

How to Drive Greater Acquisition & Retention with Predictive Consumer Data

You don't have to replace your entire tech stack or do a top-to-bottom overhaul to increase your customer acquisition and retention rates. Often, your team will get a lot of value out of just simply adding better data to what they're currently using. Resonate's AI-powered consumer intelligence is flexible. It complements and enhances what you already have in place.

Why Use Resonate Data?

The foundation of our predictive consumer intelligence starts with the Resonate-owned, largest continuously fielded US Consumer Study. We also use offline demographics and identity markers, along with 30B+ daily observed digital behaviors. Our deep, predictive learning framework, rAI, links these sources and scales predictions to the full US population.

This enables us to provide a truly comprehensive 360-degree view of each consumer with 12K+ insights across demographics, psychographics, media consumption, behaviors, preferences, and intent. While other providers might tell you who someone is, with Resonate, you understand who they are, what drives them, and what they're likely to do next, as well as the why behind their behavior. These insights are critical to moving the needle in your direction.



A leading direct mail provider seeking market differentiation **increased sales by 22%** by integrating Resonate predictive intelligence into its segmentation strategy and advanced data workflows

How to Supercharge Your Acquisition & Retention Efforts

If you're on the Marketing Team:

Predictive Targeting Lists

Resonate's rAI-powered Predictive Modeling supercharges your data with earliest intent, and fast-moving behavioral signals to pinpoint and deliver your next-best and at-risk customers directly in your customer files or your campaign platforms.

Off-the-Shelf Precision Audiences

Teams can instantly target 1K+ high-performing pre-built or custom segments specific to your needs directly in your campaign platforms for fast campaigns that get more out of every media dollar.

Website Personalization

Resonate's rAI Website Personalization solution equips teams with predictive data that reveals who visitors are, what they care about, and why they act, before and after they authenticate. By combining dynamic intent, preferences, and psychographics, teams can instantly tailor web experiences at scale, increasing engagement, conversion rates, and the performance of their digital ecosystem.

Managed Services

Extend the power of your team with Resonate's white-glove Managed Services. Our experts will build hyper-targeted audiences for you and plan, execute, and measure campaigns that align with your values and your bottom line.

If you're on the Data Science Team:

Data Enrichment

Resonate offers enrichment solutions enabling you to take our powerful data into your own environment. One of those solutions is Resonate Append, where we append attributes to your individual consumer records to help fill gaps and complete your understanding of consumers. This solution supports your audience analysis, targeting, segmentation, personalization, and modeling, for improved performance.

Ready to enhance your acquisition and retention strategies with AI-powered data? Schedule a consultation with a Resonate data expert today!

Schedule a Consultation