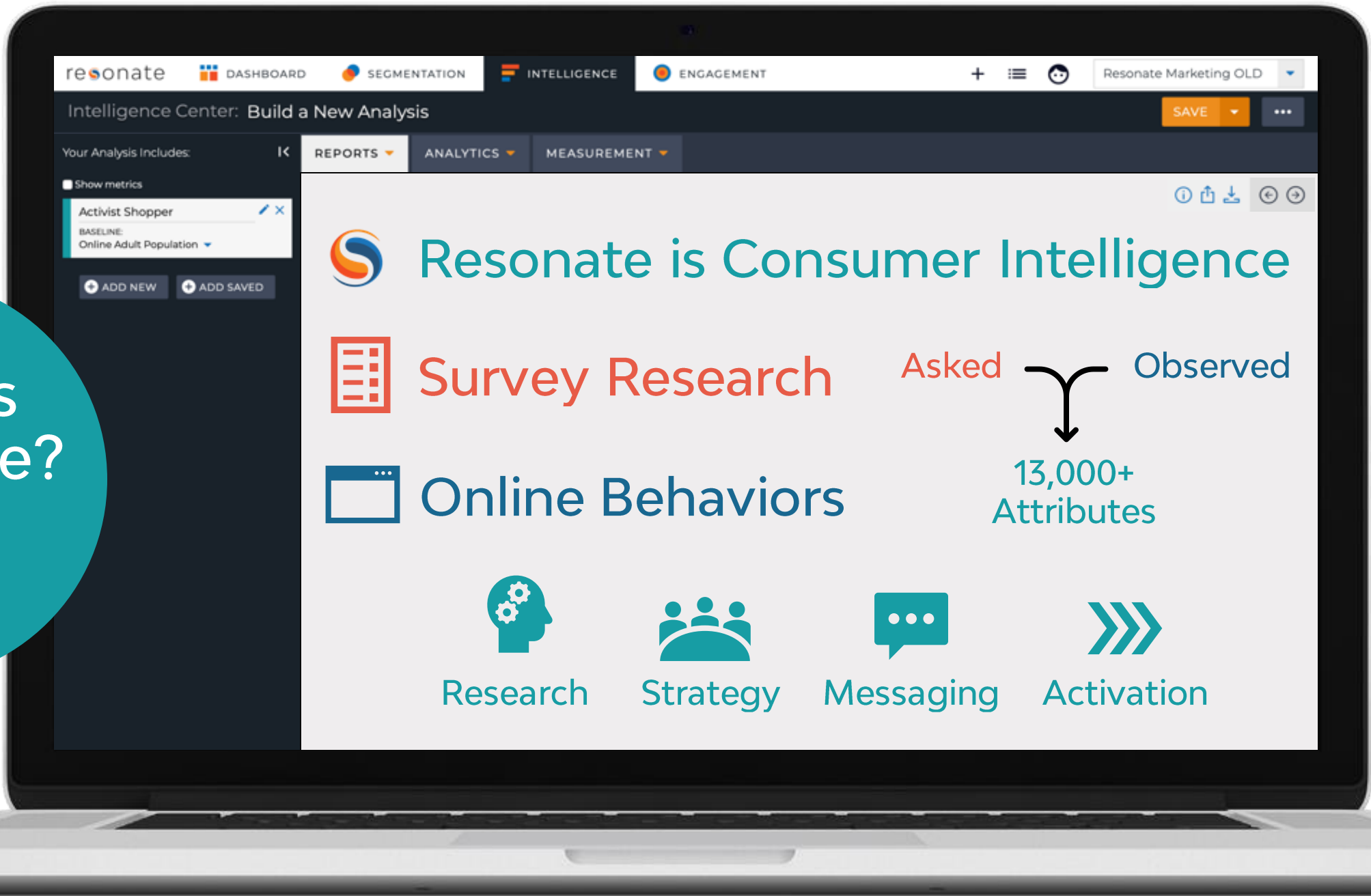
Key Takeaways

- An analysis is a story, data without a story is less meaningful

- A good analysis provides prospective on what is in order to guide what ought to be done

- The Resonate Ignite Platform allows you to provide analyses on:
  - Who your target audiences are
  - What your target audiences think and believe
  - What messages would perform better
  - How your target audiences behave
  - How audiences change over time
  - And much more!

Analysis Terms

What is Resonate?

Resonate is Consumer Intelligence

Survey Research

Online Behaviors

Asked → Observed

13,000+ Attributes

Research   Strategy   Messaging   Activation

Types of Data in the Ignite Platform

Deterministic

Self Reported

Survey Data	Contextual & Geo Data	1st Party Data	Tag Data
Source:

Resonate's National Consumer Study, Flash, & Spark Studies

What is it?

Real people answer questions about who they are and what they do. | *Source:*

Resonate's online behavioral & geo location feed

What is it?

The captured online behaviors and geo locations of real people, modeled against Resonate's National Consumer Study respondents. | *Source:*

Resonate's Clients

What is it?

1st Party Data is imported by our clients into the Ignite platform for analysis. | *Source:*

Resonate's Clients

What is it?

Tag data is the observed online behaviors of visitors to a client's website or media. |

What is the Online Adult Population?

Online Adult Population *is the total number of persons aged 18 or more years who browse the internet.*

The Online Adult Population is the **TOTAL UNIVERSE** for *SELF REPORTED* and *DETERMINISTIC DATA*

resonate

Questions?

resonate.com | resonate