

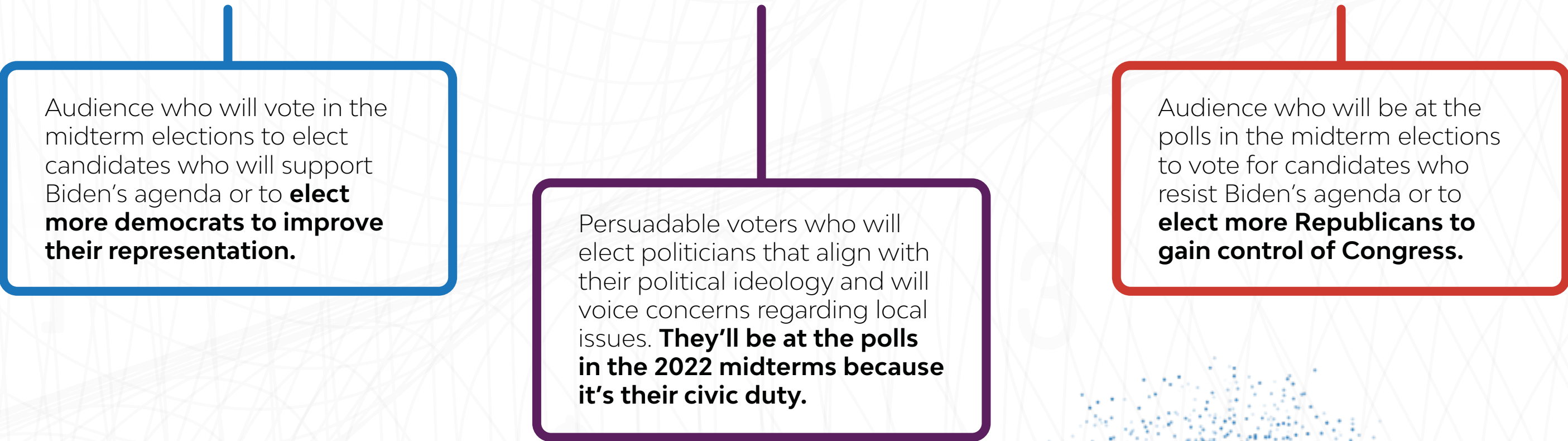
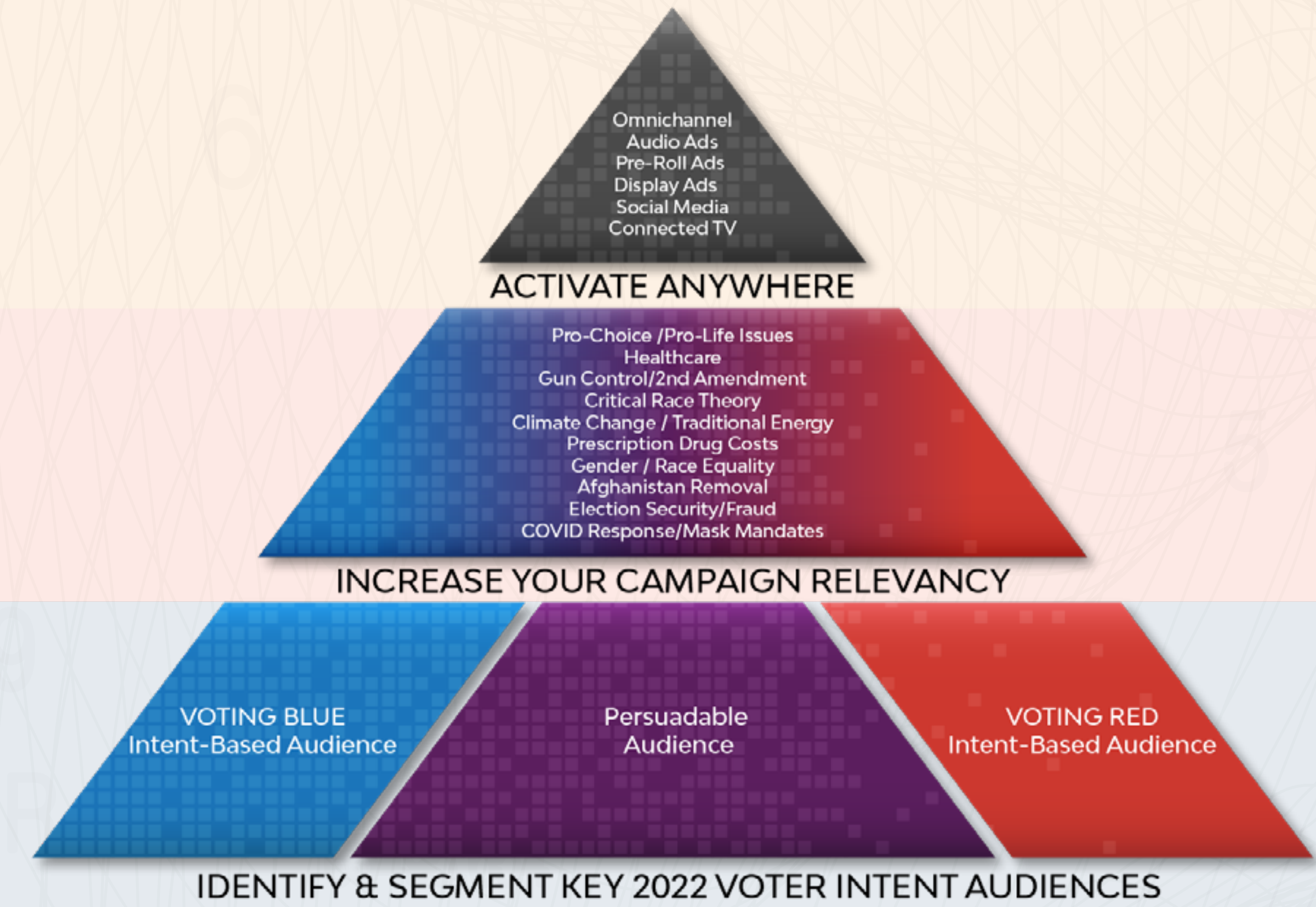
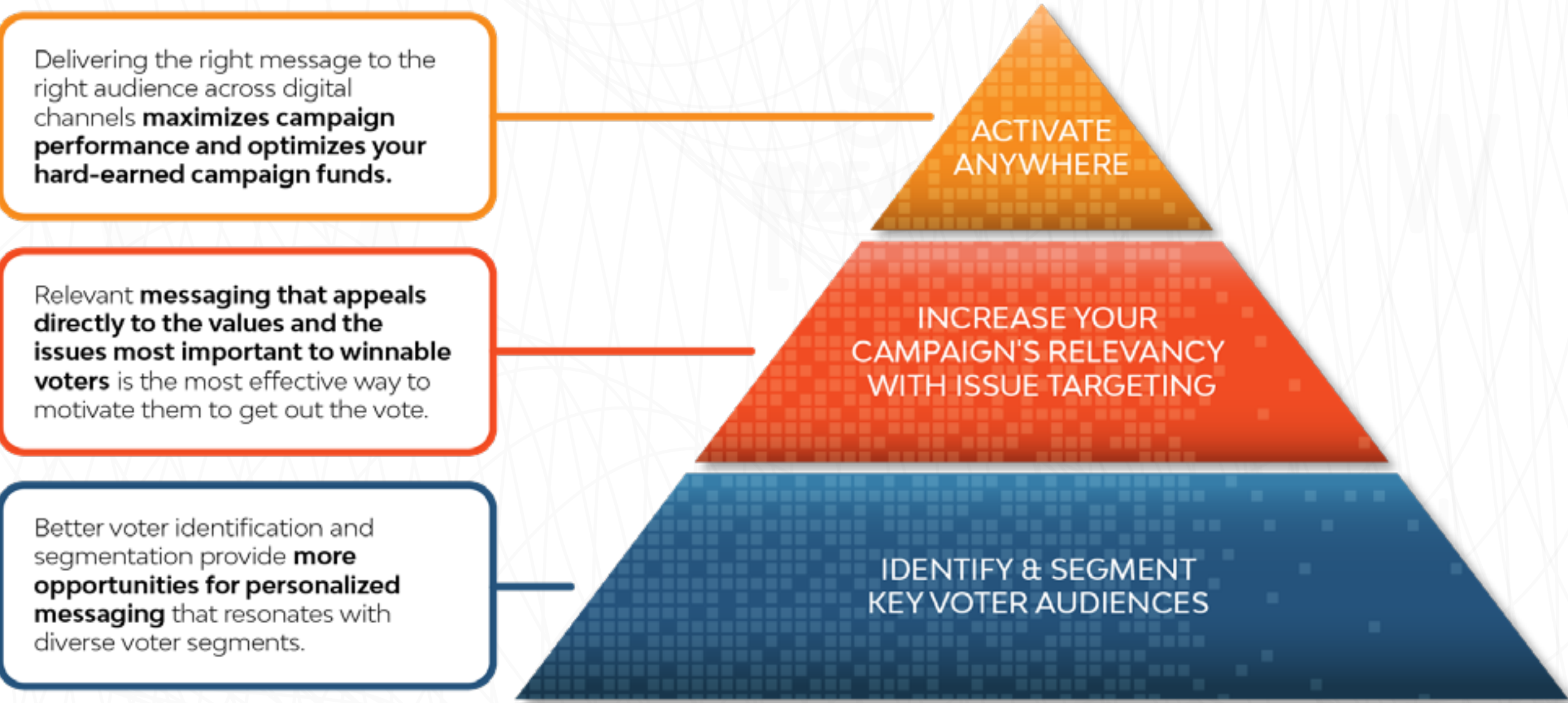
# Get Back to Basics

## Resonate 2022 Intent Audiences

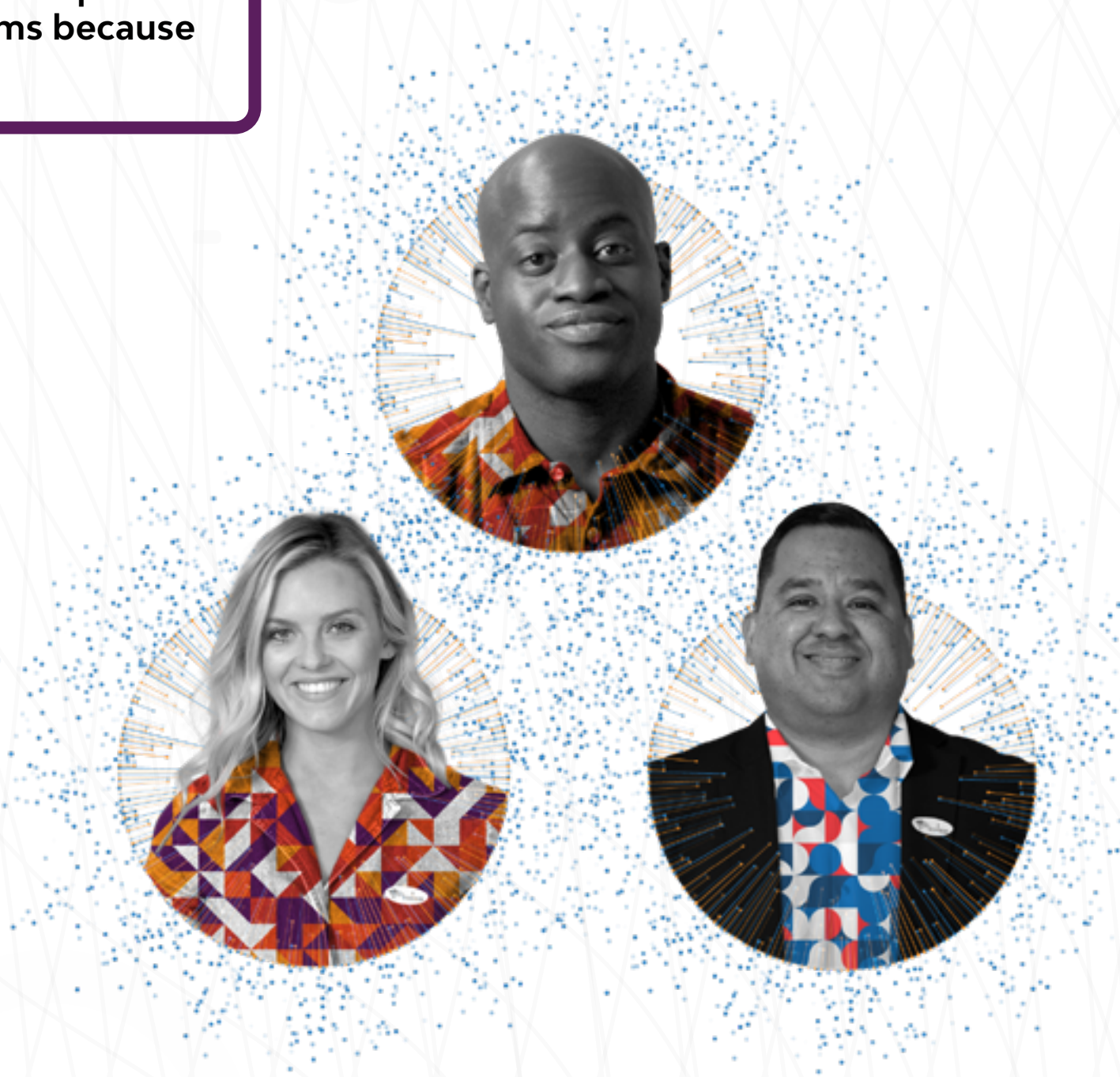


At Resonate, we understand the strategies and budgets of your political campaigns will vary. Consider Maslow’s Hierarchy of Needs, where all “needs” are not created equal. To stay alive, you need food, water, and physical safety before you can pursue comfort or enlightenment.

Resonate’s goal is to set you up for success long-term. Like Maslow’s concept, we’ll get you started with a solid foundation that meets your basic voter targeting needs by identifying and segmenting key 2022 midterm voter intent audiences. After that, we can layer on issue-targeting capabilities that will increase your campaign’s relevancy before finally activating your audience across all digital channels. It’s important to work in this order for running the most optimized and effective campaigns.



Resonate has the deepest proprietary understanding of the U.S. electorate. Only Resonate can build, analyze and validate an audience, model it and launch a campaign that engages your audience across all digital devices, each in a matter of minutes. Get managed media services to fit your digital campaign needs and performance goals. We’ll be with you every step of the way.



### ABOUT RESONATE

#### INNOVATIVE, IMPACTFUL ADVOCACY & POLITICAL COMMUNICATIONS CAMPAIGNS

Resonate is a pioneer in A.I.-powered voter data, delivering best-in-class targeting and deep, real-time audience analysis. Our first-party research, segmentation builder, and managed programmatic media services have been the driving force behind thousands of political and advocacy campaign wins (over 6 election cycles) from local to federal levels. Organizations and their agencies work with Resonate to identify and better understand critical voter and stakeholder audiences, implement quick, cross-screen digital targeting, and improve ad message relevancy across their intended targets—all leading to superior campaign success.

Headquartered in Reston, Virginia, Resonate is privately held and backed by ZMC. For more information, please visit [www.resonate.com](http://www.resonate.com).

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