

Measure the Audiences You Move — Not Just the Impressions You Serve.

**Win your next campaign with smarter strategy
grounded in accurate supporter measurement.**

Political and advocacy teams need more than post-election diagnostics — they need a rich understanding of how messaging is landing with the supporters who matter most. Traditional brand lift tools often measure the wrong people or rely on generic demographic proxies. Resonate Lift & Learn changes that by basing measurement on audiences created from our comprehensive data, giving you a true read on how priority supporters are responding while you can still act.

Insights that drive action

Resonate Lift & Learn captures how campaign exposure shifts sentiment, recall, and awareness among the supporters you most need to persuade or mobilize — giving you actionable clarity on message effectiveness, fully managed by our political media experts.

Reach the real audiences you need to influence: Sharpen targeting with the most comprehensive voter and donor intelligence so your lift results reflect the supporters most likely to engage or donate.

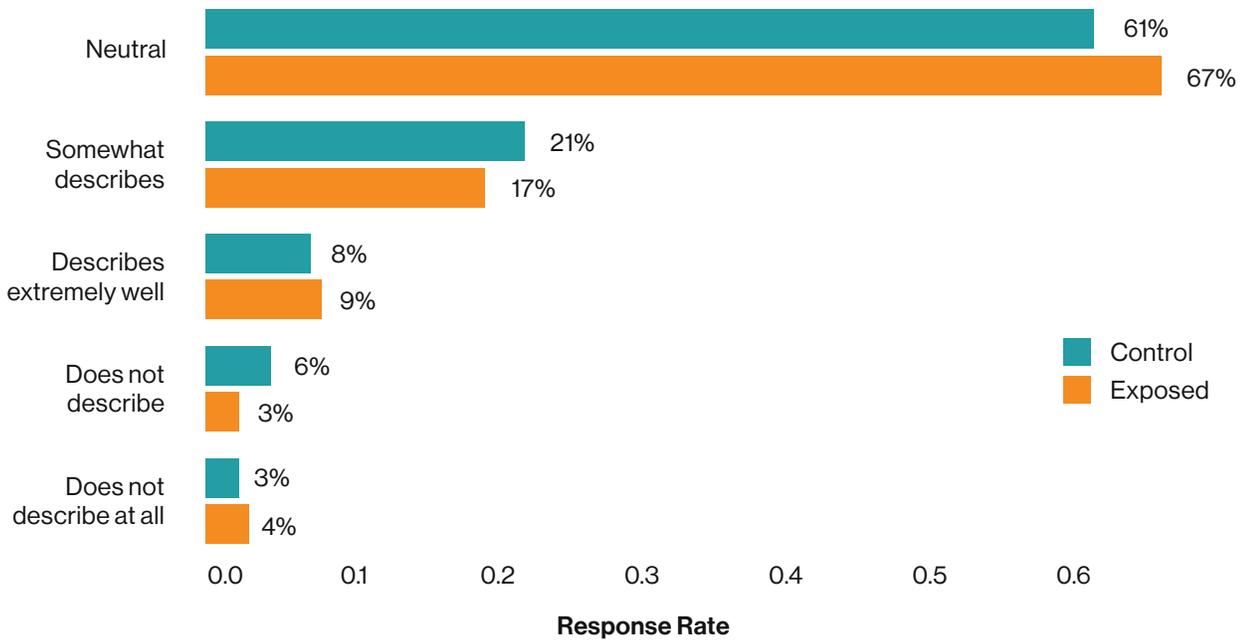
Prove impact when it matters most: Learn what resonates with priority supporters early enough to reduce waste and optimize every dollar.

Strengthen planning with deeper supporter understanding: Use media tagging insight into values, motivations, and intent to guide future messaging strategy and audience planning.

Eliminate the cost and complexity of traditional brand lift: Get fast, turnkey measurement without expensive third-party studies or heavy impression thresholds.

Lift & Learn Win: Strengthening a Brand's Reputation

A national brand needed to shift opinion around employee treatment. Using Resonate, they verified positive lift among exposed audiences and reinvested \$1.3 M to extend the campaign based on proven impact.



Responses to a brand-descriptor question showed exposed audiences shifting out of neutrality and into stronger positive terms, demonstrating meaningful lift that traditional metrics can't capture.

Win your next campaign with Resonate

With clear visibility into how supporters recall and respond to your message, you can make more confident decisions about which audiences to prioritize and which creative themes strengthen impact. Lift & Learn ensures your measurement reflects the right supporters — built on the deep comprehensive audience intelligence that Resonate brings to every campaign.

Resonate is more than a managed media service, we're a consumer intelligence company rooted in politics and advocacy since 2008, with world-class partnerships across 1,600+ political and advocacy causes and campaigns.

We're the only partner combining best-in-class programmatic expertise, unmatched dynamic consumer intelligence, and reputable white-glove service to achieve outcomes like these:

<p>130%</p> <p>Increase in speed to insight</p>	<p>304%</p> <p>Avg ROI for clients</p>	<p>50%</p> <p>Increase in ROAS</p>	<p>51%</p> <p>Saving in data costs</p>
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Are you ready to sharpen your strategy based on real campaign insight?

[Schedule a Consultation](#)