

# ***SUPERCHARGE Your Agency***

## ***THE RISE OF THE AGENCY AVENGERS***

2020 has proven to be a year of seismic shifts. The agency world has seen massive layoffs, radical drops in media spend and clients re-focusing priorities to adapt to crisis and learn to exist in a new normal.

And, in the midst of this climate where the only constant is change, you're wondering, "How do we survive?" Luckily, the Agency Avengers are poised to catapult into the next stage of their business. They're harnessing their powers, igniting their deep, dynamic insights and supercharging their campaigns with the help of Resonate consumer intelligence.

From the Chief Strategy Officer to the Vice President of Consumer Insights, to the Creative Director and beyond, these Agency Avengers know that the new normal means working in a collaborative environment and embracing a nimble, insights-driven approach to strategy. Resonate has the roadmap to success with real-time data, custom research, AI-driven insights and seamless activation. These powerful solutions are guiding agency leaders into a new data-driven universe that's cost-effective and equally powerful for winning new business and drawing the best performance out of existing client campaigns. They're leaving slow, legacy providers behind and catapulting their agencies into a fast, AI-led stratosphere.

Want to join this elite group of Agency Avengers? Buckle up and join us.

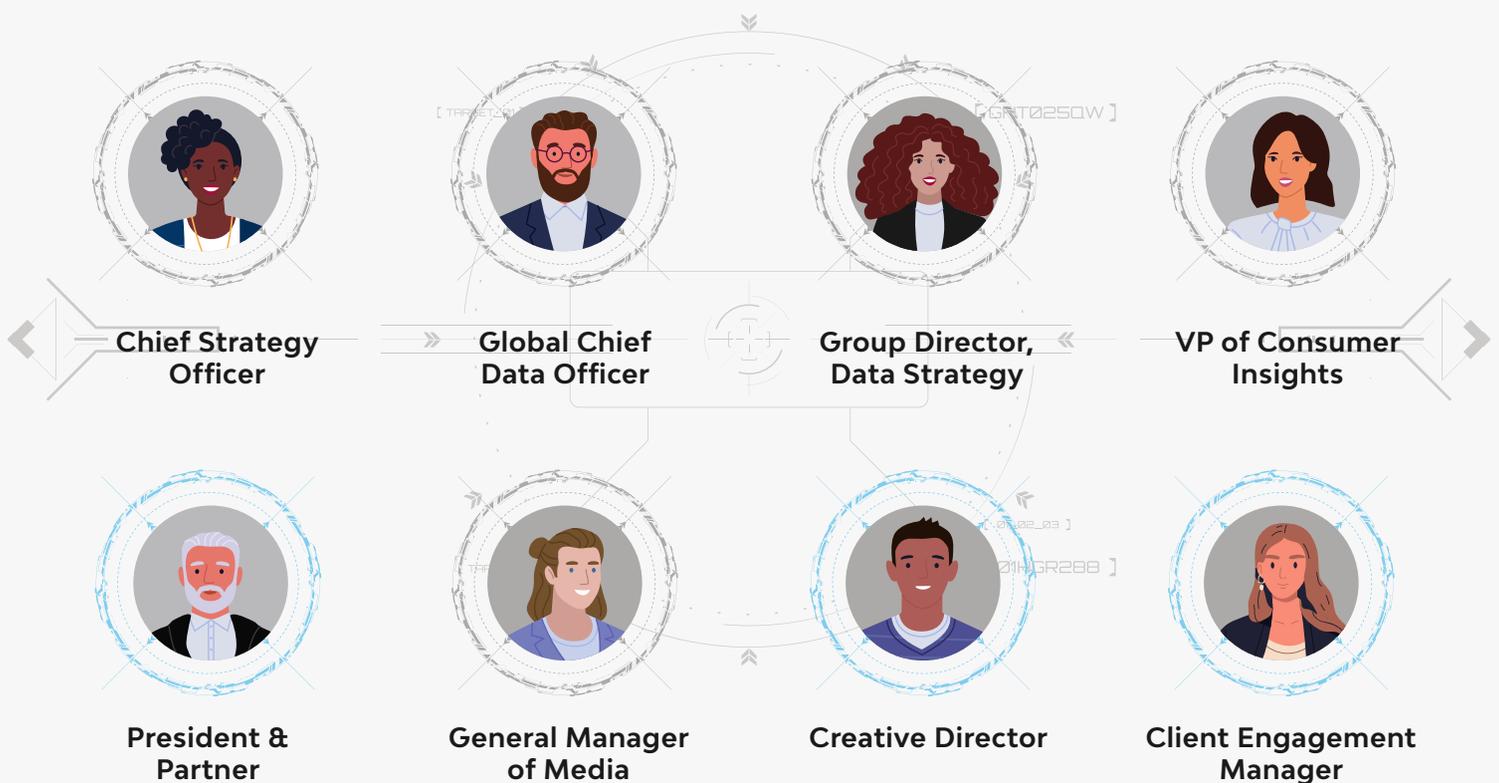


# INTRODUCTION

We're living in a fast-paced, data-driven world. From the coronavirus pandemic to the call for anti-racism, cultural and consumer changes are occurring day to day and hour to hour. Clients are looking to agencies, like yours, to lead the way in turning data into actionable insights and measurable results — particularly when messaging and campaign shifts can happen on a dime. You must be smarter, FASTER and savvier than the other agencies bidding on your dream client's business.

From winning new business to expanding contracts and lowering costs, the key to success is finding an agile solution that helps your teams, or Agency Avengers, collaborate seamlessly and bring their A-game every day. We empower you to work efficiently across all teams and create a unified strategy that drives marketing wins for your clients — and helps you capture new business while expanding existing contracts and lowering costs. Plus, we're making this all possible in a world where normal is a moving target.

**In this Playbook, you'll meet eight key Agency Avengers who are wielding Resonate's solutions to crush their goals and impact their clients' bottom line.**



# Amy

## CHIEF STRATEGY OFFICER

Growing revenue streams through insights-driven data is the primary objective of the Chief Strategy Officer. They lead brand, digital and social strategy, consumer intelligence, content marketing strategy and analytics teams. AI-powered platforms are a lifesaver for the CSO, allowing their team of strategists to conduct research and utilize results quickly and easily – and give their agency a leg up when selling services to potential clients.

### THE CHALLENGES

Concerned with quality of data and insights

Focused on growing business

Needs technology that enables agency to deliver consumer intelligence to clients efficiently

Converting chaotic, disparate data into actionable insights

### THE RESONATE SOLUTION

Always on, continuous data fielded in the largest National Consumer Study™

Deepest, freshest data leads to winning pitches

Even those who are not data savvy can efficiently utilize insights

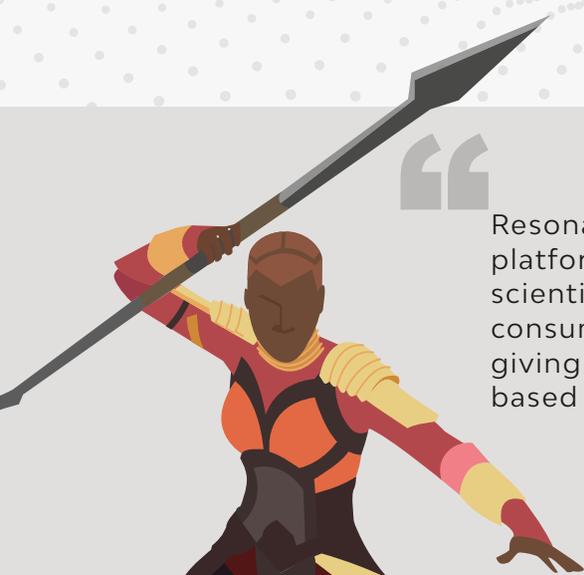
Ignite Platform streamlines first- and third-party and creates audiences that can be activated directly



Resonate is a platform that our whole team can easily use – the platform empowers strategists who are data-savvy, but not data scientists. Resonate allows data-savvy strategists to mine consumer data & build predictive audience models while also giving them time & space to build engaging personas & stories based on the real-time insights from Resonate data.



GET A DEMO



# MARK

## GLOBAL CHIEF DATA OFFICER

The Chief Global Data Officer leads the Strategy group in delivering breakthrough innovation and new platform ideas. The CGDO wants to dig deep into the data to reveal granular insights and develop innovative ideas. They want to leverage those insights to drive growth and add value for their clients, both on the creative and strategy sides.

### THE CHALLENGES

Needs deep, accurate consumer data to produce creative messaging

Wants a solution that will bridge the gap between creative, data, media and technology

Requires data and tools to inform big-picture strategic thinking

### THE RESONATE SOLUTION

Real-time proprietary data that gets at the Human Element

Resonate's platform is an all-in-one solution with data, audience-building and activation capabilities

A 360-degree view of consumers enables decision-making that goes beyond flat personas



“ Resonate is the best \$\$\$ tool we use. It has replaced 3 other tools. Resonate platform provides my agency with always-on, real-time, accurate & deep proprietary data about consumers that gets at why people do what they do. Client first-party data can be uploaded into the platform to enrich the data. ”



GET A DEMO

# Gwen

## GROUP DIRECTOR, RESEARCH AND DATA STRATEGY

The client is at the heart of the Group Director, Research and Data Strategy's work. They have a research and data background paired with the people skills that allow them to focus on aligning data, tools and processes to deliver the highest client value. They look to data-driven strategies as they work with a team focused on data analytics research and strategic consulting.

### THE CHALLENGES

Legacy research providers can't keep up with a quickly-evolving digital world

Needs rich, robust data that can be trusted

Has custom research needs that flat data can't accommodate

### THE RESONATE SOLUTION

13,000+ attributes are scaled to over 200 million U.S. consumers using AI & predictive modeling and are updated nightly

Resonate's deep, accurate data can be married to your own first-party, third-party and custom data

Flash and Spark studies provide a customized approach to data and target audiences



“ Resonate produces the largest National Consumer Study and also offers flash and custom surveys that provide specific and niche primary research in a flash. The platform enables us to combine Resonate research with client and partner data, resulting in deep data that is truly valuable when we consult and put together strategic plans with our clients. What's more, we can measure the effectiveness of the consumer audience segments we generate in the platform. ”



GET A DEMO

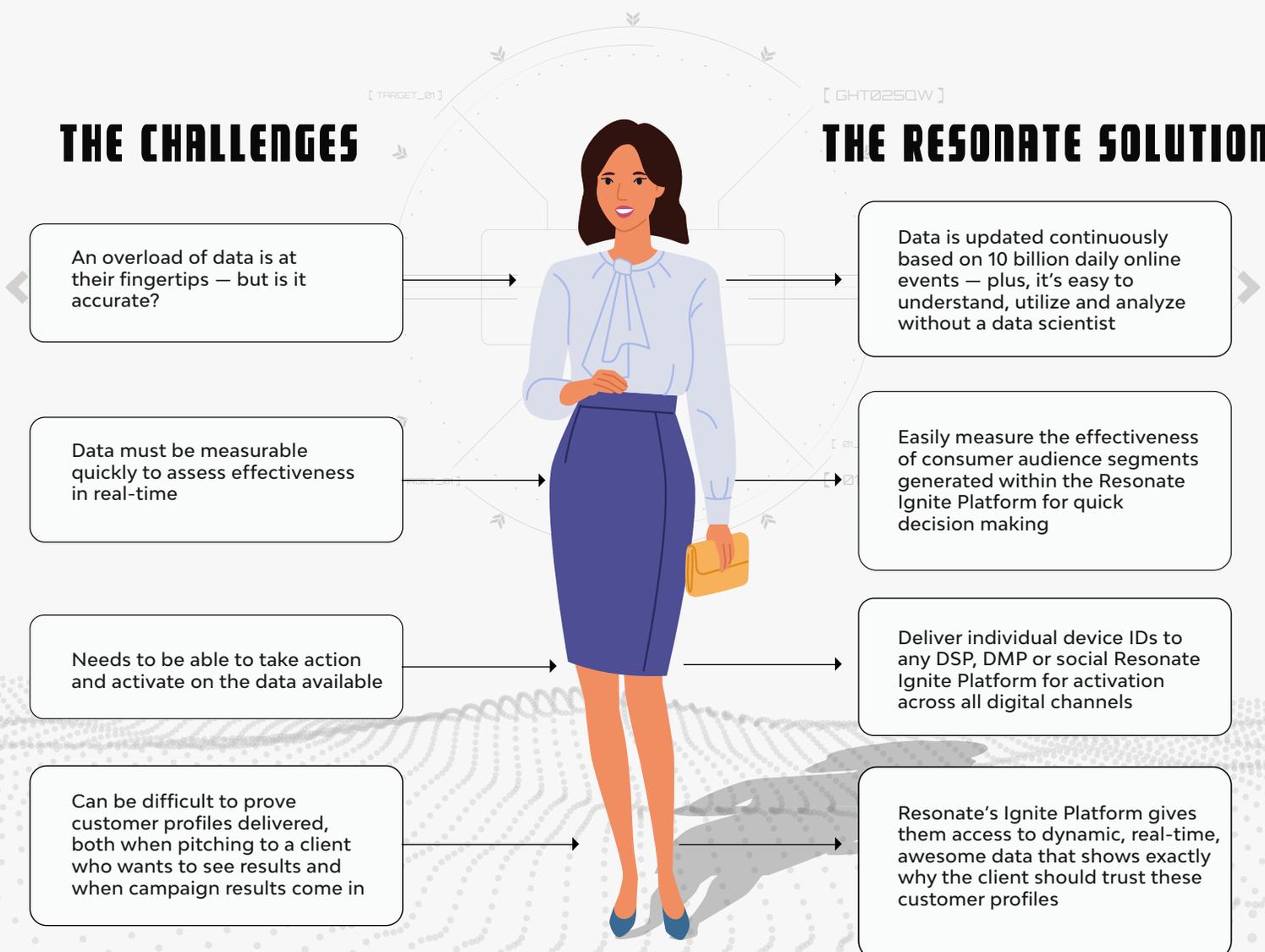
# KATE

## VP of Consumer Insights

Driven by a need to understand the consumer behind the data, the VP of Consumer Insights leads agency efforts to deliver media performance using data, targeting, creative and optimization. Research and reporting technologies also fall within their purview — they want numbers to show for all their hard work and they want to be able to grow quickly.

### THE CHALLENGES

### THE RESONATE SOLUTION



“ Resonate provides deep, accurate and actionable consumer insights based on the largest national survey and 13,000+ attributes, 200 million U.S. adult consumer profiles, 10 billion insight events, and 550 million connected devices to develop precise and targeted personas that my team and I can rely on when we provide to our internal and client teams. What's more, we can measure the effectiveness of the consumer audience segments we generate in the platform. And, we don't need data scientists to work with this data -this helps us to run a leaner, more efficient agency! ”

 [GET A DEMO](#)

# CRAIG

**PRESIDENT & PARTNER**

When you're at the top, your investment in the overall health, growth and vitality of the agency is everything. The President & Partner's goal is to drive profitable growth, keep the operation lean and efficient, increase client retention, growth and revenue, and lead strategic direction while maintaining a world-class team.

## THE CHALLENGES

Needs tools that help scale profitability, increase retention and consistently improve the overall health of the agency

Must keep up with both emerging players in the ad space and compete with big global agencies

Wants to streamline operations and outside partners

Passionate and motivated, but can have trouble finding the same energy in employees resulting in high turnover

## THE RESONATE SOLUTION

Ignite Platform allows cross-team collaboration on high performing campaigns and, when clients are delighted, business is growing

Continuously updated data through the Ignite Platform and custom research through the Resonate National Consumer Study allows for effective targeting of clients' audiences and meaningful pitches to prospects

End-to-end services allow agencies to upload data, scale and immediately activate — there's no need for multiple software contracts

Resonate empowers teams to drive campaigns efficiently and see the fruits of their labor — seeing their awesome results leads to happy employees



“ Resonate is a platform that empowers my agency to easily understand, message, and target our clients' consumer audience segments accurately and efficiently. It enables us to create high performing campaigns for clients that delight them, retain clients, pitch and acquire new ones, and every team on the agency can use the same data within the same platform. It enables us to be very efficient and lean, but impactful! ”



**GET A DEMO**

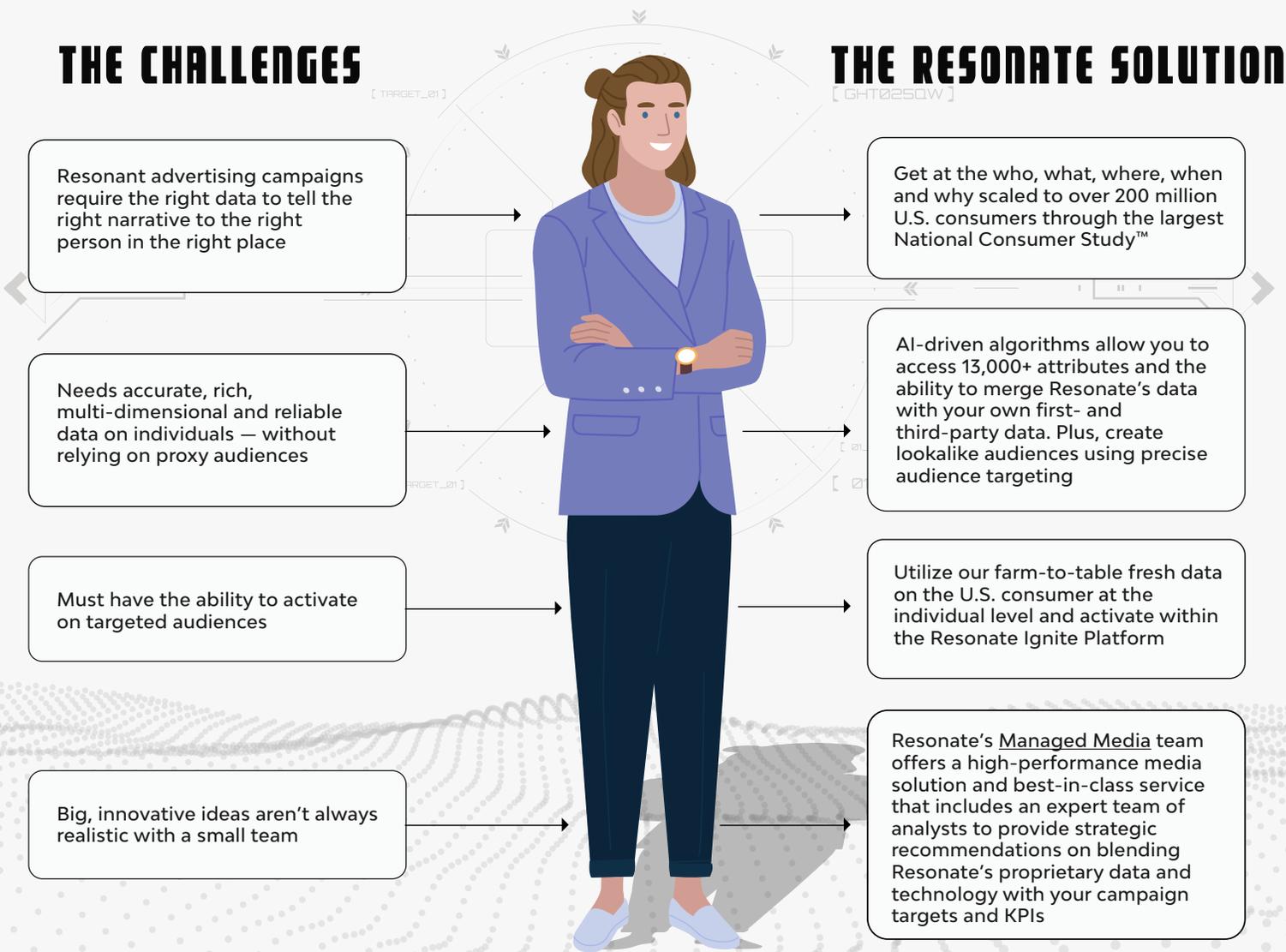
# DYLAN

GENERAL MANAGER OF MEDIA

With years of expertise on the media landscape, the General Manager of Media has a unique perspective on strategy, data and how to best reach consumers. They're involved in all stages of creating and implementing an engaging advertising campaign that drives results for clients.

## THE CHALLENGES

## THE RESONATE SOLUTION



Resonate has the deepest, most accurate and comprehensive, proprietary farm to table data on the individual U.S. consumer. Then, by using the Resonate platform, we can create lookalike models our audience segments and use these to reach the precise audience target online through DIDs, behavioral and contextual targeting. Resonate data not only tells us who the consumers are, why they purchase, and what drives them...it also gives us greater insights into their media usage and online activities, & we can target these audiences online with precision.

 GET A DEMO

# SCOTT

CREATIVE DIRECTOR

The Creative Director leads a team of copywriters & designers as they develop compelling creative advertising that drives results for clients. They require dynamic consumer personas to orchestrate highly targeted copy & creative that will speak to consumers & empower decisions that will drive engagement & conversion.

## THE CHALLENGES

Dreams of data to back up creative direction — thin, cardboard personas aren't vibrant enough to inspire a national ad campaign

Needs to know who the consumer is beyond flat demographics & wants to trust that personas are up-to-date

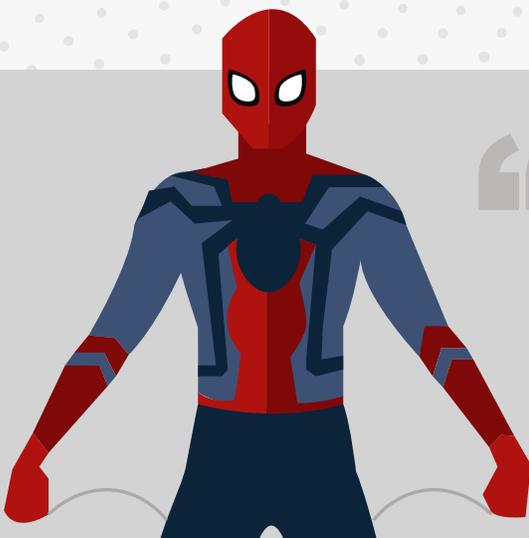
Wants the same access to first- & third-party data that an in-house team would have

## THE RESONATE SOLUTION

Data & creativity go hand in hand when creating a consumer-facing campaign & Resonate provides access to the largest proprietary consumer intelligence solution, including the 360° view powered by the Human Element

Over 13,000 attributes scaled to over 200 million U.S. adult consumers & driven by 10 billion daily events mean you have a front row seat to the motivations and purchasing drivers of your client's target audience

You can merge your client's first- and third-party data with the data available in the Ignite Platform (which is already powerful on its own!)



“ Access to the best consumer data from largest national consumer study and online attributes enriched with brand's first-party data to make creative/message decisions that truly speak to the humans targeted. ”



GET A DEMO

# MARRA

## CLIENT ENGAGEMENT MANAGER

Delighting and expanding existing business are the top priorities of the Client Engagement Manager. They ensure that media plans are on strategy, on budget and meet client objectives. From the minute the clients signs, they are the client point of contact between the client and all agency teams, with a goal creating a positive client experience. By monitoring client communications, aligning all client-facing teams, tracking deliverables and setting expectations that will dazzle clients, they set clients up for success and put their boss in position to expand the contract.

### THE CHALLENGES

Must run both offense and defense when deadlines, spend, performance, campaign shifts and more don't align

Needs to motivate their team to stay on track and gently nudge clients on deliverables

Keeps the ship running smoothly and the client happy

### THE RESONATE SOLUTION

The ability for all teams to work within the Resonate Ignite Platform helps them keep all parties focused on the same holistic view throughout the campaign process

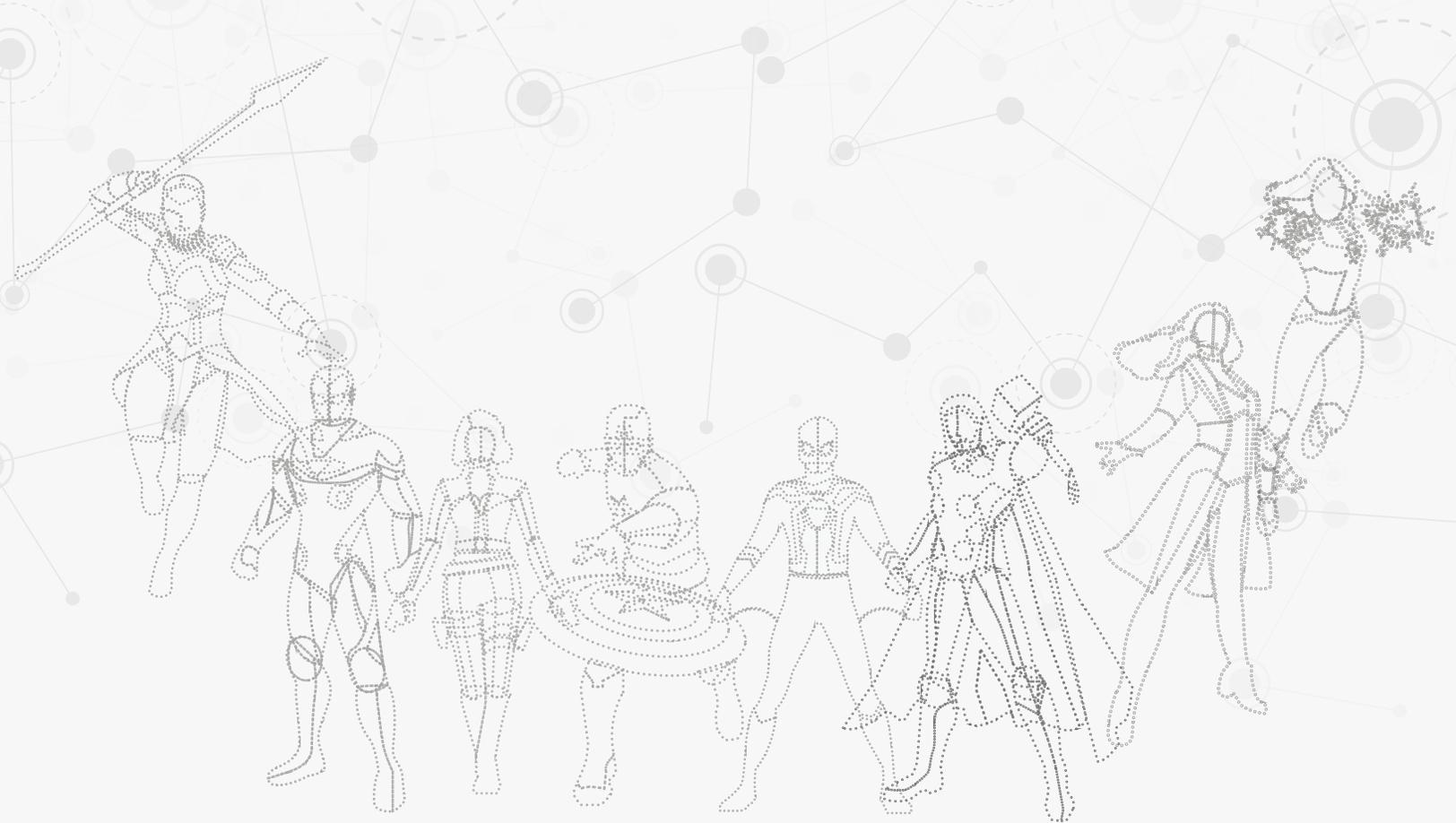
A deep understanding of personas makes it easier for their team to hit the mark on campaigns the first time and fewer edit rounds means faster time to market

A data-driven strategy yields measurable results, which can be communicated in real-time campaign reporting — and that means impressed clients who both retain and expand

Resonate helps me and my team to become a trusted consultative partner to client. We get better campaign results and faster reporting.



GET A DEMO



Looking at consumer-facing brands and companies now, the only consistent guarantee is change. Your clients are facing new struggles and challenges daily. Innovation is the only way to survive and thrive. You need a partner that will guide you into this new normal so that you're not moving forward blindly.

Across your agency, **Resonate's Ignite Platform, National Consumer Study™ and solutions**, from **Connected Research solutions** and custom studies to **Data Onboarding and Enrichment**, give your Agency Avengers team the power and autonomy they need to take your client work to the next level.

Supercharge your results with help from our Ignite Platform. Armed with rich, granular machine-learning generated data that gets at the "why" behind consumer decisions and actionable insights, you'll be ready to crush goals, win new business and expand existing contracts. Or, get a little jolt of help from our Managed Media service and well run insights-driven campaigns for you.

**SEE IT IN ACTION**

Resonate is a pioneer in A.I.-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.



resonate