USING AI-DRIVEN CONSUMER INSIGHTS TO ACCELERATE AND OPTIMIZE AD SALES REVENUE

RAPIDLY EVOLVING AUDICENCE PREFERENCES

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INCREASED COMPETITION FOR AD $

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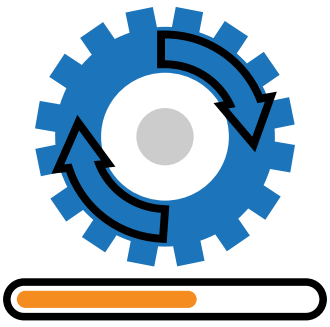


YOU NEED CONTINUOUSLY UPDATED DATA INSIGHTS NOW

Ignite, Resonate's consumer intelligence platform empowers media and entertainment companies with tens of thousands of hyper-relevant, real-time, AI-driven attributes that get at the real-time **WHO, WHAT, WHERE, WHEN and WHY** scaled to 200+ million U.S. consumers.

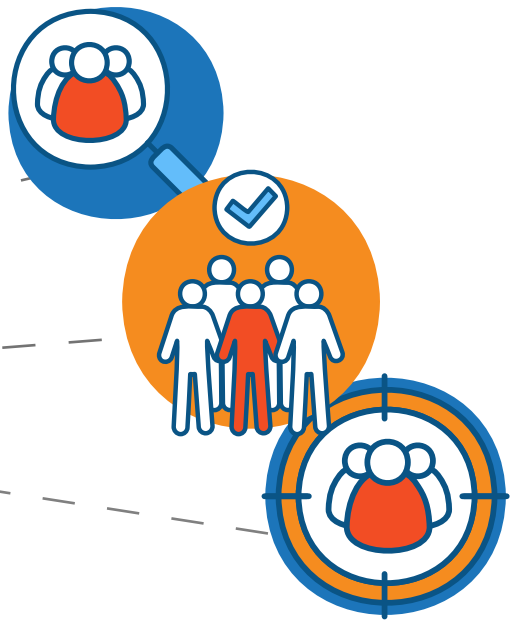
CRUSH THE COMPETITION WITH AUDIENCE INSIGHTS AND USER INTELLIGENCE

HUMAN ELEMENT

The deep, holistic understanding available through Ignite is a media marketer's key to increase digital revenue, reduce third-party data costs and improve audience relevance.

When you know your audience, you know what will connect.

Resonate's proprietary data will give advertisers confidence in your pitch. Nimbly adapt to what your audience needs now as you track where to find them and where they're most likely to engage.

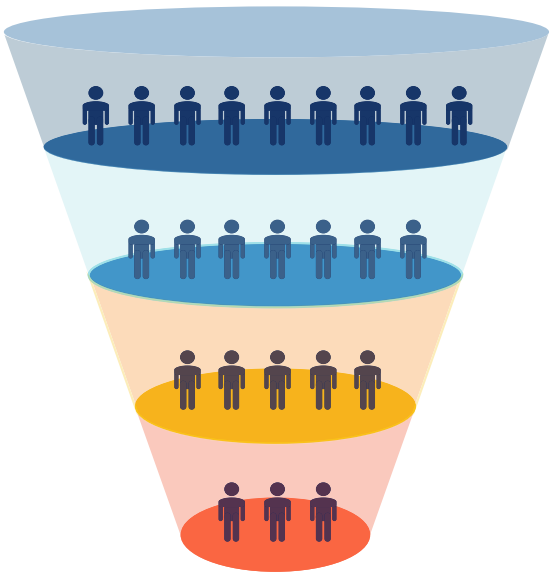


RESONATE CREATES UNPARALLED CONTENT OPTIMIZATION OPPORTUNITIES

Thousands of granular, proprietary insights open up a future of hyper-targeted content optimization, targeted distribution and unprecedented value for advertisers.

Resonate gives you an unbeatable edge to reach the right consumers on the right platforms at the right time.

Media and entertainment companies also have access to advance audience intelligence solutions including Data Enrichment Services, Connected Research Services, Connected Typing Tool, Data Onboarding and more.



DISCOVER HYPER-RELEVANT SOLUTIONS SPECIFIC TO YOUR INDUSTRY

LARGE PUBLISHERS

Offer current and prospective advertisers a 360-degree view of your audience's values, motivations and interests in order to increase revenue and offer a higher ROI

MEDIUM AND SMALL PUBLISHERS

Your end-to-end solution is found within the Resonate Ignite Platform. From research and insights to activation, you'll offer more value to advertisers and grow your ad revenue.

BROADCAST NETWORKS

Understand the why behind your audience's media consumption, viewership and readership habits to define your strategy across device and content optimization.

STUDIOS

With the largest proprietary taxonomy on movie-goers and over 13,000 attributes on 200+ million U.S. consumers at scale, Resonate will amplify your audience data and help refine your strategy from pre-launch to in-market to post-release.

AMPLIFY AND DEEPEN SOLUTIONS SPECIFIC TO YOUR INDUSTRY

Resonate's 13,000+ attributes scaled to 200+ million U.S. consumers go beyond basic demographics. Ignite gives you insights into the human element that drives your audience at an individual level. These are the insights you need to empower your advertisers to feel confident they're connecting with the right audience on the right platform with the right story. Resonate is the key you need to increase digital revenue and drive advertising value.

GET A DEMO

ABOUT RESONATE

Resonate is a pioneer in Customer and Consumer Intelligence Marketing, delivering deep understanding, dynamic insights, cross-channel engagement and analysis in a single SaaS platform. Leading brands, advertising agencies and political and advocacy organizations use Resonate to understand and engage "The Human Element," a deeper understanding of their target audience to uncover the values and motivations that drive consumer decisions to buy or support certain brands, products or causes.

www.resonate.com

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