

re<sup>o</sup>sonate

# FOUR WAYS DATA CAN MAKE OR BREAK YOUR 2021

ANA Data & Direct Marketing  
Conference

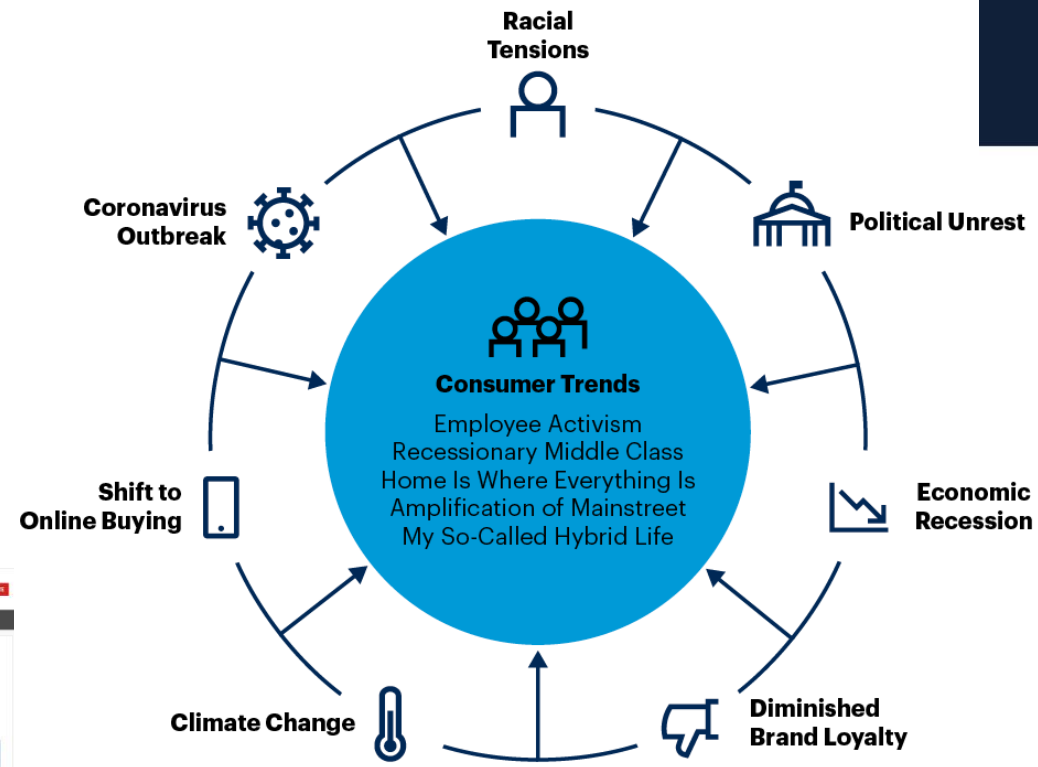
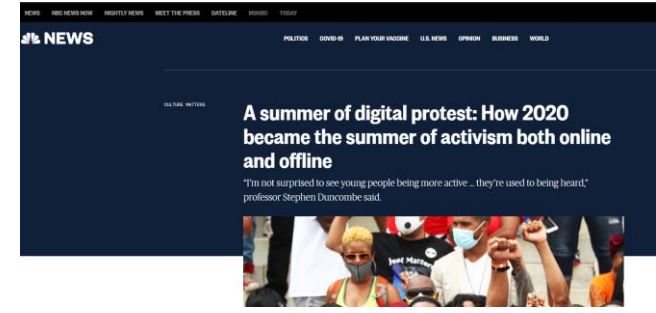
Ericka Podesta McCoy  
Chief Marketing Officer, Resonate





LIFE AS YOU KNOW IT IS FOREVER  
CHANGED

# EXTERNAL FORCES ARE CRUSHING THE CONSUMER



Source: Gartner



# 4 MACRO TRENDS ACCELERATING CHANGE

## More connectivity



- Rising interconnectivity speeds disruption, upending the principles for disruptive innovation
- Free-moving information bypasses—and challenges—existing hierarchies

## Lower transaction costs



- Barriers to entry and costs to achieve scale are evaporating
- Internal bureaucracy presents more friction than external interactions and free-market transactions

## Unprecedented automation



- Increased automation undercuts the mechanistic thinking upon which organizations were created
- 200 years of management thinking on control and predictability become obsolete

## Fundamental societal shifts



- Gen Z and beyond will have new, fundamentally different career aspirations
- Expect more variety and learning, more leadership and promotion opportunities, more social impact, and more career mobility

Source; McKinsey & Co. Organizing for the future: Nine keys to becoming a future-ready company



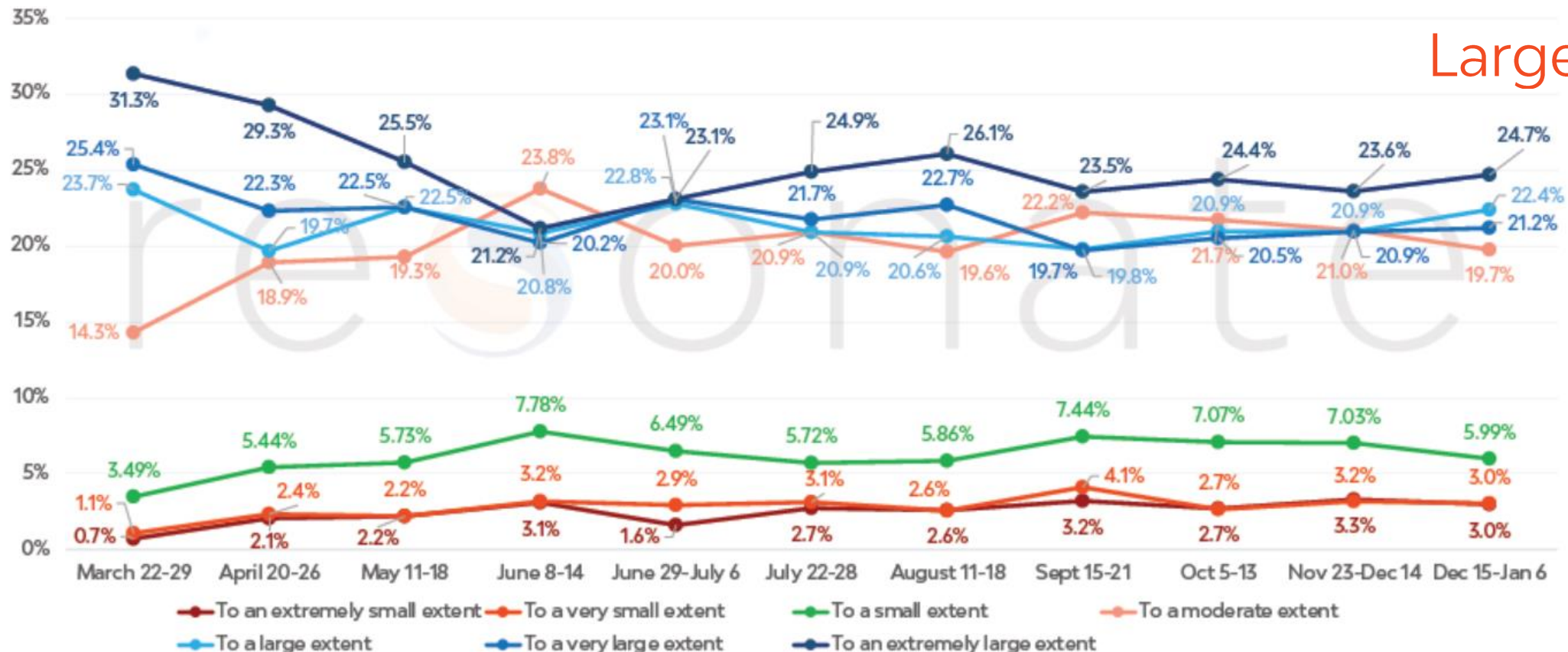
2021 IS THE NEW 2020



# ECONOMIC CONCERNS REMAIN HIGH

68.3%  
Large extent

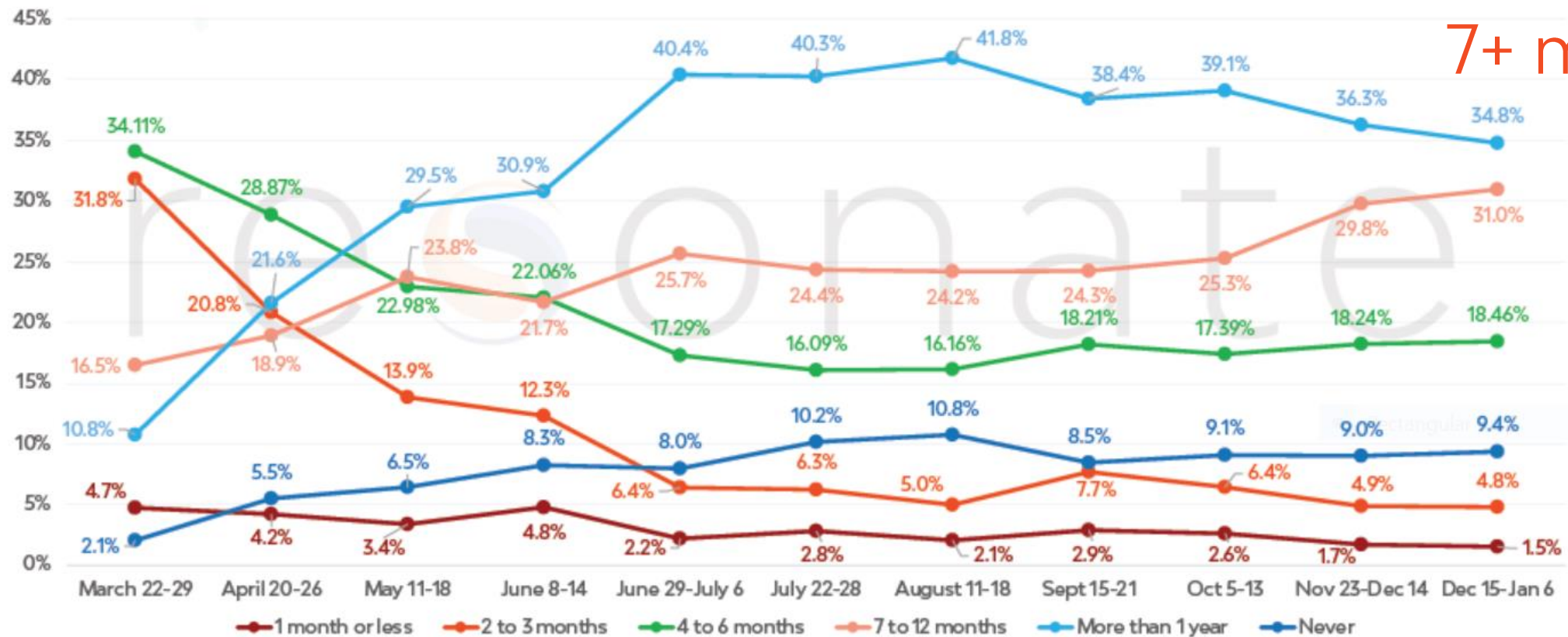
Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?



# CONSUMER SENTIMENT IS DEPRESSED

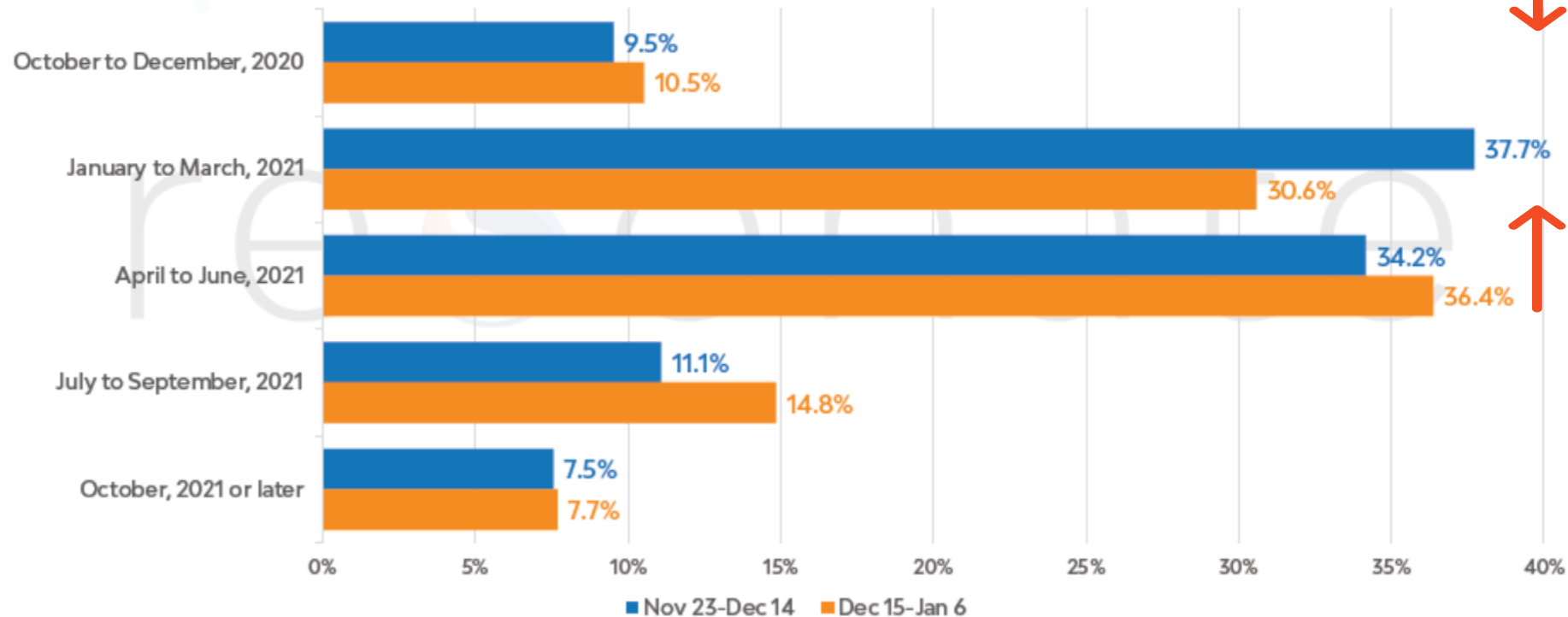
65.8%  
7+ months

Thinking about the coronavirus situation, how soon do you believe that your life will largely return to "normal"?



# REALITY OF 2021 IS SETTING IN

When do you anticipate that a vaccine for the coronavirus will become available to the general public?



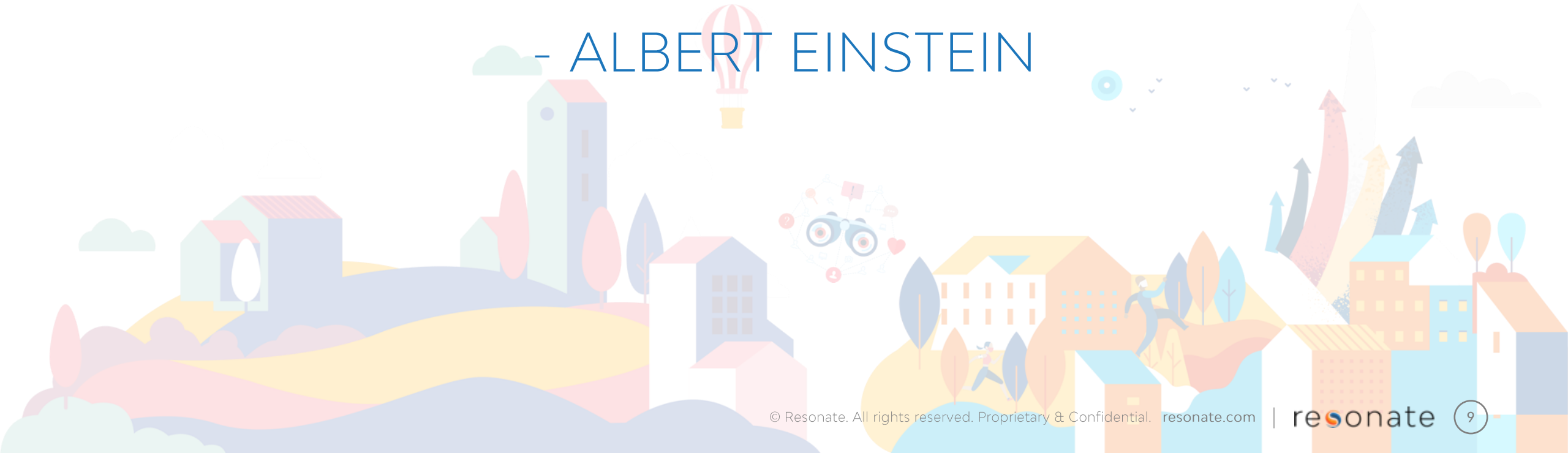
↓ 7.1%pts  
Jan-Mar

↑ 2.2%pts  
Apr-Jun



“IN THE MIDST OF EVERY CRISIS,  
LIES GREAT OPPORTUNITY.”

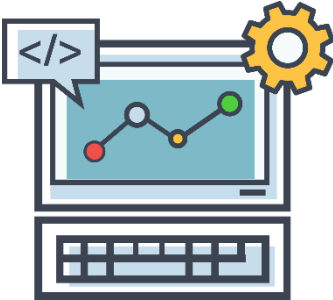
- ALBERT EINSTEIN



# FOUR WAYS DATA CAN MAKE OR BREAK YOUR 2021



TIMELY, RELEVANT DATA



SYSTEMS, TECHNOLOGY, CONNECTIVITY



DEEP HUMAN UNDERSTANDING



ABILITY TO ACT ON DATA & INSIGHTS

# FOUR WAYS DATA CAN MAKE OR BREAK YOUR 2021



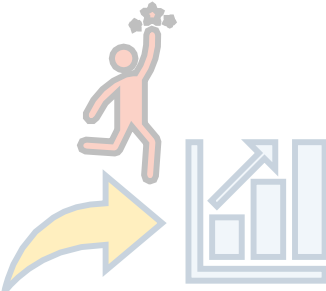
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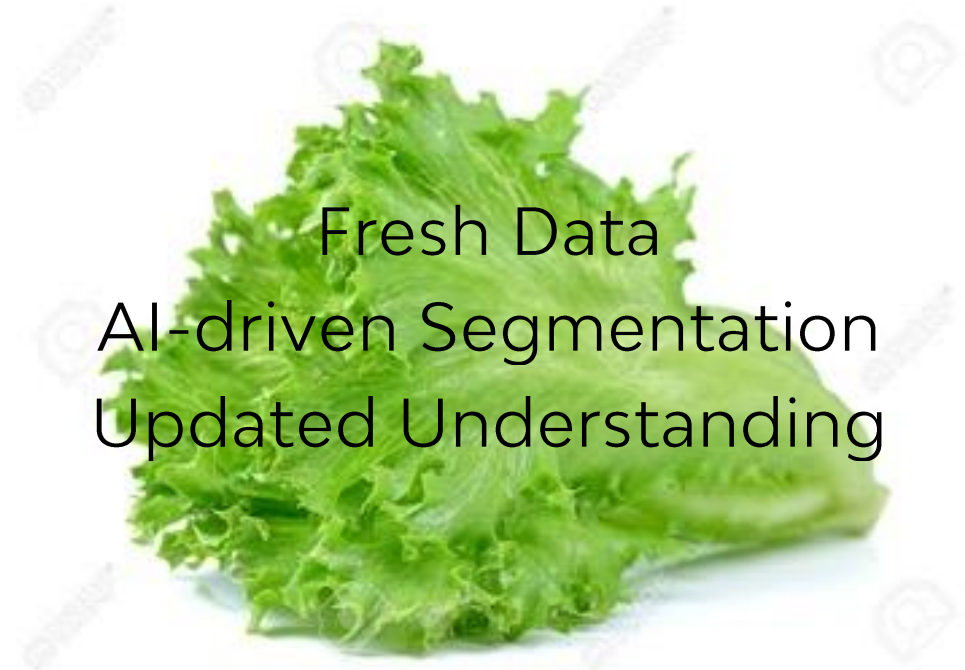
“COMPANIES WON’T SURVIVE THE HARSH ECONOMIC CLIMATE OF 2021 WITHOUT TUNING THEIR PRODUCT AND MARKETING PRIORITIES TO CHANGING HOUSEHOLD NEEDS.”

“AND CMOS CAN’T SHIFT AND RESPOND WITHOUT REGULAR, MORE GRANULAR DRIPS OF CUSTOMER AND BUSINESS DATA.”

Source: Forrester Customer Intelligence Leaders 2021 Predictions



# FRESHNESS MATTERS

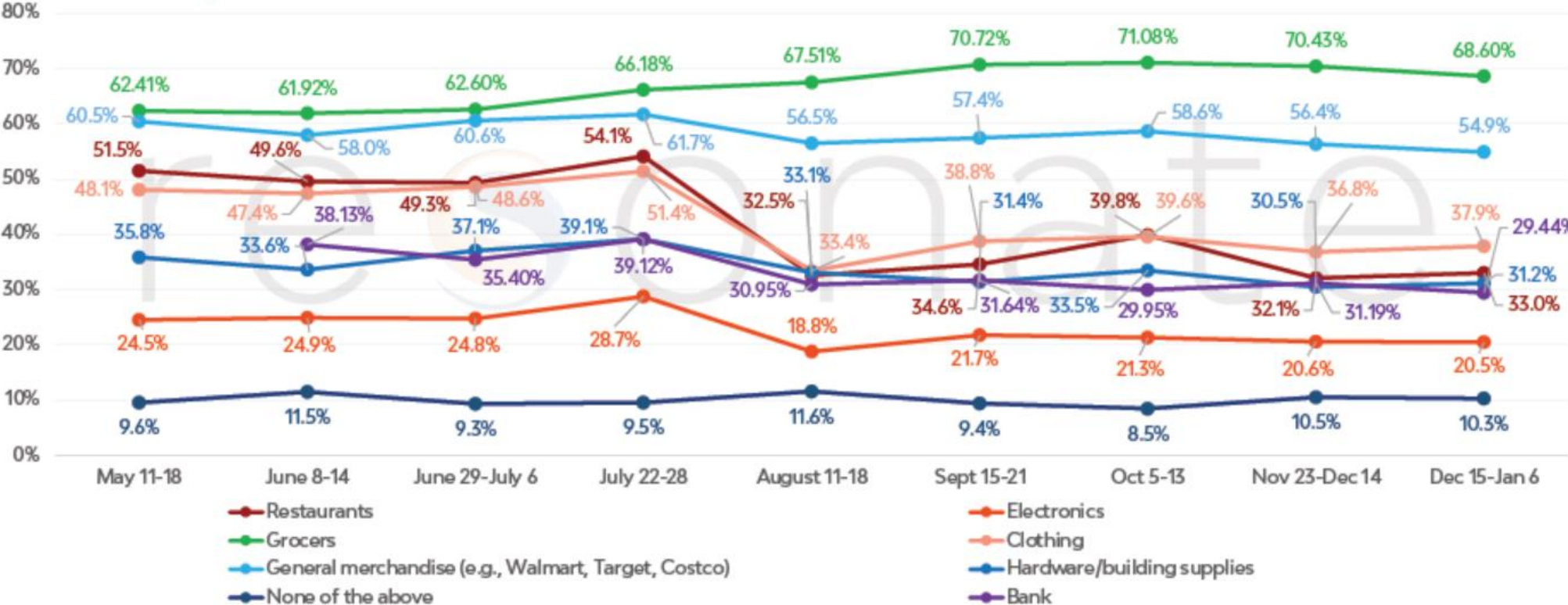




# WHICH STORES WILL SEE FOOT TRAFFIC?

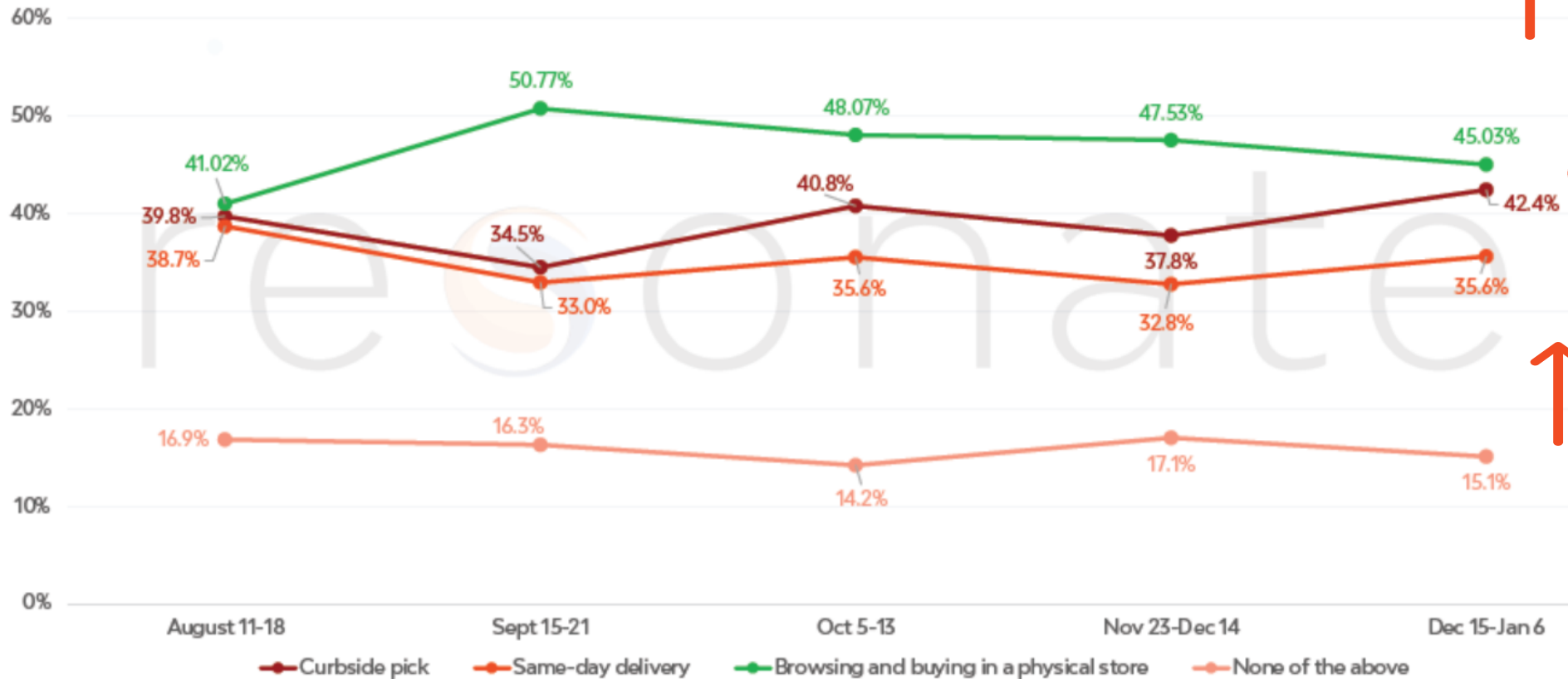
↓ 23%  
June-Dec

Once shops open, which of these types of **shopping** do you believe you will go back to doing at **physical stores, rather than online?**  
Select all that apply.



# MONITOR PREFERENCES AS THEY EVOLVE

Which of the following shopping preferences are now important to you?



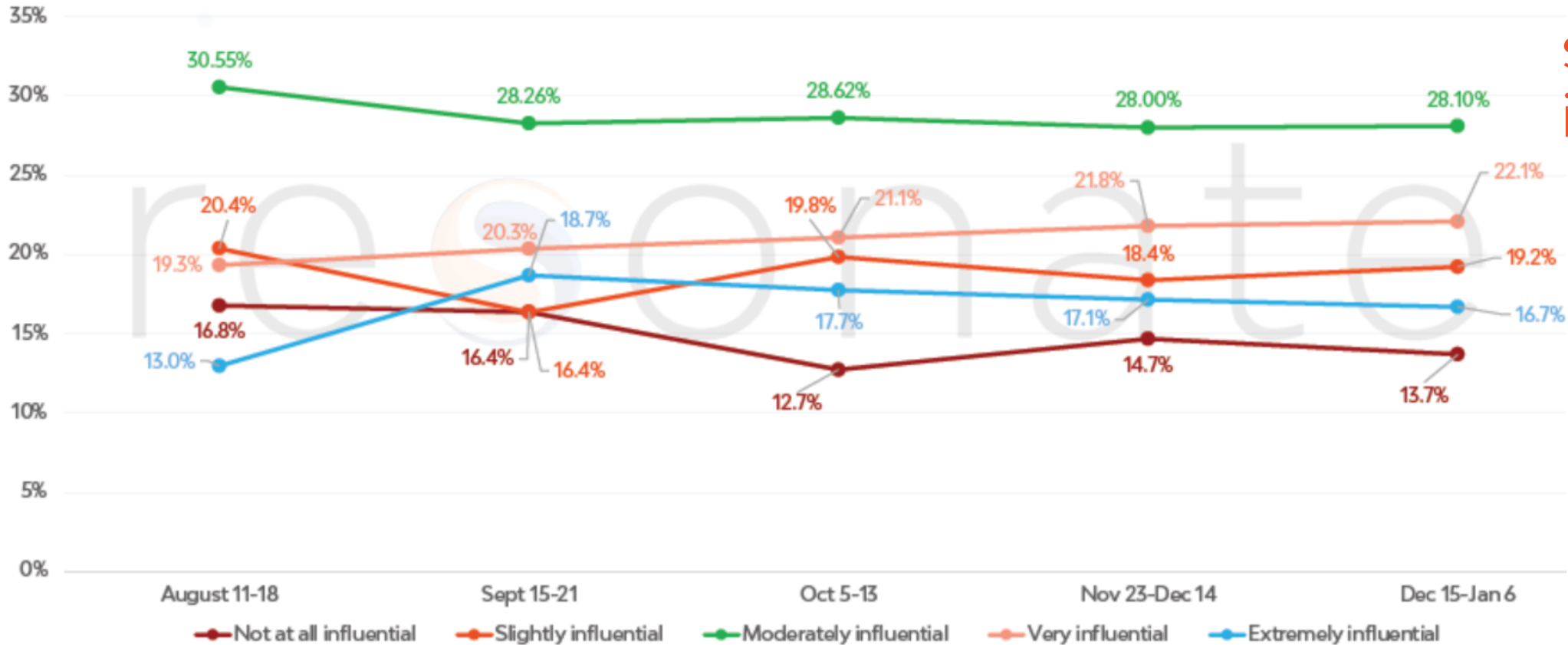
↑6%  
increase in  
curbside  
pickup

↑10%  
increase in  
browsing  
the store

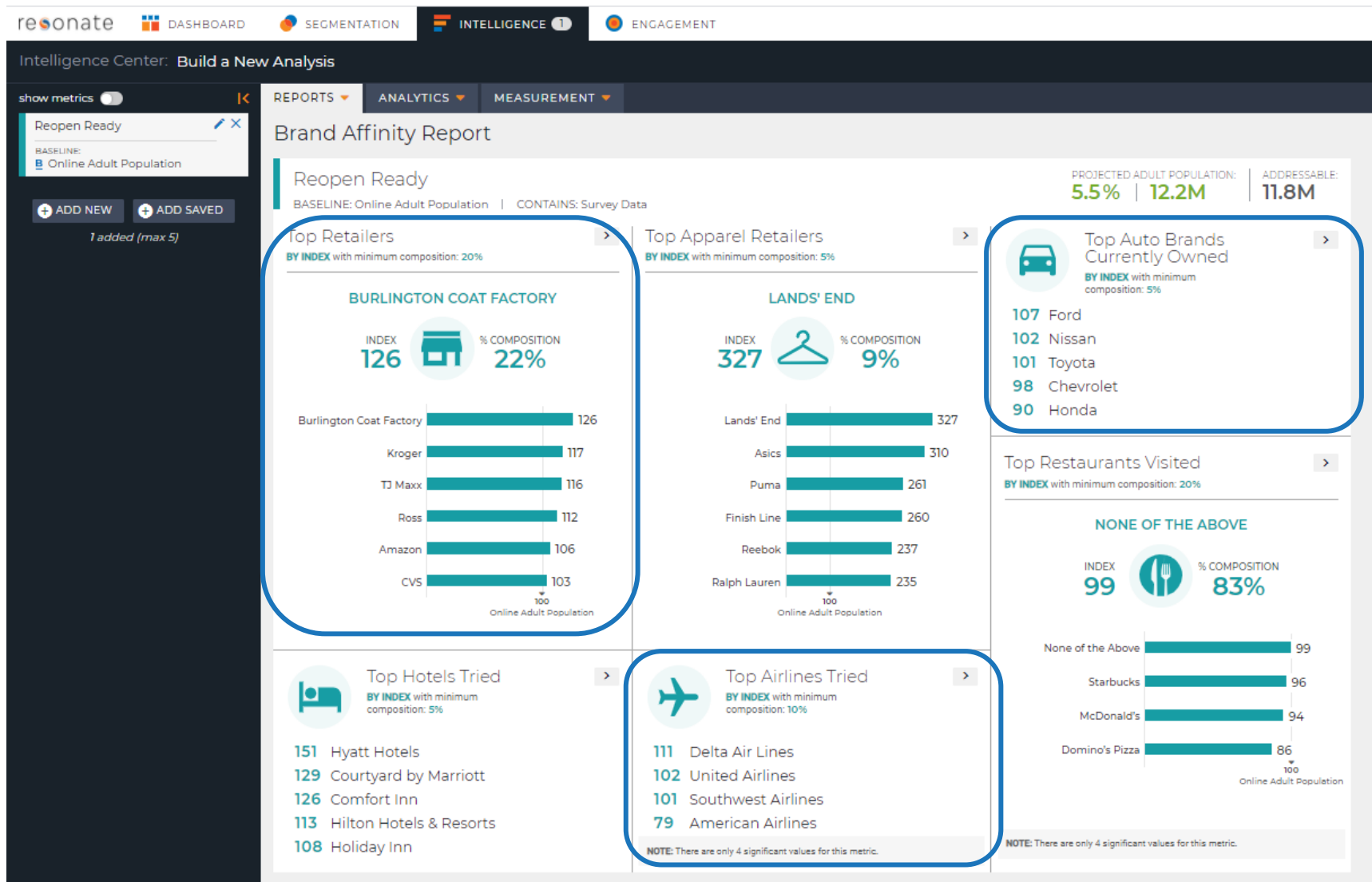
# KNOW FEATURES ARE MOST IMPORTANT TO YOUR MOST VALUABLE AUDIENCES

To what extent does the cost of shipping or delivery influence your decision to shop in a physical store rather than online?

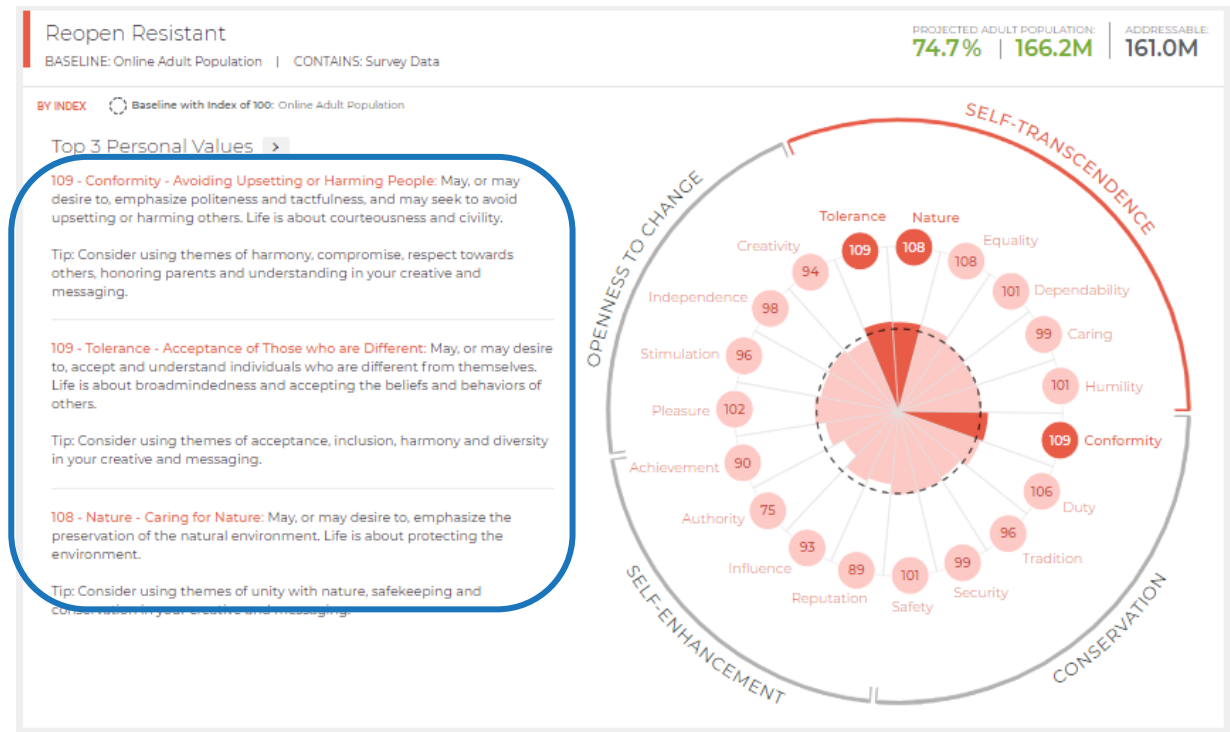
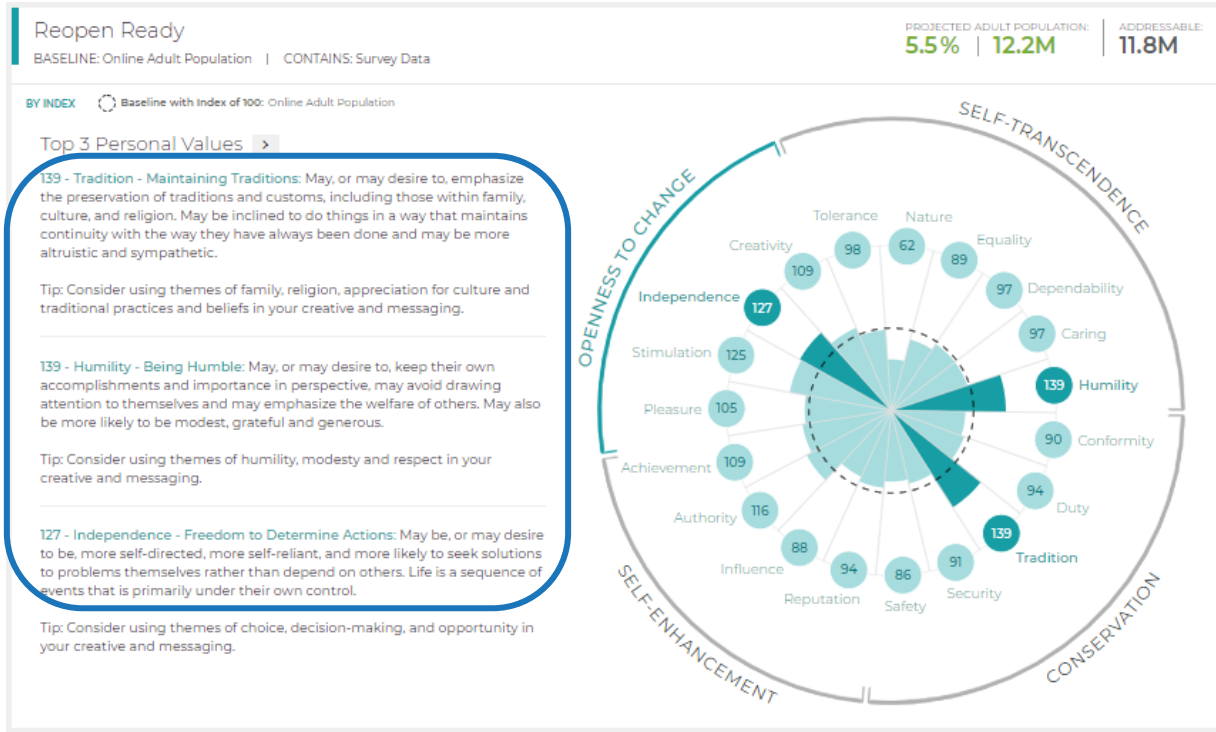
67%  
say it's  
influential



# WHERE ARE THE REOPEN READY SHOPPING?



# HOW ARE THEY DIFFERENT THAN THE REOPEN RESISTANT?

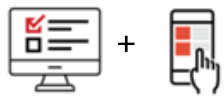




# AI-POWERED DATA SCALED FOR ACTION

## RESONATE SCALED IDENTITY FRAMEWORK

1



LARGEST U.S. CONSUMER STUDY

2



ONLINE BEHAVIORS & CONTEXT

3



AI & MACHINE LEARNING

4



HUMAN ELEMENT  
200M+ CONSUMER PROFILES

RESONATE IGNITE PLATFORM  
Fresh data at the individual level connected to your ecosystem

### RESONATE IGNITE BY THE NUMBERS

- 200,000 Responses Refreshed every 6-8 weeks
- Covid and recent events data every 2-3 weeks)
- 200 Million Profiles
- 10 Billion Daily Web/Mobile Observations
- 600 Million Connected Devices
- 13,000+ Proprietary Data Elements
- 130 Billion Daily Predictions

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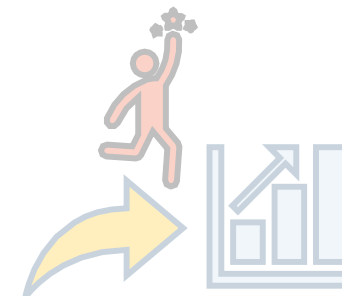
TIMELY, RELEVANT  
DATA



SYSTEMS,  
TECHNOLOGY,  
CONNECTIVITY



DEEP HUMAN  
UNDERSTANDING



ABILITY TO ACT ON  
DATA & INSIGHTS

# YOUR AUDIENCE IS HUMAN



**BIG BOX SHOPPER**  
**AGE 25-34, 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 25-34**

**Female**

**2 children**  
**Household**  
**income**  
**\$75-100K**



**BIG BOX SHOPPER**  
**AGE 25-34, 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

# PURCHASE DRIVERS OF HISPANIC SUB SEGMENTS VARY

**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

# CULTURAL AFFINITY & GEOGRAPHIC NUANCE 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**

re**sonate**



# UNDERSTAND THE EVOLVING HUMANS



A dynamic, holistic view of a person that combines core attributes like demographics and psychographics, and contextually relevant digital & physical cues with values and motivations to reveal why we choose, buy, advocate or abandon a brand.



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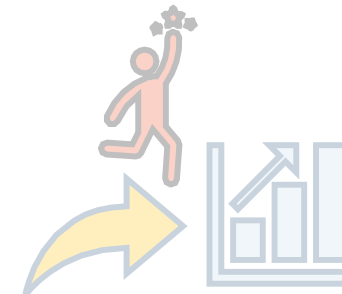
TIMELY, RELEVANT  
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# TECH REPRESENTS THE LARGEST PORTION OF MARKETING BUDGETS



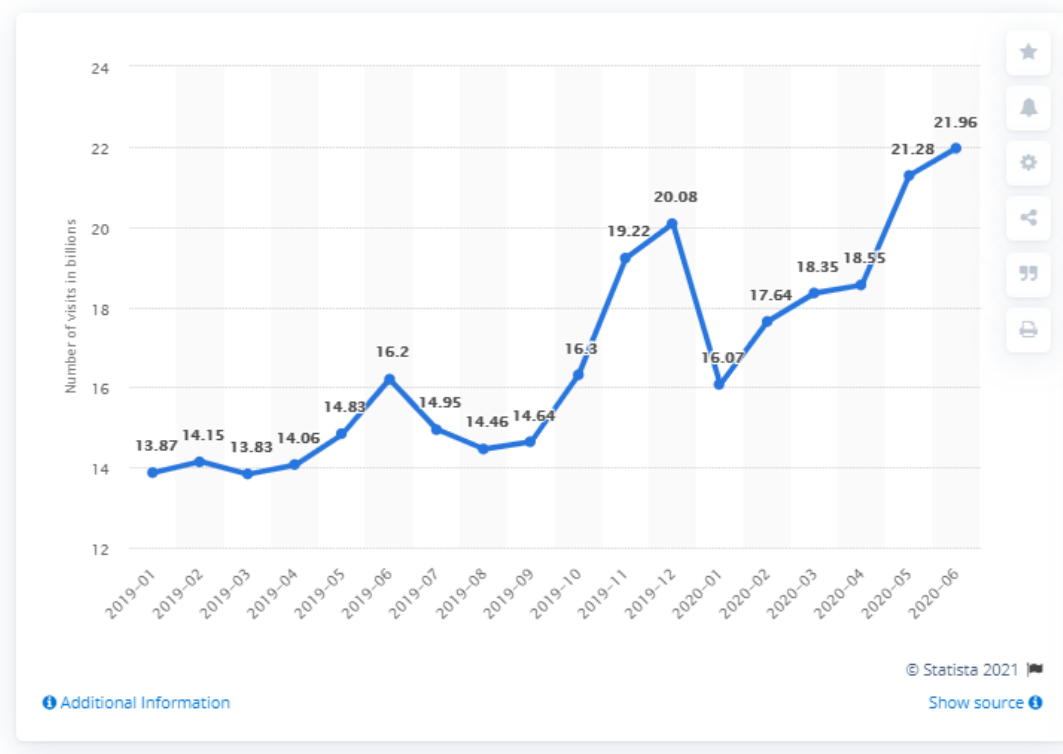
## YET MARKETERS USE ONLY 58% OF TECH CAPABILITIES



# COVID-19 ACCELERATED E-COMMERCE GROWTH

Coronavirus impact on retail e-commerce website traffic worldwide as of June 2020, by average monthly visits

(in billions)



# 50%

According to Gartner's 2020 Consumer Behaviors and Attitudes Survey, half of consumers have increased their frequency of online shopping.

# RETAILERS HAVE A TON OF TECH TO CHOOSE FROM

## The Retail Store Tech Market Map

### Digital Displays



### AR / VR



### Guest Wi-Fi



### In-Store Analytics & Marketing



### In-Store Financing



### Bots & Chatbots



### Smart Receipts



### Omnichannel Services



### Inventory Management



### Shelf Monitoring



### Loyalty



### Smart Dressing Room



### Smart Shopping Carts



### Automated Checkout



### Payment Technologies



### Workforce Tools



### Real Estate

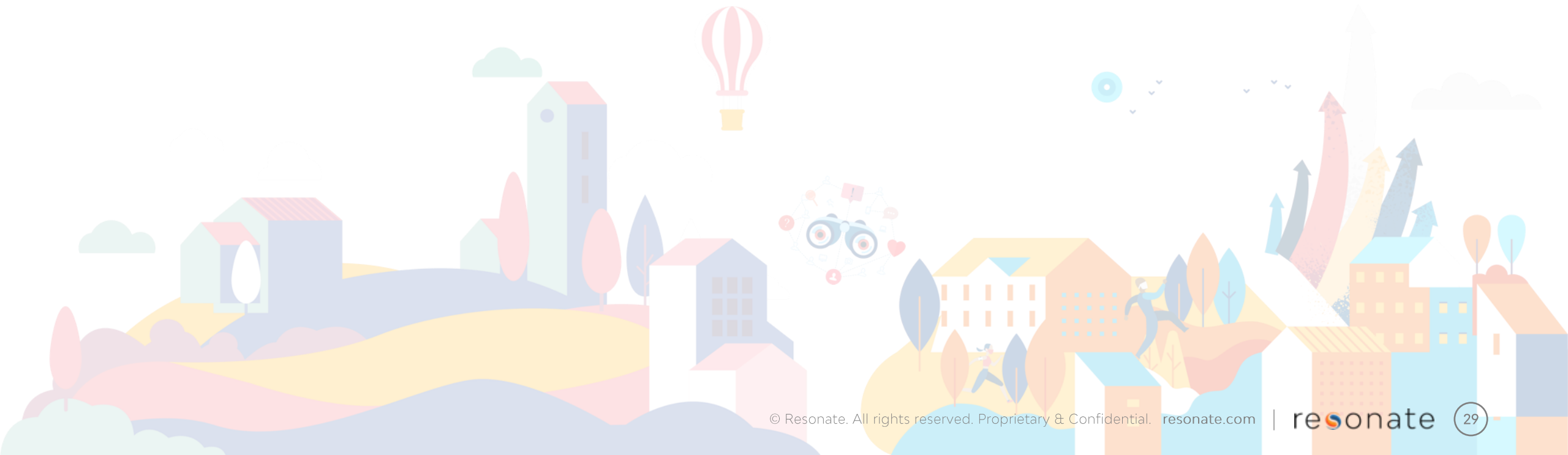


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“MOST OF ALIBABA’S OPERATING DECISIONS ARE MADE BY SMALL TEAMS INFORMED BY MACHINE LEARNING AND CREATIVE APPLICATIONS OF DATA.”

Source; McKinsey & Co. Organizing for the future: Nine keys to becoming a future-ready company



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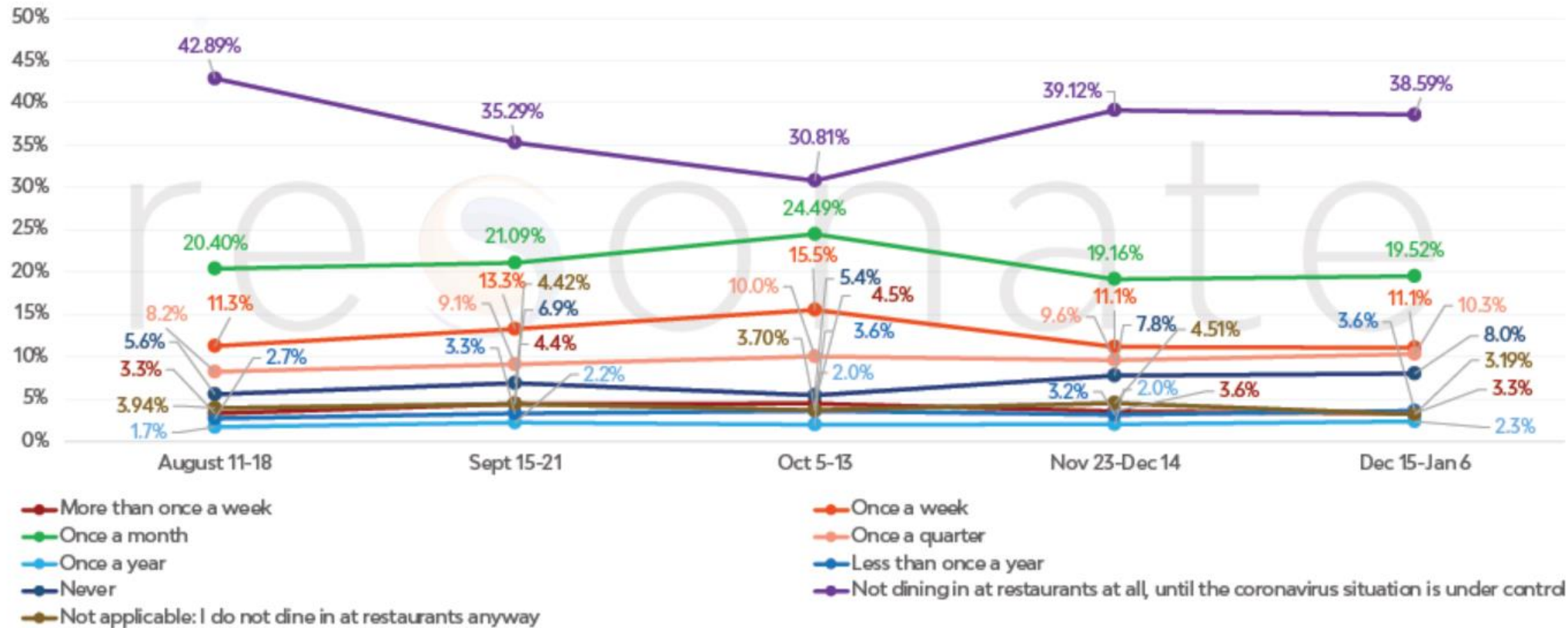
ABILITY TO ACT ON DATA & INSIGHTS

“BY SEIZING UPON DATA’S ABILITY TO CONNECT AND SCALE, THESE COMPANIES WILL BE ABLE TO DEVELOP NEW PRODUCTS, SERVICES, AND EVEN BUSINESSES IN FAST RELEASE-AND-UPGRADE CYCLES”

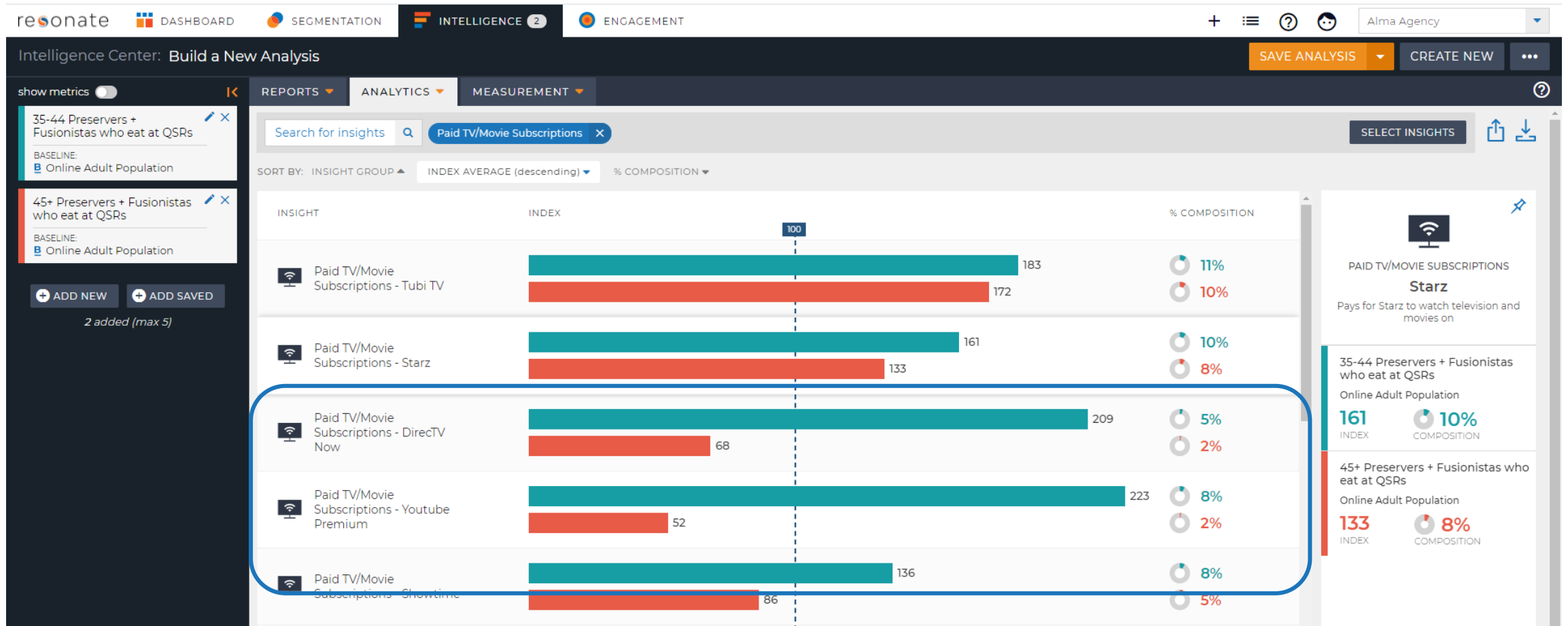
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# FIND THE POCKETS OF POTENTIAL

How frequently are you now dining in at restaurants?



# UNDERSTAND THE HUMANS & WHERE TO REACH THEM





# ACTIVATE FOR GROWTH

resonate **DASHBOARD** SEGMENTATION INTELLIGENCE 2 **ENGAGEMENT** + [Menu] [Help] [User] Alma Agency

Engagement Center: Your Activation Options [ACTIVATE AN AUDIENCE](#) [VIEW DELIVERIES](#) [More]

Resonate Partners  
Resonate is integrated with many DSPs, DMPs, and Platforms.

DIGITAL ACTIVATION

- Display & Video 360 (Formerly DBM)
- Google Ad Manager (Formerly DFP)
- MediaMath
- theTradeDesk
- Adobe Advertising Cloud (Formerly TubeMogul)
- amazon
- AMOBEE
- LiveRamp (Any vendor that's integrated with LiveRamp via our partnership)

SOCIAL ACTIVATION

- facebook or Instagram
- Pinterest
- SNAPCHAT
- Twitter

DATA MANAGEMENT

- Adobe Audience Manager
- ORACLE bluekai
- AMOBEE

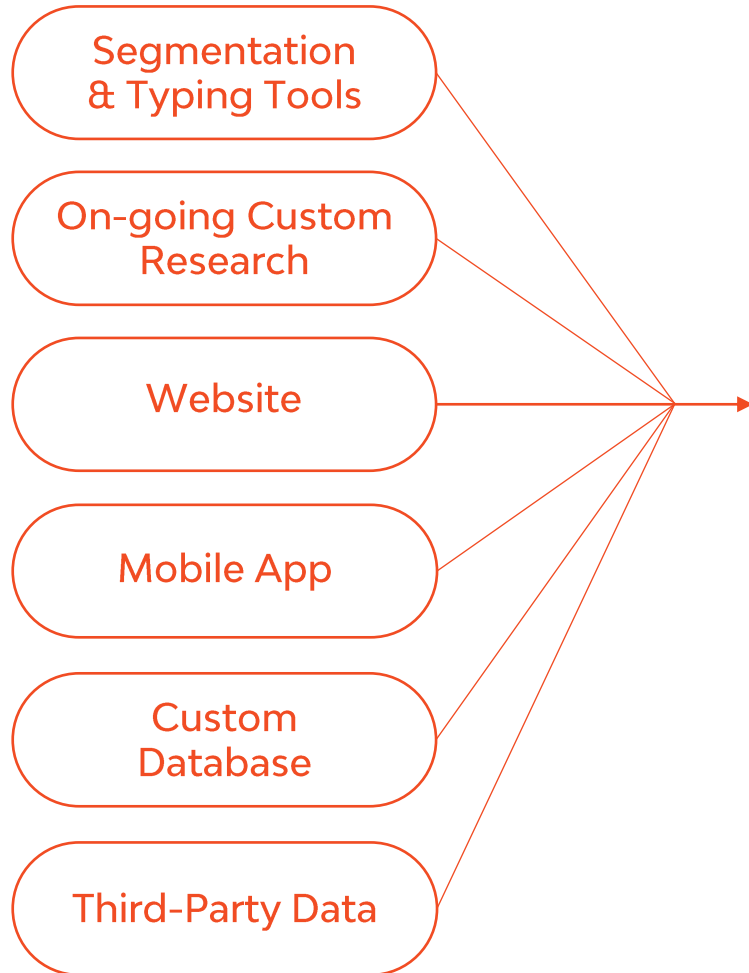


# IT'S NOT ENOUGH TO DEMOCRATIZE DATA: FIRMS MUST DEMOCRATIZE INSIGHTS-DRIVEN DECISION-MAKING.

Source: Customer Intelligence Leaders 2021 Predictions

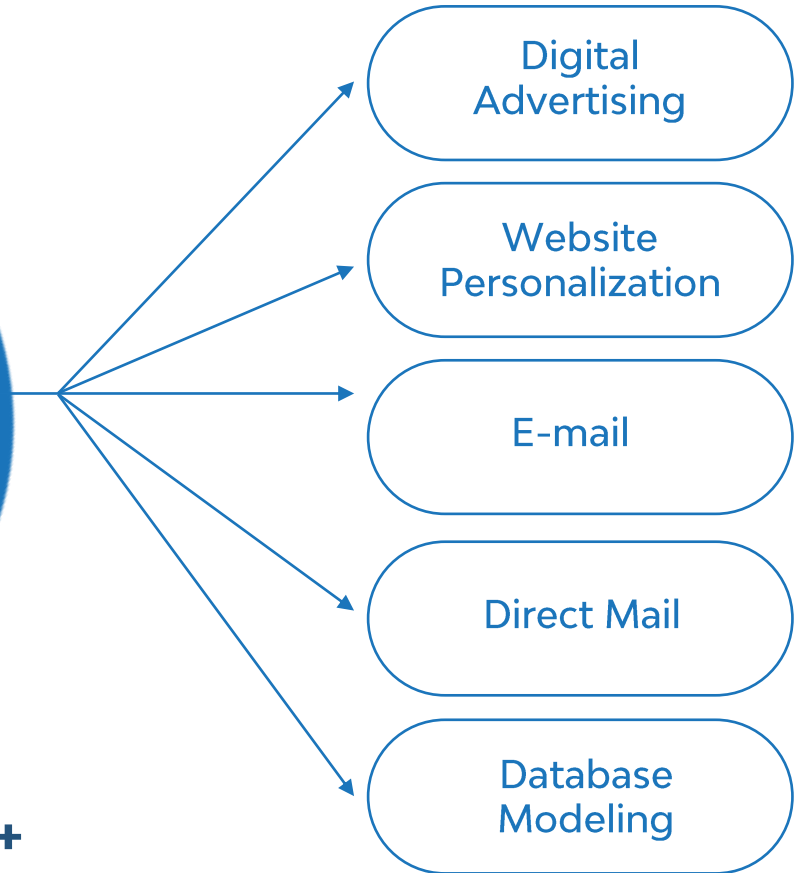
# THE INTERSECTION OF DATA & TECH

## DATA IN FOR INTELLIGENCE



**13,000+** Data points per profile  
**200K+** NCS Respondents  
**200M+** Connected Profiles

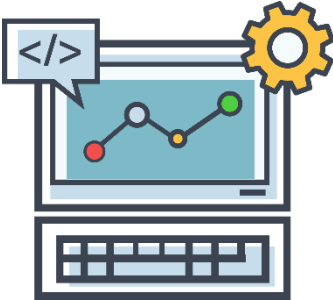
## DATA OUT INTO ECOSYSTEM



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