

re^sonate



INCREASE REVENUE & CONVERSION WITH ADVANCED MICROSEGMENTATION

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Resonate





1.7MB OF DATA IS CREATED, EVERY SECOND, FOR EVERY PERSON ON EARTH

Marketing Technology Landscape The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 258

Management

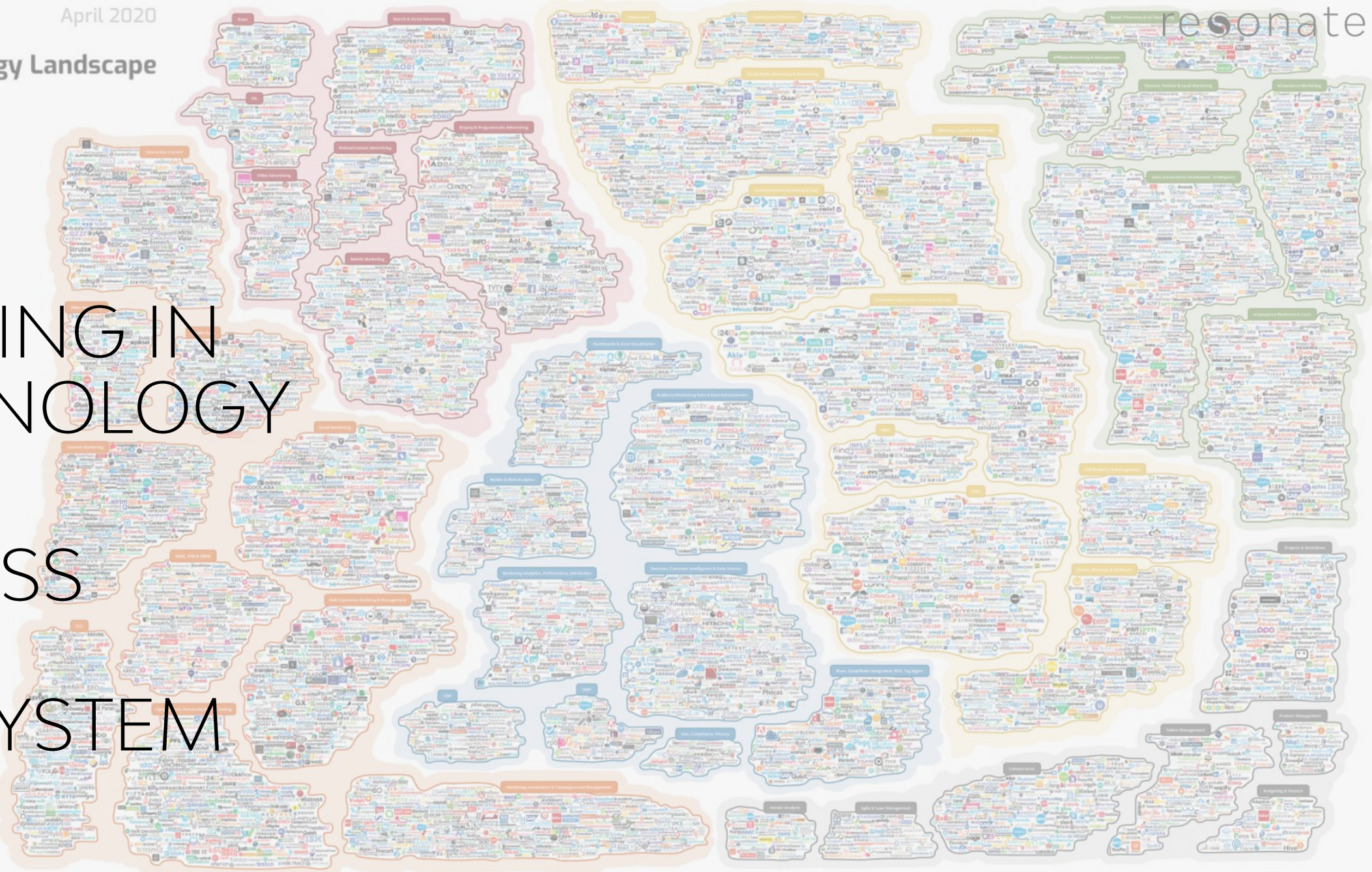
Access the full landscape
more at [martech5000.com](https://chiefmartec.com/martech5000)

SILOS

ACROSS

YOUR

ECOSYSTEM



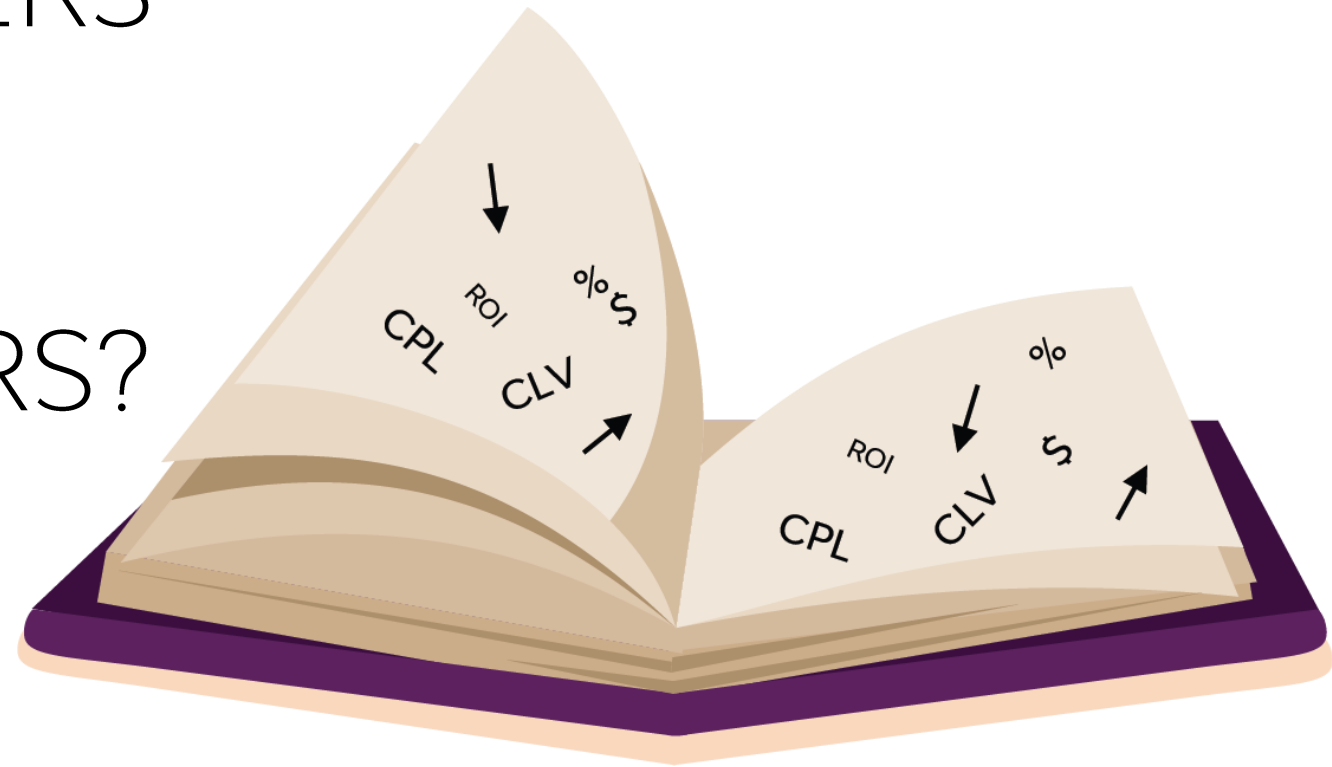
PREVENTING YOU
FROM **SEEING** YOUR
AUDIENCE



KEEPING YOU FROM CONNECTING WITH YOUR AUDIENCE

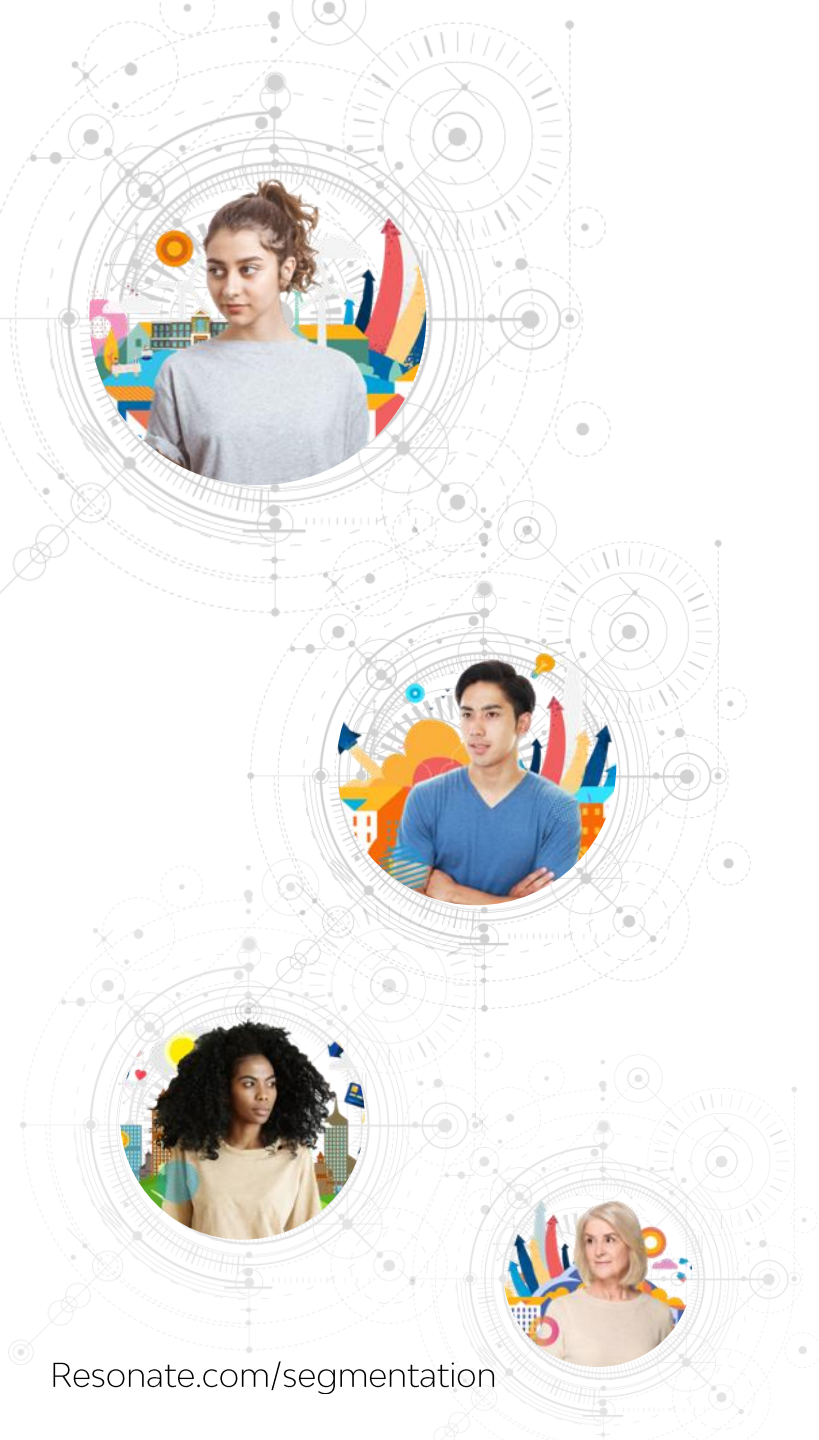


HOW DO MARKETERS EFFECTIVELY ENGAGE, GROW & RETAIN CUSTOMERS?



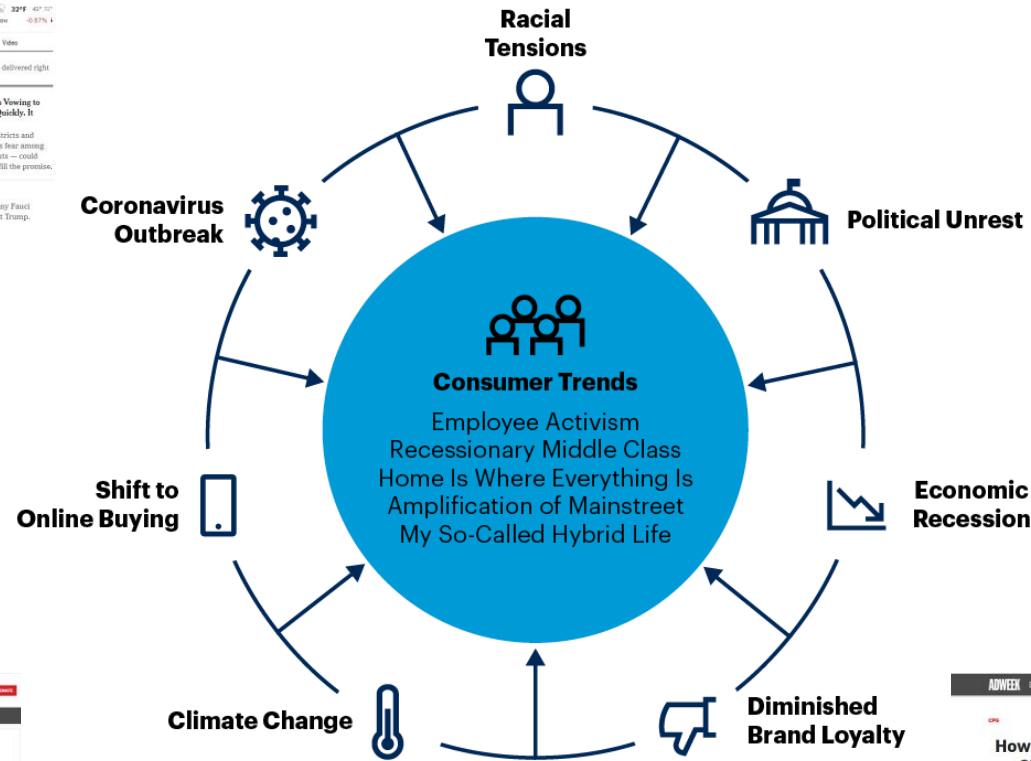
FRESH, DEEP,
CONNECTED DATA
INFORMS
MICROSEGMENTATION
THAT
INCREASES REVENUE



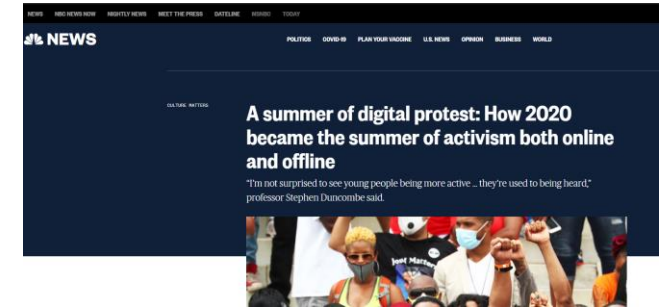


BECAUSE YOUR AUDIENCE IS MADE UP OF HUMANS

WHO ARE SUBJECT TO DRAMATIC FORCES



Source: Gartner





BUT YOUR CURRENT
SEGMENTATION
STRATEGY IS NOT **HUMAN**

AND YOUR EXISTING PERSONAS ARE NOT HUMAN

- Female
- Age 25-34
- 1 child
- Household income \$75-100K

Suburban
Moms on the
Move



- Male
- Age 25-38
- No children
- Household income \$50-75K

Millennial
Non-Dads



- Male 50% and Female 50%
- Age 13-23
- Live with parents
- Income - no

Gen Z Social
Addicts



- Female 60%, Male 40%
- Age 55-75
- Retired
- Enjoy walking

Active
Boomers in
Retirement



YOUR AUDIENCE IS HUMAN



BIG BOX SHOPPER
AGE 28-36, MARRIED, 2 CHILDREN, \$75-100K
HHI

- Children age 2
- Low discretionary income
- In market for dishwasher
 - Uses coupons
- Values creativity & financial stability
 - Invests in mutual funds
- Considering switching investment firms
 - Cord cutter
 - Wants safer schools

**“Suburban Moms
on the Move”**

Age 28-36

Female

2 children
Household
income
\$75-100K



BIG BOX SHOPPER
AGE 28-36, MARRIED, 2 CHILDREN, \$75-100K
HHI

- Children age 5, 6
- High discretionary income
- Amazon Prime customer
 - Values nature
- Only buys organic food
 - Recycles regularly
- Watches TV on her phone
- Reads New York Times
- Supports school vouchers

MEXICAN AMERICANS

MORE LIKELY
TO BUY PRODUCTS THAT ARE:

- POPULAR
- INNOVATIVE

LESS LIKELY
TO BUY PRODUCTS THAT ARE:

- COST-EFFECTIVE
- PRACTICAL
- EASY-TO-USE

PUERTO RICAN AMERICANS

MORE LIKELY
TO BUY PRODUCTS THAT ARE:

- POPULAR
- UNIQUE

LESS LIKELY
TO BUY PRODUCTS THAT ARE:

- COST-EFFECTIVE
- ENERGY-EFFICIENT
- PRACTICAL

CUBAN AMERICANS

MORE LIKELY
TO BUY PRODUCTS THAT ARE:

- FUN/EXCITING
- PRACTICAL

LESS LIKELY
TO BUY PRODUCTS THAT ARE:

- FAMILIAR
- ENERGY-EFFICIENT
- SUSTAINABLE

PURCHASE DRIVERS OF HISPANIC SUB SEGMENTS VARY

CULTURAL AFFINITY & GEOGRAPHY MATTER MORE THAN EVER

IN SAN ANTONIO/AUSTIN, HISPANIC PRESERVERS...

- Value religion, hard work, and charitable issues
- Speak English first, but also speak Spanish
- Consume media through social media and streaming services

IN MIAMI, HISPANIC PRESERVERS...

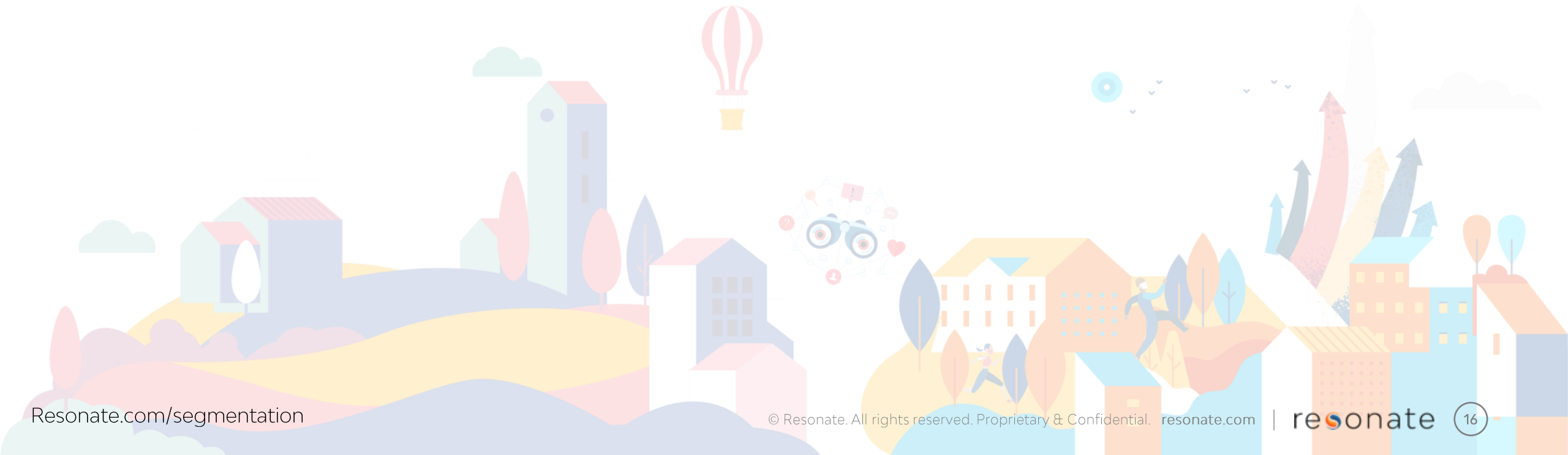
- Value religion and family time
- Often look to Spanish-speaking cultural figures
- Consume media through traditional TV and radio and enjoy Spanish language programming



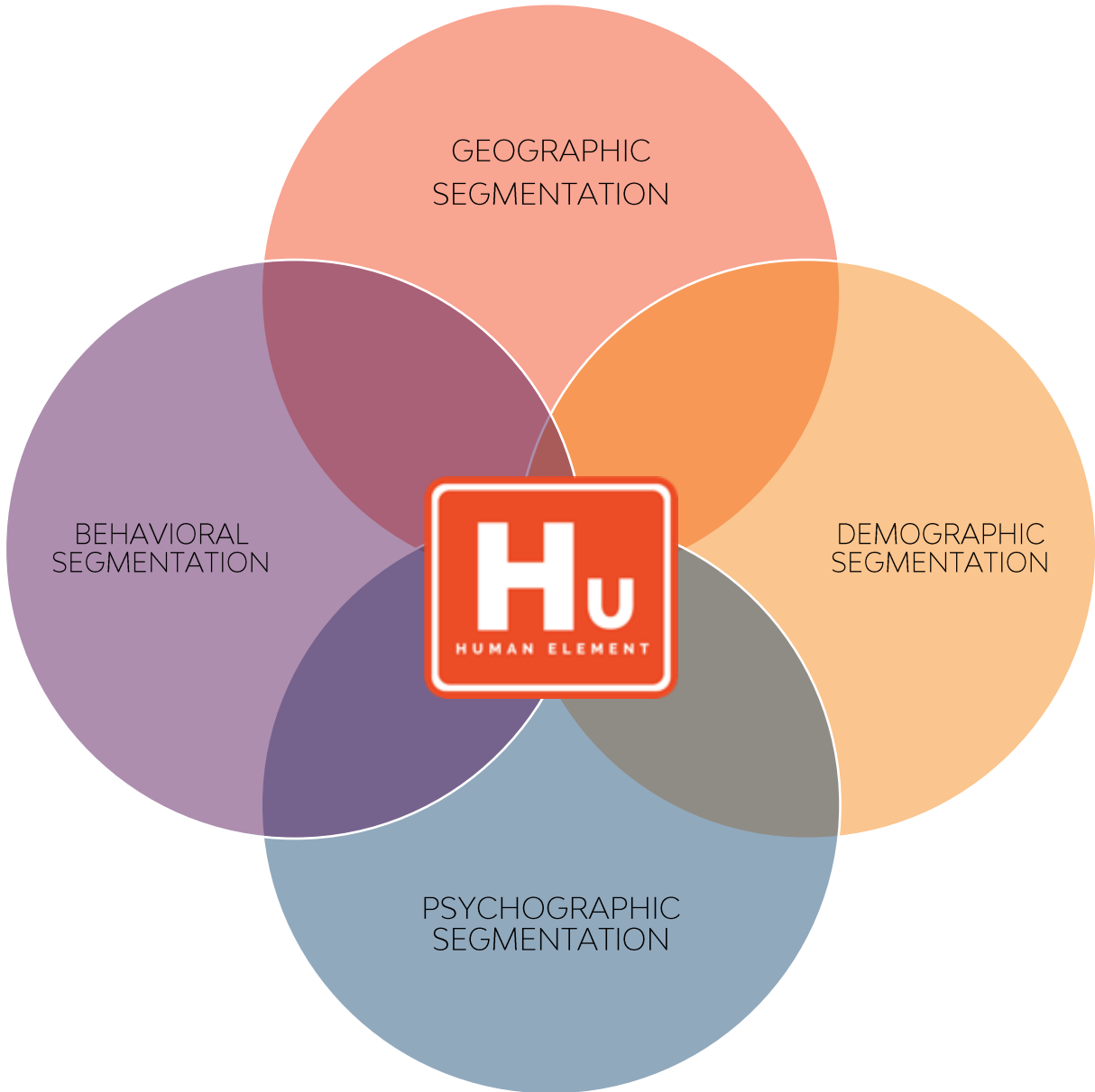
Marketing Solutions | Case Study | alma

resonate

MICROSEGMENTATION IS THE KEY TO GROWTH



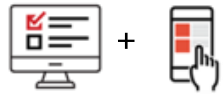
TRADITIONAL
SEGMENTATION
GIVES WAY TO
**DEEPER,
DYNAMIC**
SEGMENTATION
POWERED BY AI



AI-POWERED DATA SCALED FOR ACTION

RESONATE DATA METHODOLOGY

1



LARGEST U.S. CONSUMER STUDY

2



ONLINE BEHAVIORS & CONTEXT

3



AI & MACHINE LEARNING

4



RESONATE IGNITE PLATFORM

200,000

Responses

6-8

Weeks + Recent Events Every 2-3 Weeks

1B

Daily Web/Mobile Observations

130B

Daily Predictions

13,000

Proprietary, Privacy-safe Data Points

600M

Connected Devices

200M

Consumer Profiles



ADVANCED MICROSEGMENTATION IGNITES

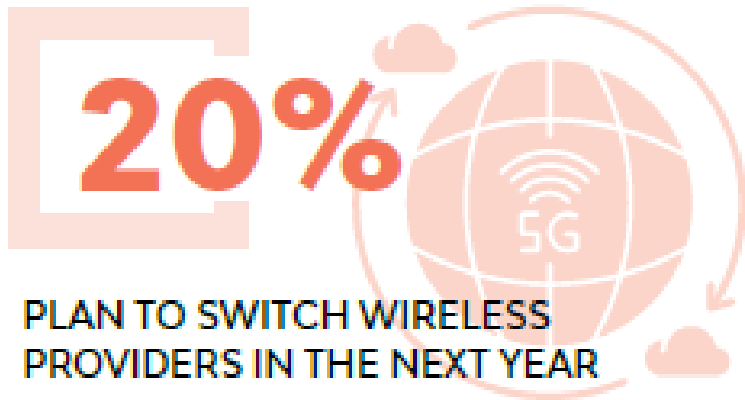
- Acquisition
- Retention & Churn Prevention
- Brand
- CX
- Product & Solution Development
- Content Development
- Loyalty Programs
- Creative, Messaging and Offers

MICROSEGMENTATION
IGNITES
ACQUISITION

The background features a complex, light-colored geometric pattern of overlapping circles, arcs, and dots, resembling a technical or data visualization theme. The text is centered in the middle of the page.

ADVANCED MICROSEGMENTATION IN TELECOM ACQUISITION

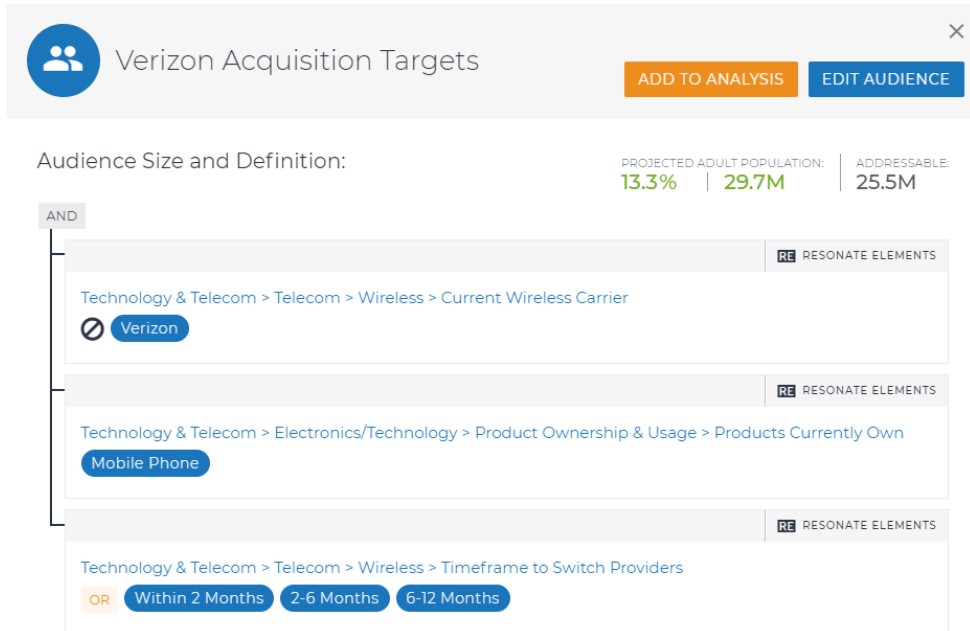
WHO'S READY TO SWITCH?



~~CHALLENGES~~ OPPORTUNITIES FOR TELECOM MARKETERS

- ✓ Rising consumer expectations for privacy AND personalization
- ✓ Positioning your brand as the go-to wireless partner for the post-pandemic mobility boom
- ✓ Keeping pace with consumer sentiment toward industry innovation, like 5G
- ✓ Gaining and maintaining consumer trust and easing anxieties
- ✓ Maximizing customer lifetime value

COMPETITIVE CONQUESTING



Verizon Acquisition Targets

ADD TO ANALYSIS EDIT AUDIENCE

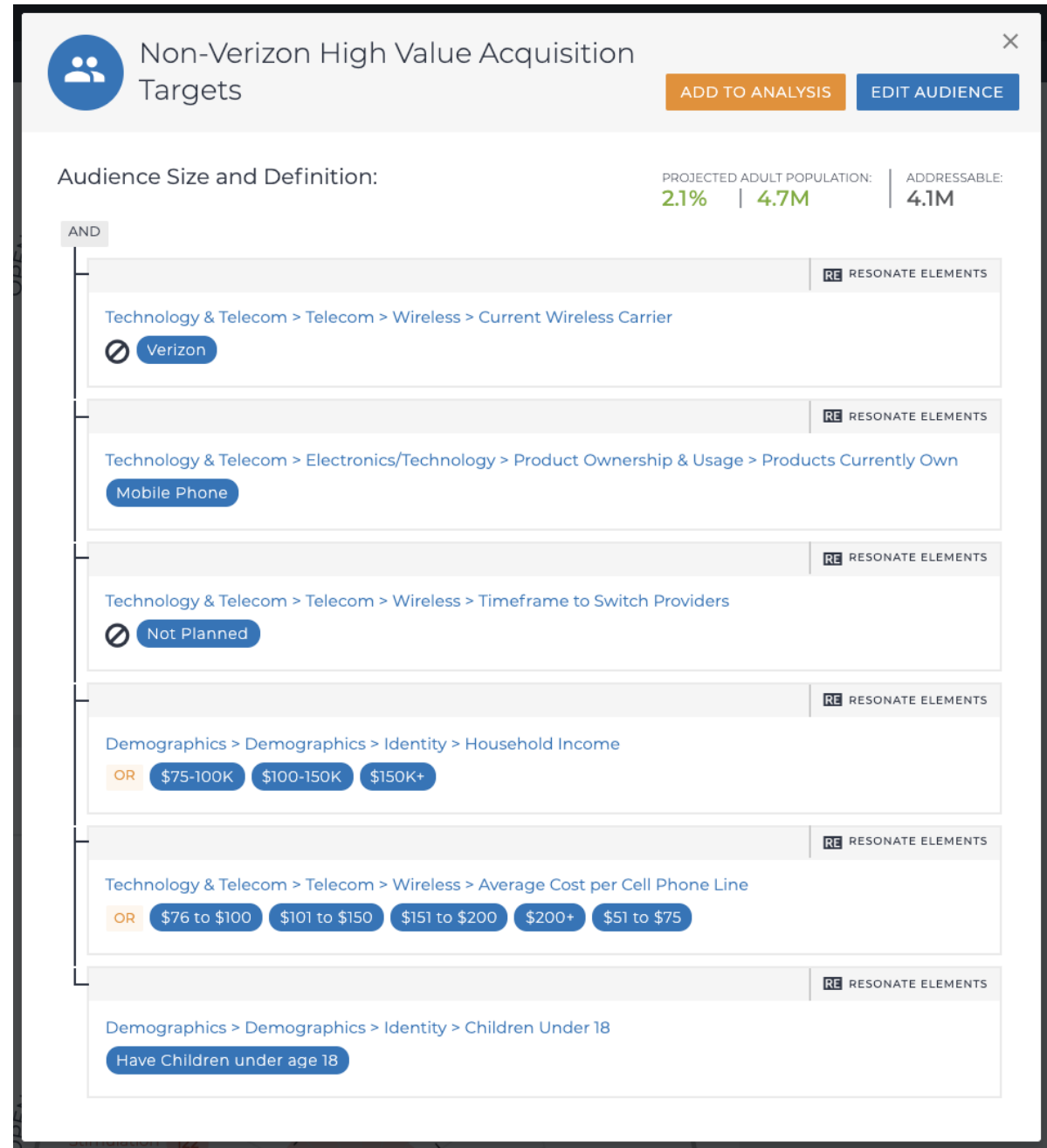
Audience Size and Definition: PROJECTED ADULT POPULATION: 13.3% | 29.7M ADDRESSABLE: 25.5M

AND

- Technology & Telecom > Telecom > Wireless > Current Wireless Carrier
Verizon
- Technology & Telecom > Electronics/Technology > Product Ownership & Usage > Products Currently Own
Mobile Phone
- Technology & Telecom > Telecom > Wireless > Timeframe to Switch Providers
OR Within 2 Months 2-6 Months 6-12 Months



WITH MICROSEGMENTATION



Non-Verizon High Value Acquisition Targets

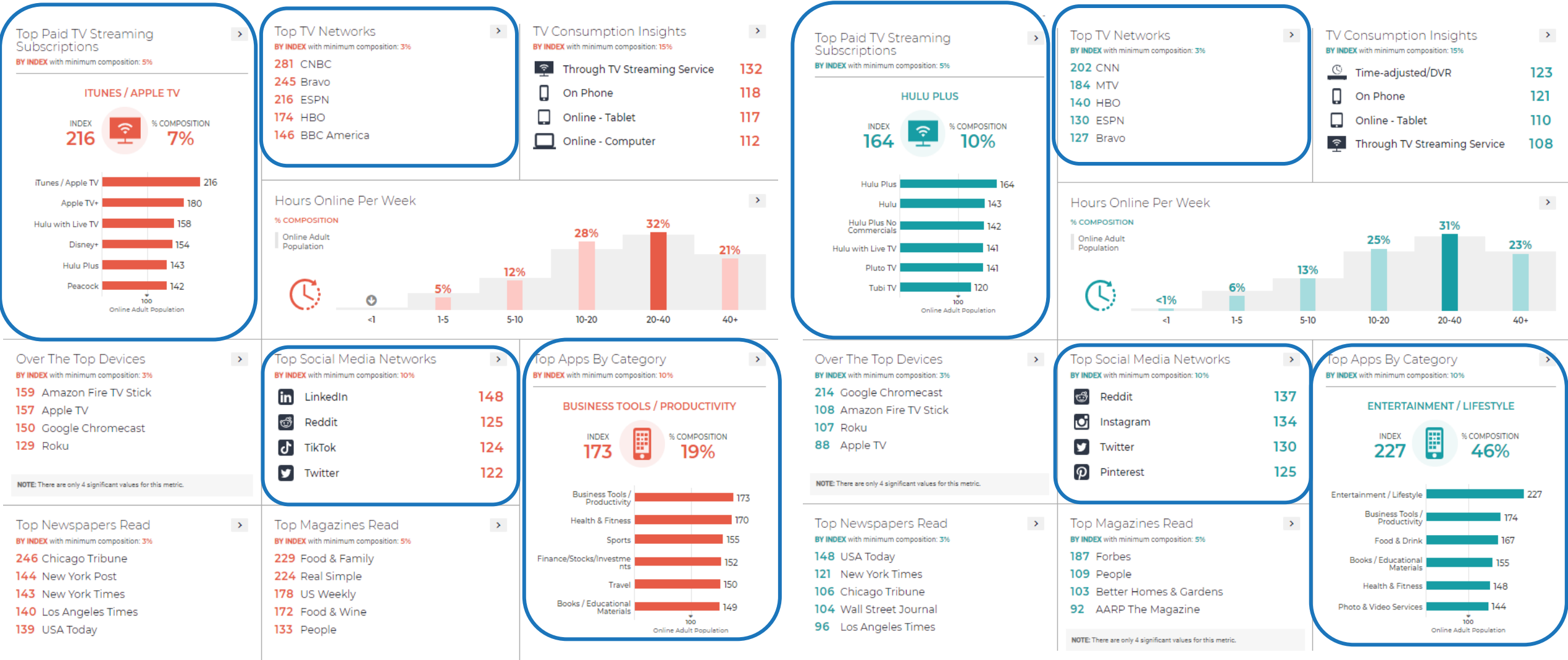
ADD TO ANALYSIS EDIT AUDIENCE

Audience Size and Definition: PROJECTED ADULT POPULATION: 2.1% | 4.7M ADDRESSABLE: 4.1M

AND

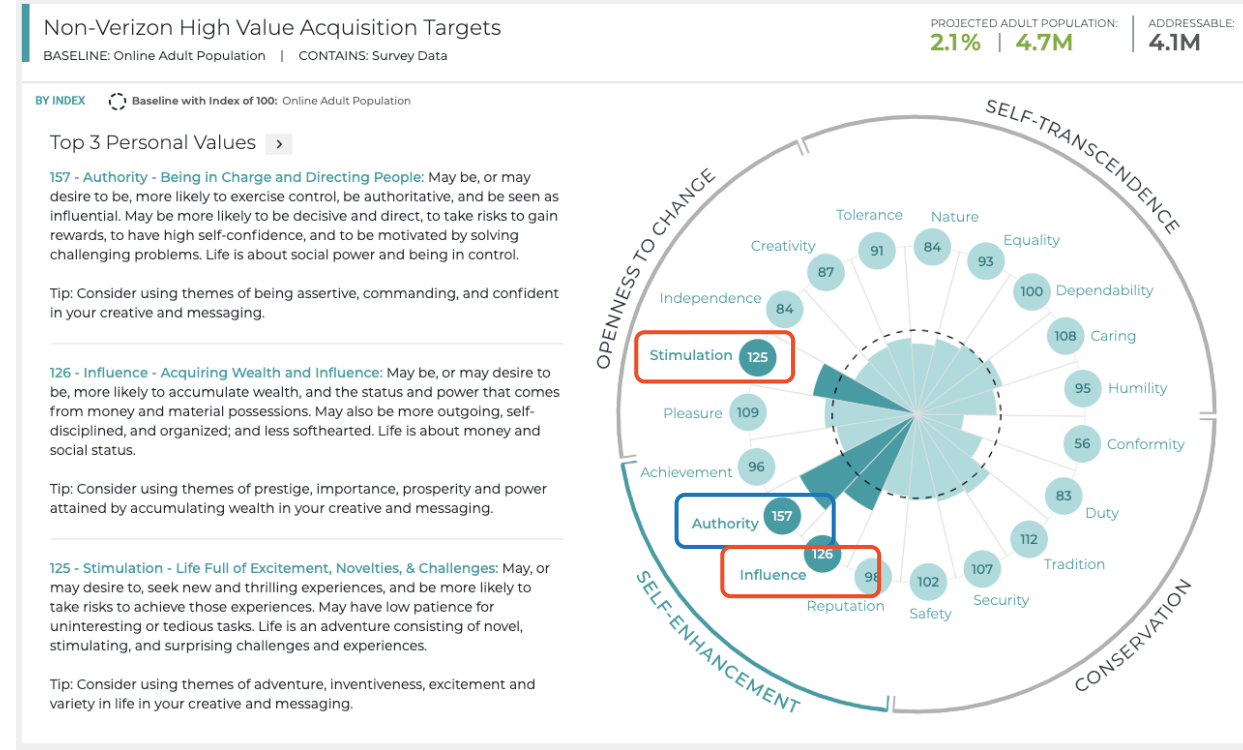
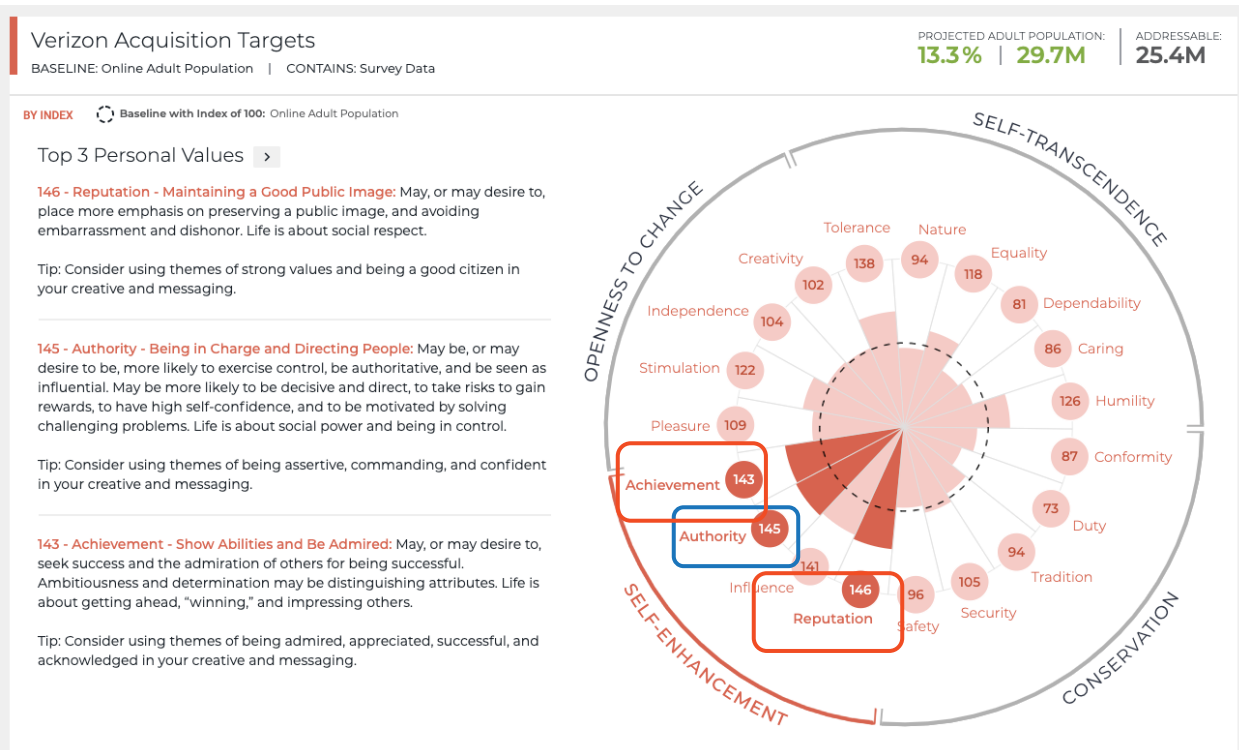
- Technology & Telecom > Telecom > Wireless > Current Wireless Carrier
Verizon
- Technology & Telecom > Electronics/Technology > Product Ownership & Usage > Products Currently Own
Mobile Phone
- Technology & Telecom > Telecom > Wireless > Timeframe to Switch Providers
Not Planned
- Demographics > Demographics > Identity > Household Income
OR \$75-100K \$100-150K \$150K+
- Technology & Telecom > Telecom > Wireless > Average Cost per Cell Phone Line
OR \$76 to \$100 \$101 to \$150 \$151 to \$200 \$200+ \$51 to \$75
- Demographics > Demographics > Identity > Children Under 18
Have Children under age 18

THEY DON'T BEHAVE THE SAME



YOU WON'T FIND THEM IN THE SAME PLACES

THEIR DECISION-MAKING IS GROUNDED IN DIFFERENT VALUES

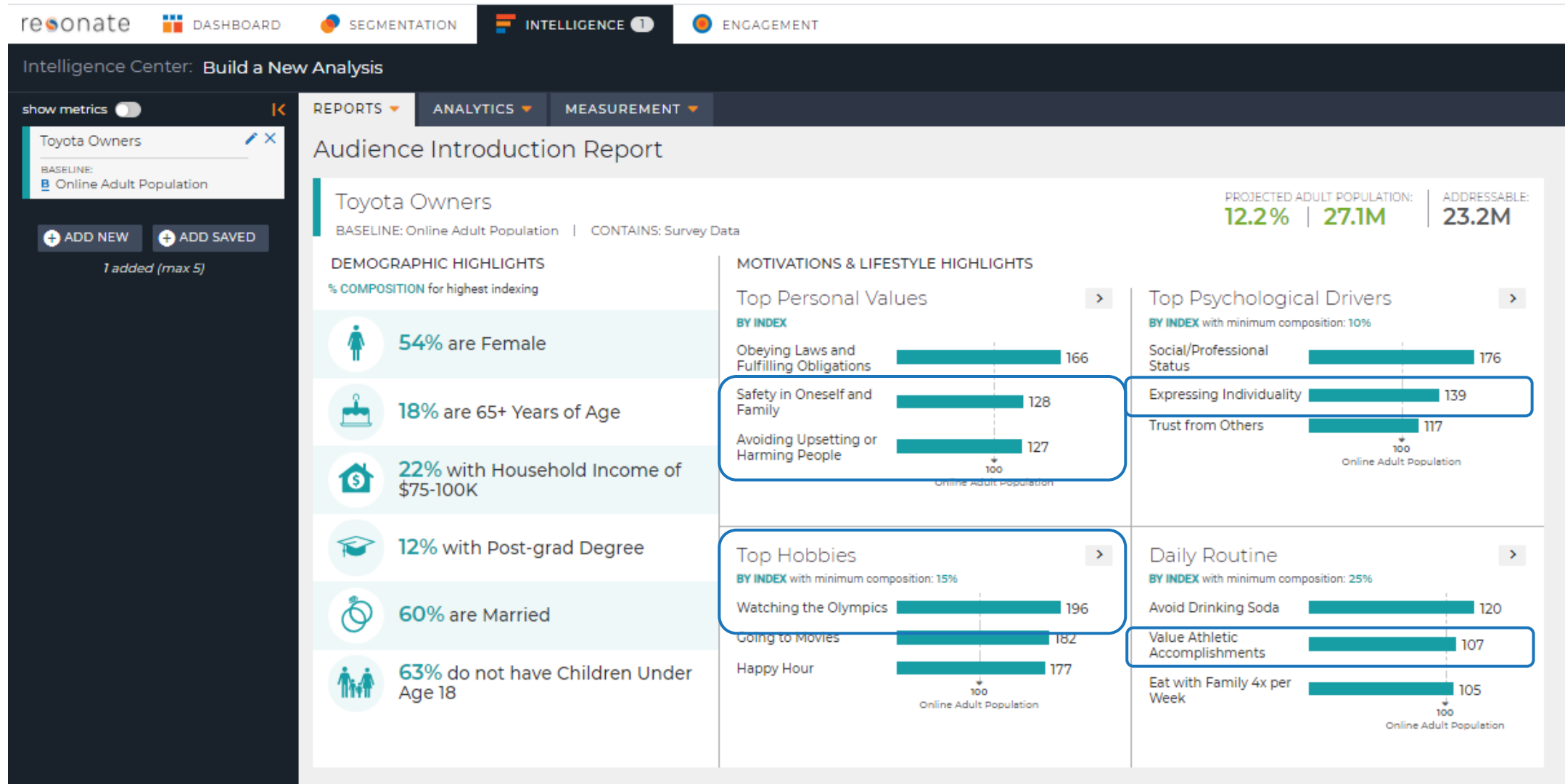


MICROSEGMENTATION
IGNITES
EFFECTIVE
ADVERTISING

A close-up photograph of a woman in a swimming pool. She is wearing a blue swim cap and black goggles with clear lenses. Her eyes are closed, and her expression is neutral. Two hands are visible, one above and one below her head, adjusting the strap of the goggles. The water around her is dark blue and slightly rippled. The lighting is soft, highlighting the contours of her face and the texture of the water.

DID THEY GET IT RIGHT?

UNDERSTANDING TOYOTA AUDIENCES BROADLY



GOING DEEPER INTO DIFFERENCES THAT MAKE A DIFFERENCE IN ACQUISITION

MILLENNIAL MOMS+IN MARKET

BY INDEX Baseline with Index of 100: Online Adult Population

Top 3 Personal Values >

130 - Tradition - Maintaining Traditions: May, or may desire to, emphasize the preservation of traditions and customs, including those within family, culture, and religion. May be inclined to do things in a way that maintains continuity with the way they have always been done and may be more altruistic and sympathetic.

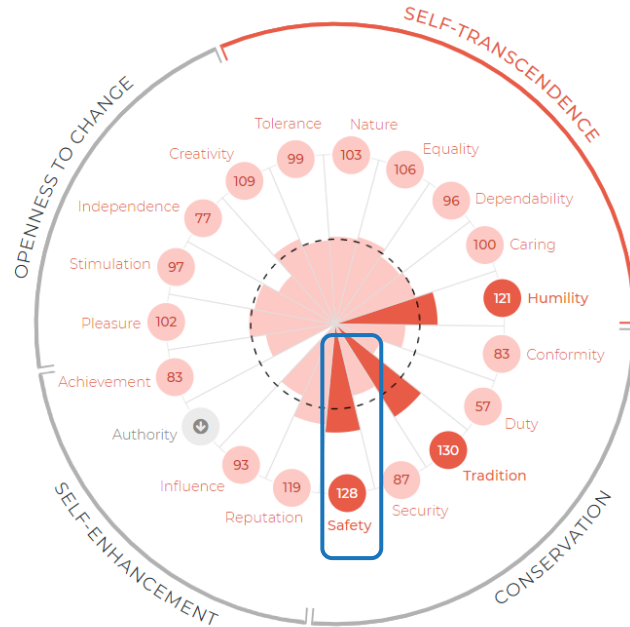
Tip: Consider using themes of family, religion, appreciation for culture and traditional practices and beliefs in your creative and messaging.

128 - Safety - Safety in Oneself and Family: May, or may desire to, emphasize the preservation of their own safety, seeking secure surroundings and avoiding circumstances that might be unsafe. May also be more likely to seek harmony and stability and avoid conflict and change. Life is about personal safety.

Tip: Consider using themes of personal safety, awareness, assurance, shelter and protection from harm in your creative and messaging.

121 - Humility - Being Humble: May, or may desire to, keep their own accomplishments and importance in perspective, may avoid drawing attention to themselves and may emphasize the welfare of others. May also be more likely to be modest, grateful and generous.

Tip: Consider using themes of humility, modesty and respect in your creative and messaging.



MILLENNIAL MOMS+IN MARKET+FORD+QUALITY+RELIABILITY

BY INDEX Baseline with Index of 100: Online Adult Population

Top 3 Personal Values >

163 - Reputation - Maintaining a Good Public Image: May, or may desire to, place more emphasis on preserving a public image, and avoiding embarrassment and dishonor. Life is about social respect.

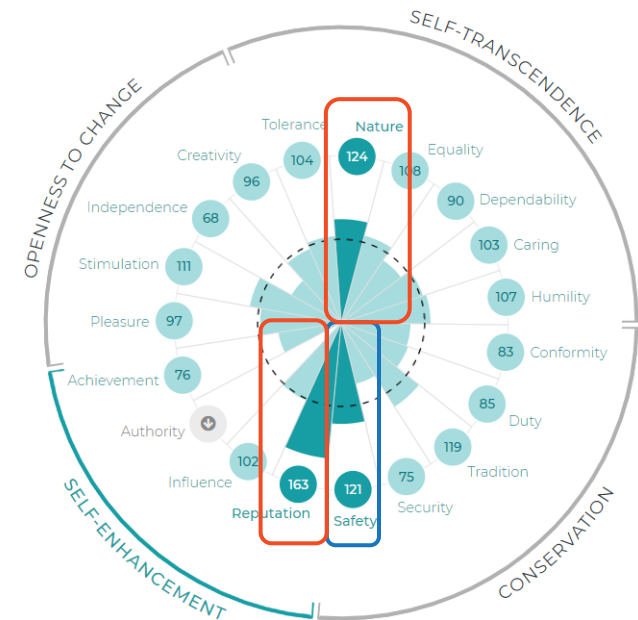
Tip: Consider using themes of strong values and being a good citizen in your creative and messaging.

124 - Nature - Caring for Nature: May, or may desire to, emphasize the preservation of their own safety, seeking secure surroundings and avoiding circumstances that might be unsafe. May also be more likely to seek harmony and stability and avoid conflict and change. Life is about personal safety.

Tip: Consider using themes of unity with nature, safekeeping and conservation in your creative and messaging.

121 - Safety - Safety in Oneself and Family: May, or may desire to, emphasize the preservation of their own safety, seeking secure surroundings and avoiding circumstances that might be unsafe. May also be more likely to seek harmony and stability and avoid conflict and change. Life is about personal safety.

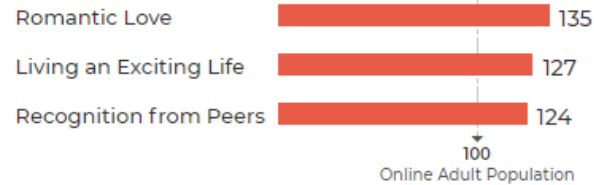
Tip: Consider using themes of personal safety, awareness, assurance, shelter and protection from harm in your creative and messaging.



MILLENNIAL MOMS+IN MARKET

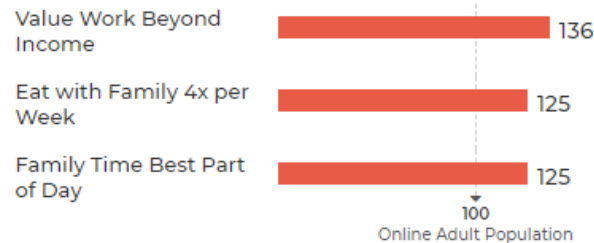
Top Psychological Drivers

BY INDEX with minimum composition: 10%



Daily Routine

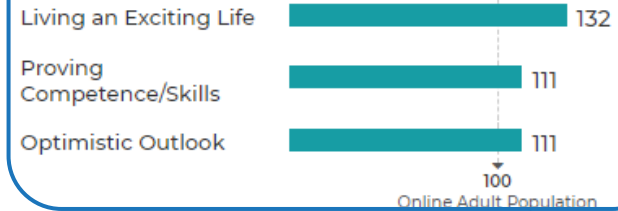
BY INDEX with minimum composition: 25%



MILLENNIAL MOMS+IN MARKET+FORD+QUALITY+RELIABILITY

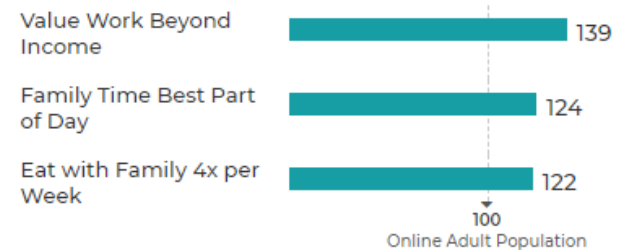
Top Psychological Drivers

BY INDEX with minimum composition: 10%



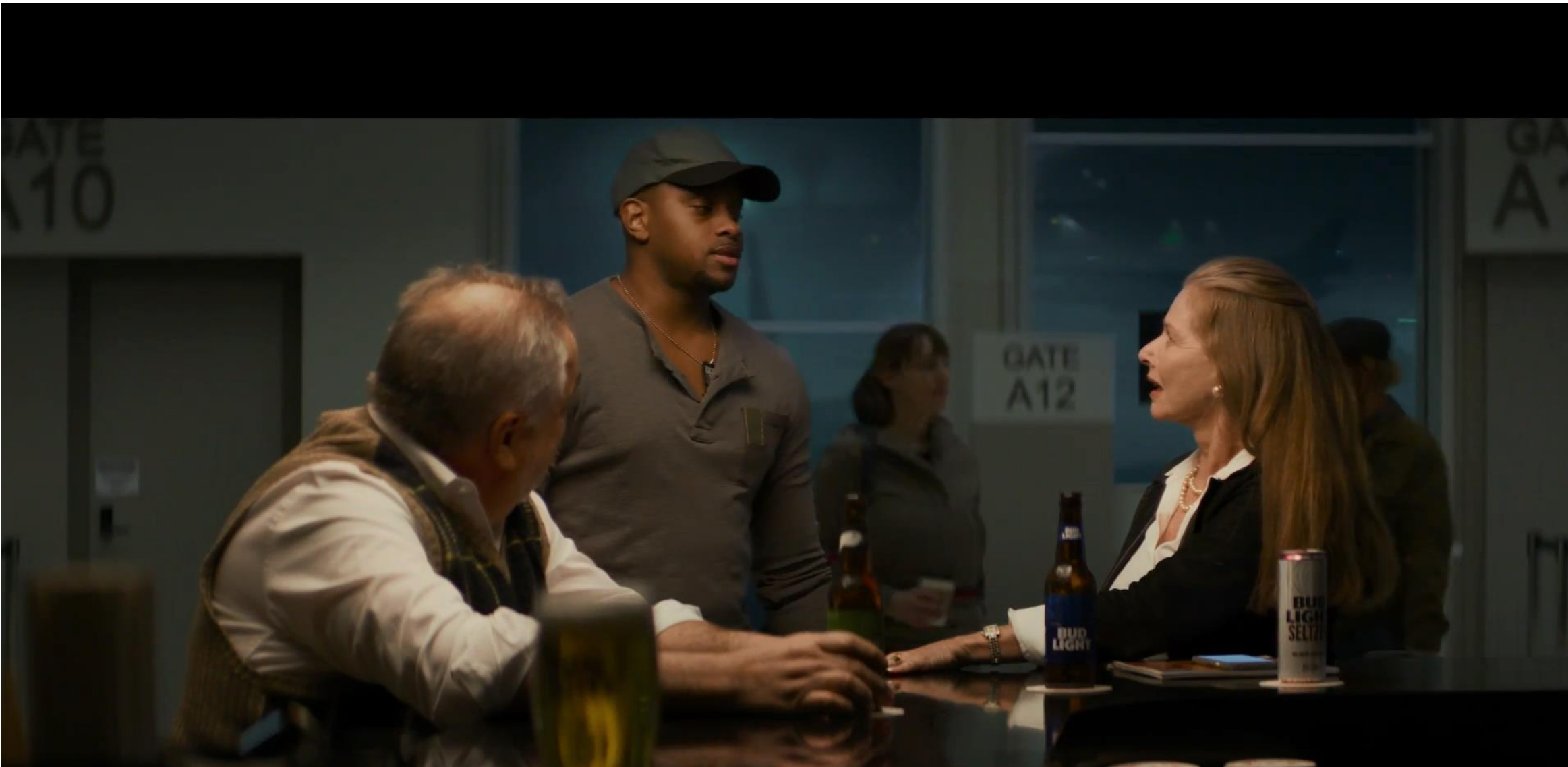
Daily Routine

BY INDEX with minimum composition: 25%



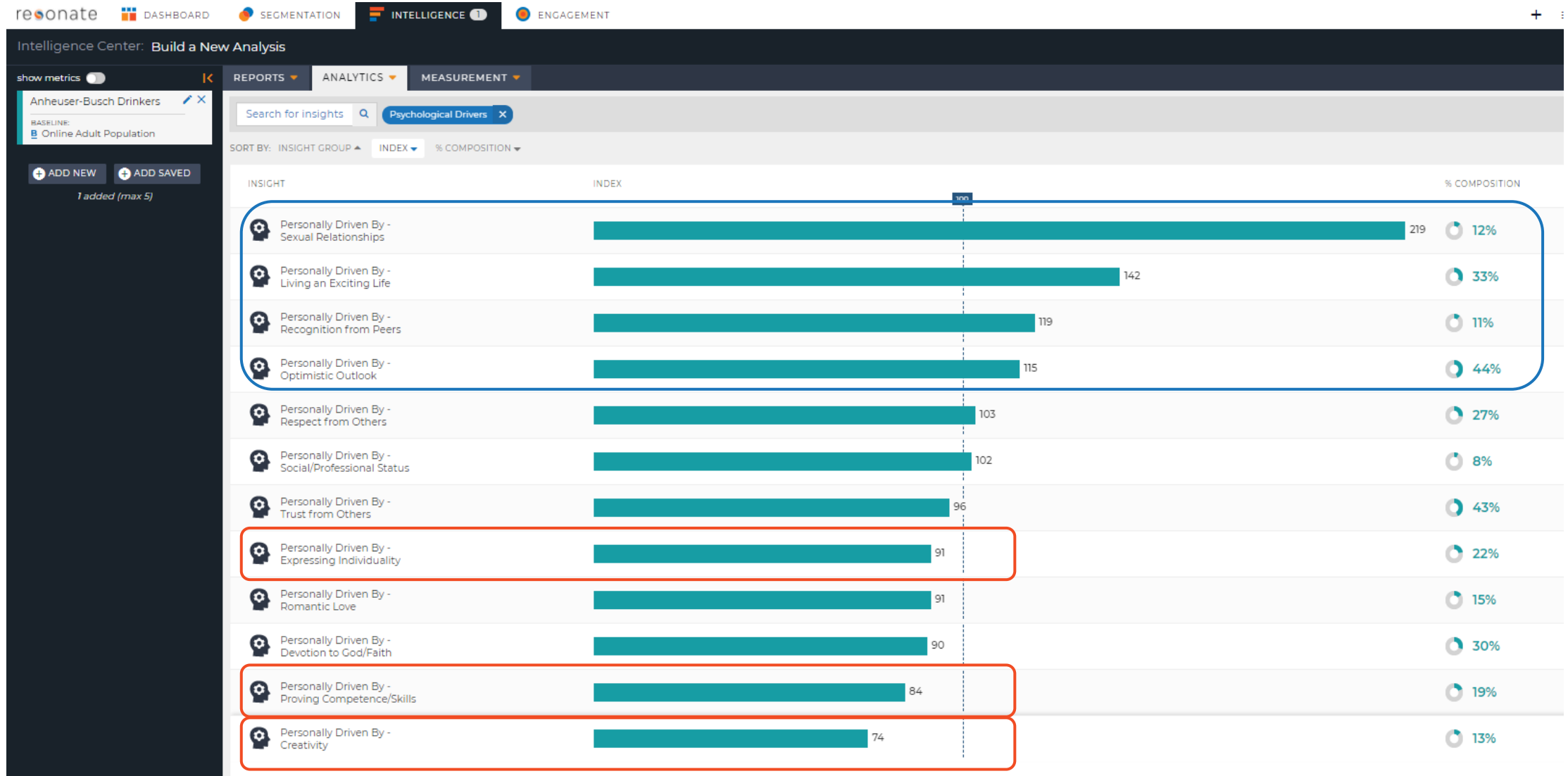
SIMILAR BUT DIFFERENT **KEY DRIVERS**
THAT MOTIVATE THEM

MICROSSEGMENTATION
IGNITES
BRAND



DID THEY GET IT RIGHT?

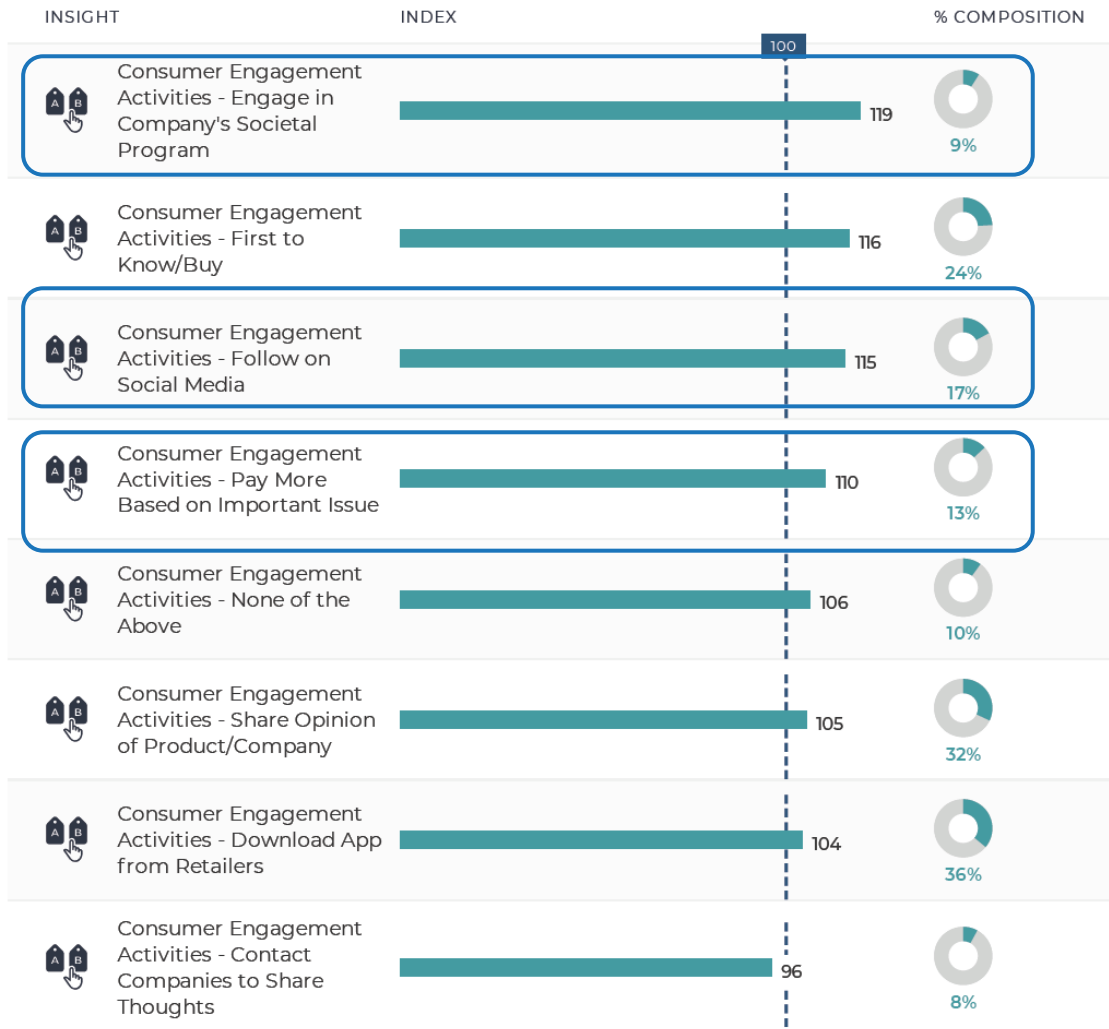
DRIVERS & NON-DRIVERS



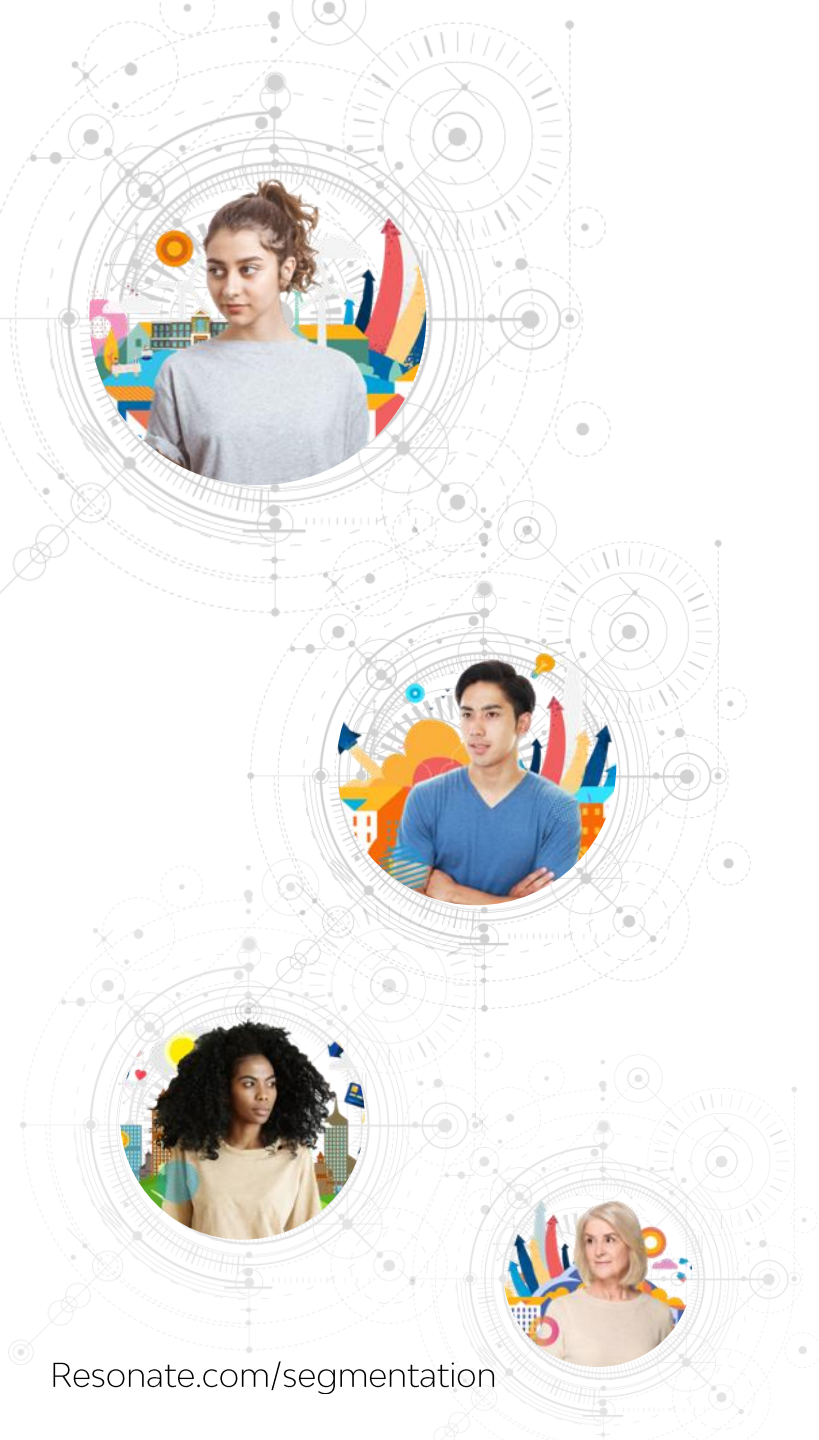
Anheuser-Busch Drinkers

BASELINE: Beer Drinkers | CONTAINS: Survey Data

PROJECTED ADULT POPULATION: 22.6% | 50.3M | ADDRESSABLE: 43.0M

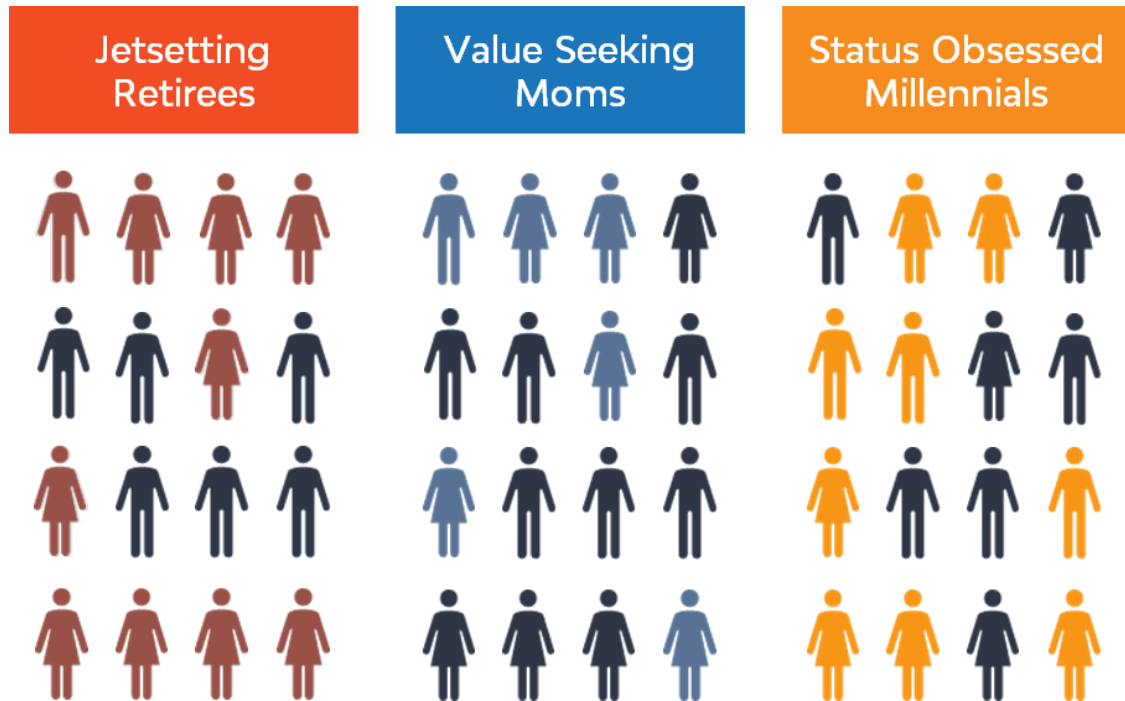


NUANCED
 SEGMENTS
REVEAL
 DIFFERENCES
 THAT
MAKE
A DIFFERENCE



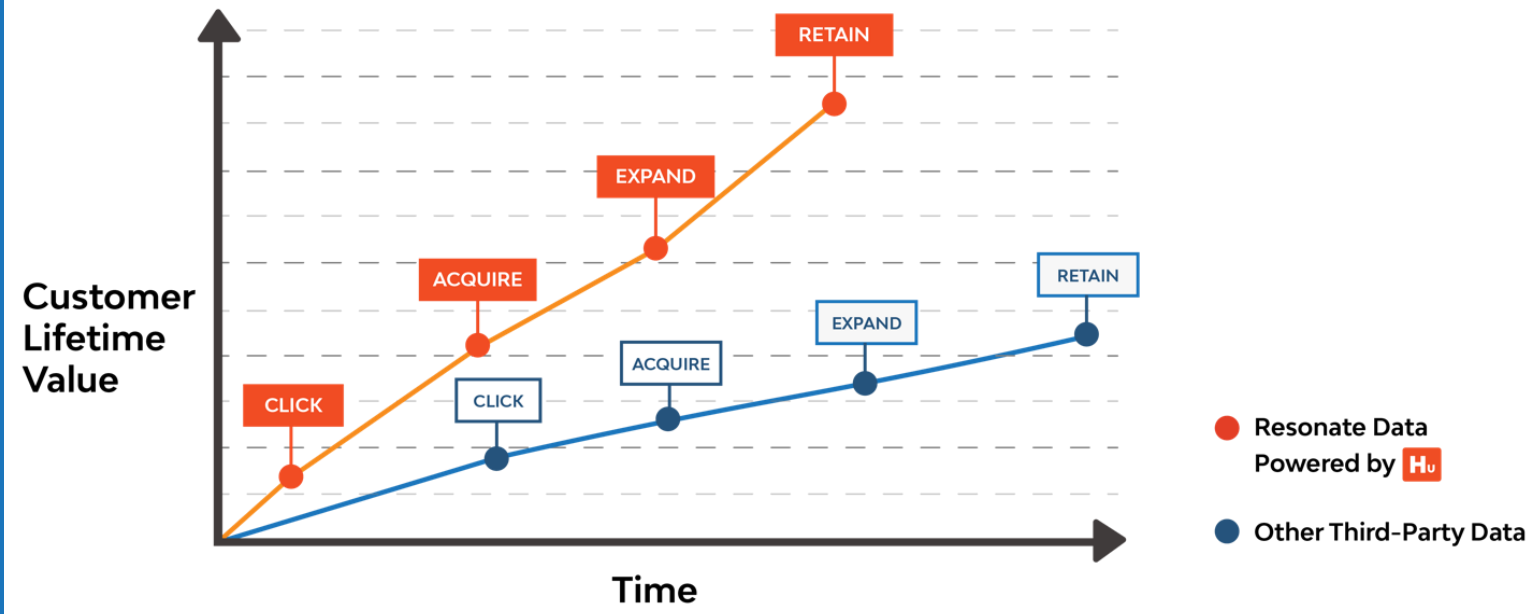
BY UNDERSTANDING THE
HUMANS WITHIN THEIR
SEGMENTS, BRANDS HAVE
AN OPPORTUNITY TO TELL
MORE **PERSONALIZED**
STORIES THAT RESONATE

IT'S TIME TO **MODERNIZE** YOUR SEGMENTATION



- Insight-driven
- Informed with fresh data
- More comprehensive understanding of customers
- Scaled for reach & for accuracy
- Frequent updates
- Actionable
- Measurable

DEEP,
ACTIONABLE
INSIGHTS IGNITE
BETTER
SEGMENTATION
& DRIVE CLV



THE INTERSECTION OF DATA & TECH TO SUPPORT MODERN SEGMENTATION

DATA IN FOR INTELLIGENCE

- Segmentation & Typing Tools
- On-going Custom Research
- Website
- Mobile App
- Custom Database
- Third-Party Data



RESONATE IGNITE PLATFORM

DATA OUT FOR ACTION

- Digital Advertising
- Website Personalization
- E-mail
- Direct Mail
- Database Modeling

13,000+
Data points
per profile

200K+
NCS
Respondents

200M+
Connected
Profiles

LEARN MORE
resonate.com/segmentation

