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Resonate State of the Consumer Report

Trust, Technology, & Tranquility

Key consumer trends & segments you need to accelerate growth in 2025

What's inside:

Upheaval and uncertainty.

These two words define the experience of 2024 for brands and consumers alike. The long and chaotic presidential election, rumors of another looming TikTok ban, rising prices, and cataclysmic weather all resulted in serious stress for Americans and the year ending on an uncertain note.

So, where do consumers stand as 2025 begins, and what can marketers look forward to?

According to Resonate's continuously updated, AI-powered data...

Americans are seeking calm after several years of upheavals.

They've worked hard to manage their expenses amid the steadily rising prices of groceries, housing, and other essentials, and now, they're looking to brands — and the government — to prioritize their wallets. Additionally, consumers' lives are becoming more intertwined than ever with technology, and people are (mostly) accepting of that. However, Americans want to know they can trust companies with their personal information — and, as the past few years have shown, they're prepared to respond by publicly decrying and moving away from companies that break this trust.

In this comprehensive report, you'll discover five major trends marketers should expect to see in 2025. You'll also learn about three audiences Resonate expects to play a significant role in the market next year: the Always-On Gamer, the Wellness-Focused Consumer, and the Privacy-Focused Consumer.

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Resonate delivers the power to predict & impact the future—

driving performance & optimization across the revenue cycle.

Since our start in 2008, we've been guided by a simple yet powerful idea—empowering marketers with the analytical capabilities to understand and engage their audience to build **unbreakable relationships that generate lifetime value.** Today, Resonate is the only consumer intelligence company that creates hyper-relevant, dynamic consumer data and delivers it to all the channels marketers need for personalized brand action, scaled to the entire US adult population.

Our goal is to power a more personalized world with unparalleled consumer data, intelligence, and technology. We believe "why" is what ignites clients' growth.

Acquire

Retain
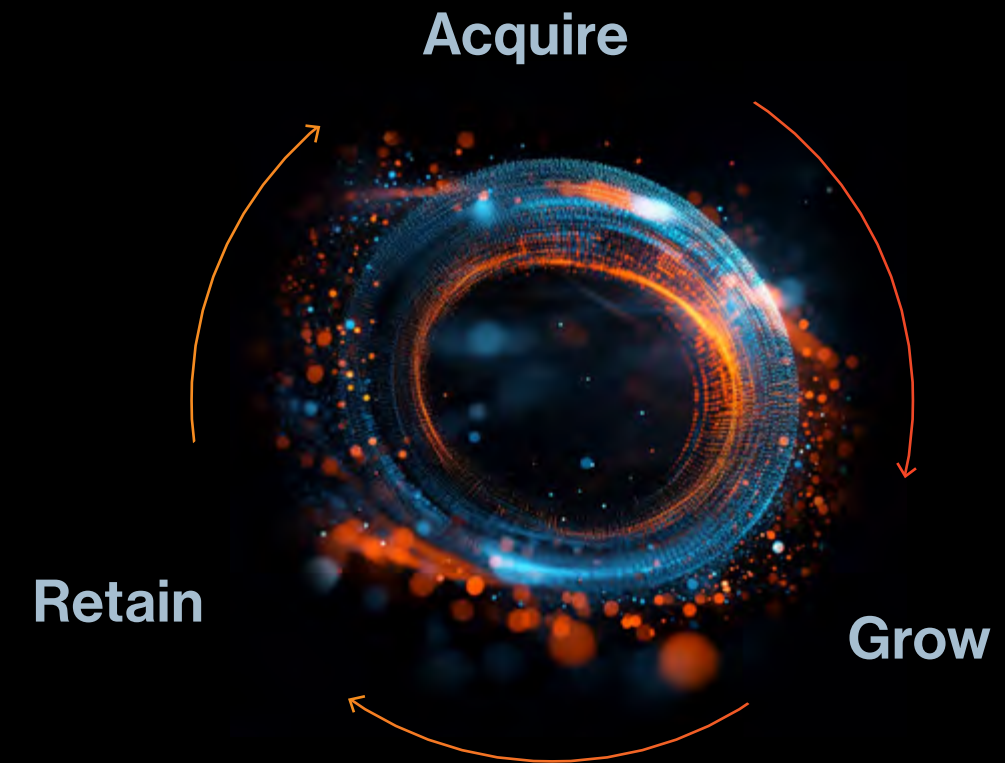
Grow

Highly personalized customer experiences that drive revenue and maximize lifetime value and brand loyalty.

- Acquire new customers more effectively
- Grow existing customer relationships
- Deliver effective customer experience
- Enhance product and solution development
- Identify new revenue streams

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Trend 1: Consumers will seek a break from economic stress.

Over the course of 2024, the economy rose to the top of many Americans' list of major concerns. This was partially a reflection of one of the major issues of a stressful election year. It was also the result of the rise in the prices of everything from groceries to housing to travel, all of which have left consumers feeling perpetually cash-strapped. A recent study from Arizona State University noted that in 2024, trust between brands and consumers suffered greatly. In fact, a whopping 74%* of Americans had at least one issue with a product or service, and according to Resonate data, brand loyalty is down 28%. While the question of whether prices rise or fall depends largely on the policies the Trump administration decides to enact, one thing is a certainty: Americans want a break. They've made changes to their shopping habits, postponed big purchases, and gone without non-essential items, and they feel like those measures worked. The 2025 Resonate Winter Consumer Trends Report showed that not only did more of the 73% of consumers who are in debt feel like they are managing it better, but people are feeling more optimistic about their personal finances and the economy. Now, they're looking not just to government leaders but to brands as well to give them and their wallets a rest.

→ **Read the full 2025 Resonate Winter Consumer Trends Report**

Trend 2: Brand loyalty program participation will increase.

The year 2024 saw a trend that was particularly difficult for brands: Rather than be tied to one company, consumers wanted to free themselves to select the best deal available. And as price supplanted all other purchasing considerations, Americans started showing less brand loyalty in their shopping behaviors, instead looking for cheaper alternatives and switching either stores or brands to save money.

However, there's good news: the consumers who do take part in brand loyalty programs will increase their participation levels. Many people who stayed with certain companies did so because they feel they're getting value out of the relationship.

This prediction is backed by Forrester®: "Loyalty members lock in value through 'instant discounts' and 'loyalty currency' (such as points and miles), and more than two-thirds of US online adults say that these are important features of loyalty programs. In 2025, expect consumers to be less loyal to brands in general but more committed to brands that assure them value without the hassle of the haggle."

Trend 3: Social media usage will increase.

Over the course of 2024, social media received a lot of largely negative press coverage — including sensational headlines when the US Surgeon General said they needed a warning label. Even the government worried about the platforms' safety: several company CEOs were called before congressional investigators to determine whether their sites harm children — and at the time this report was published, a TikTok ban is still looming on the horizon. Despite all of this, social media platforms are anticipated to grow into entertainment and shopping hubs in 2025. Furthermore, usage is expected to increase by 10%.

Along with this shift, consumers will continue to seamlessly blend online and offline experiences. Social media — along with streaming and gaming — will continue to play a significant role in shaping purchasing decisions and brand interactions, resulting in new opportunities for brands to engage with consumers throughout their purchasing journey.

Indeed, Forrester® notes that "2025 will be the year social commerce becomes a staple on media plans." Furthermore, 2023 data from Forrester® shows that "nearly half (46%) of US online adults who did back-to-school shopping bought directly from an ad they saw on social media" — a stark contrast from previous years when social shopping wasn't on their radar.*

Trend 4: Consumers will expect personalization and privacy protection.

For the last few years, consumers have increasingly demanded personalization. A McKinsey study found that over 70% of Americans expected the companies they do business with to deliver a personalized experience.* And brands have gone out of their way to oblige: even major conglomerates like Progressive Insurance® are utilizing AI tools to ensure that every part of the customer journey is personal, from the ads they hear on the radio to their checkout and next best experiences. Along with the uptick in personalization, more and more companies have been collecting and utilizing personal data from customers, resulting in increasing concerns about privacy.

In the age of AI, the tension between wanting personalized experiences and wanting to protect their privacy will influence US consumers' interactions with brands and their use of technology.

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Trend 5: Consumer activism will continue to decline.

Cancel culture has reached a tipping point, thanks in part due to social media, which allows some celebrities' and influencers' careers to be snuffed out in a matter of hours and others to have their popularity resurrected seemingly arbitrarily and just as fast. Consumers have begun to find this cycle exhausting. This is another part of modern life they want a break from: 60% are expected to tune out.

Similarly, interest in brand activism steadily declined throughout 2024. As of the end of the year, the number of consumers who wouldn't be more inclined to buy from a brand for supporting a particular social justice cause was over 40% — an all-time high. Resonate data over the last three years further shows the fickle nature of Americans when it comes to social justice. For instance, mental health was once a cause consumers felt very strongly about when making purchasing decisions. A year ago, they were much more likely to buy from companies that demonstrated mental health advocacy. Now, though? Consumers' interest in the cause has declined at a steady rate.

The bottom line? Brands will have to walk a fine line and distinguish between genuine consumer sentiment and social media noise to effectively engage their audience and remain relevant.

→ **Read the full 2025 Resonate Winter Consumer Trends Report**

3 key consumer audiences you need to grow in 2025

Now that you know more about the key trends of 2025 that will provide a backdrop for the start of year, it's time to learn about the audiences that marketers should focus on. We identified three target segments of consumers based on extensive research. Using the Resonate AI-powered data engine, rAI, we uncovered insights into their preferences, choices, and behaviors to create a whole-human view of these consumers.

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But first, let's meet **rAI.**

rAI remembers the past, knows the present, and predicts the future.

Our proprietary AI-powered models drive the creation of our Resonate Elements data set with speed, precision, and scale. We continuously update comprehensive profiles for over 250M individual consumer profiles with 15,000+ attributes including demographics, psychographics, behaviors, preferences, and buying intent and personal values.

→ **Learn More About rAI**

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rAI powers performance at scale

The Resonate AI data engine leverages vast data sets from multiple sources delivering highly predictive data and insights to drive action.

rAI updates nightly, empowering you to effectively target, engage, and convert consumers as they evolve. With rAI at the center of our capabilities, your marketing benefits from higher performance and accelerated growth at all stages of the customer lifecycle.

→ Learn More About rAI

Resonate's proprietary consumer ground truth

30B deterministic online observations daily

Offline demographics and behavioral data
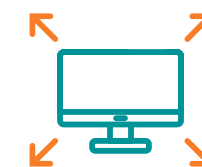
Resonate Identity Graph: 1B+ IDs

Dynamic Learning
Continuously updating to drive better results

Speed
Automation that delivers actionable results in a fraction of the time of traditional solutions

Scale
Massive signal delivering 250M embedded consumer profiles with 30B consumer actions added daily

The Always-On Gamer

Gone are the days when gaming was for basement-dwelling hermits. As gaming has exploded in popularity in the last few years, the persona of the gamer has evolved to include health-conscious Millennials and Gen Zers who view gaming as a way to accomplish tasks and goals and to connect with others. Also gone: the stereotype of gaming as being for males. Modern gamers are split pretty evenly between the sexes and skew just slightly male (52%).

Representing over 50% of the adult population, this key audience segment includes consumers who play two or more of the following: video games, fantasy sports, and mobile games. They're also technology first adopters, and they research and eagerly await new tech products ahead of time.

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Insights to Impact

Here's how you can use Resonate's high-performance data and the Resonate Ignite Platform to acquire, grow, and retain Always-On Gamers throughout the full customer lifecycle.

	Acquire →	Grow →	Retain
Key Resonate Data Attributes	Behavioral signals from website visitors and psychographics to tailor experiences for first-time visitors.	Consumer preferences (e.g., purchase considerations, occasions to shop for), product affinity, and upsell triggers.	Insights beyond brand interactions, such as values, daily routines, and content preferences, indicators of loyalty and churn risk.
Use Case	Website personalization that increases sales by focusing on Always-On Gamers' psychological drivers and purchase considerations.	Enhanced loyalty program website or app personalization to increase sales by showcasing customers' progress towards status and offering surprise awards.	Targeted email campaign that focuses on potential churners using predictive modeling.
Key Insights	The Always-On Gamers' top psychological drivers include living an exciting life and proving competency and skills. Consider recommending products that match these values. Their top purchase considerations are price and brand, so personalized recommendations should focus on both of these factors.	To grow this audience's Average Revenue Per User (ARPU), focus on a major consumer preference: the Always-On Gamers' strong tendency to shop for holidays all year long. In additional emails, offer special holiday deals to Always-On Gamers who buy more. They also like the staff at businesses they shop with to be fast, responsive, and knowledgeable and prefer retailers that have an easy return policy, so incorporate these elements into a variety of ads that alternately emphasize each attribute.	rAI shows that these consumers are interested in personalization and low prices. Follow up initial purchase transactions with an email campaign that suggests more products they'd be interested in based on their prior shopping history and that lets them know either when these products are on sale or emphasizes that their cost is lower than they would be at a competitor. rAI also shows that Always-On Gamers value athletic accomplishments, doing physical fitness activities with their families, and making nutritious food choices. Focus creative and messaging around being healthy to attract the attention of these consumers.
KPIs	Increased conversion rates for first-time website visitors, higher engagement metrics (time on site, lead captures), larger shopping cart sizes.	Increased Average Revenue Per User (ARPU), higher upsell and cross-sell conversion rates, larger shopping cart sizes that grow Customer Lifetime Value (CLV).	Increased open rate, increased clickthrough rate, improved conversion rate leading to higher engagement and reduced churn rates grow Customer Lifetime Value (CLV).
Product	Use AI-powered data to inform your website personalization strategy matching customer needs with relevant offers, even during a time of declining brand loyalty. • **Resonate rAI-enabled Website Personalization** • **Resonate Elements** consumer data • **Resonate Ignite** platform	Leverage robust, real-time data with intent signals to target ready-to-engage consumers. • **Resonate Segments** available in DSPs • **Custom Audiences** built in Resonate Ignite or pushed directly to your DSP	Enrich your 1P data with rich, relevant consumer data to improve performance. • **Resonate Data Append** for CRM or loyalty data • **Resonate Ignite** with onboarded CRM or loyalty data • **Resonate rAI Predictive Modeling** for churn • **Resonate Custom Modeled** data

The Always-On Gamer

The Always-On Gamers incorporate technology into many parts of their life. In addition to gaming, they're dedicated Internet users who frequently watch online videos and streaming channels. They also have tech-friendly homes filled with smart appliances. They value a life full of excitement, novelties, and challenges and are driven by creativity and proving competency and skills, all of which can be achieved in some sense by playing a modern game, with its complex quests and worlds and ability to play live with others.

Smart Products Planned to Purchase in the Next 12 Months

Smart appliances such as an oven or refrigerator; smart moisture or flood detector.

Top 3 Personal Values

### Living a life full of excitement, novelties, and stimulation

Consider using themes of adventure, inventiveness, excitement, and variety in life in your creative and messaging.

Acquiring wealth and influence

Consider using themes of prestige, importance, prosperity, and power attained by accumulating wealth in your creative and messaging.

Being in charge and directing people

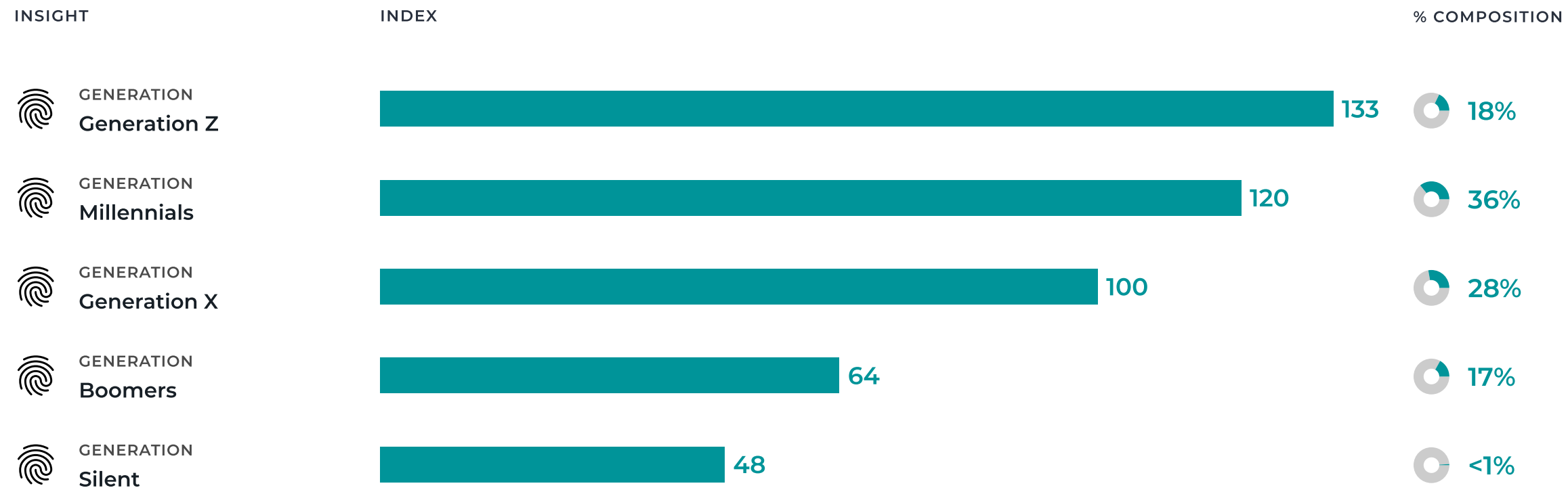Consider using themes of being assertive, commanding, and confident in your creative and messaging.
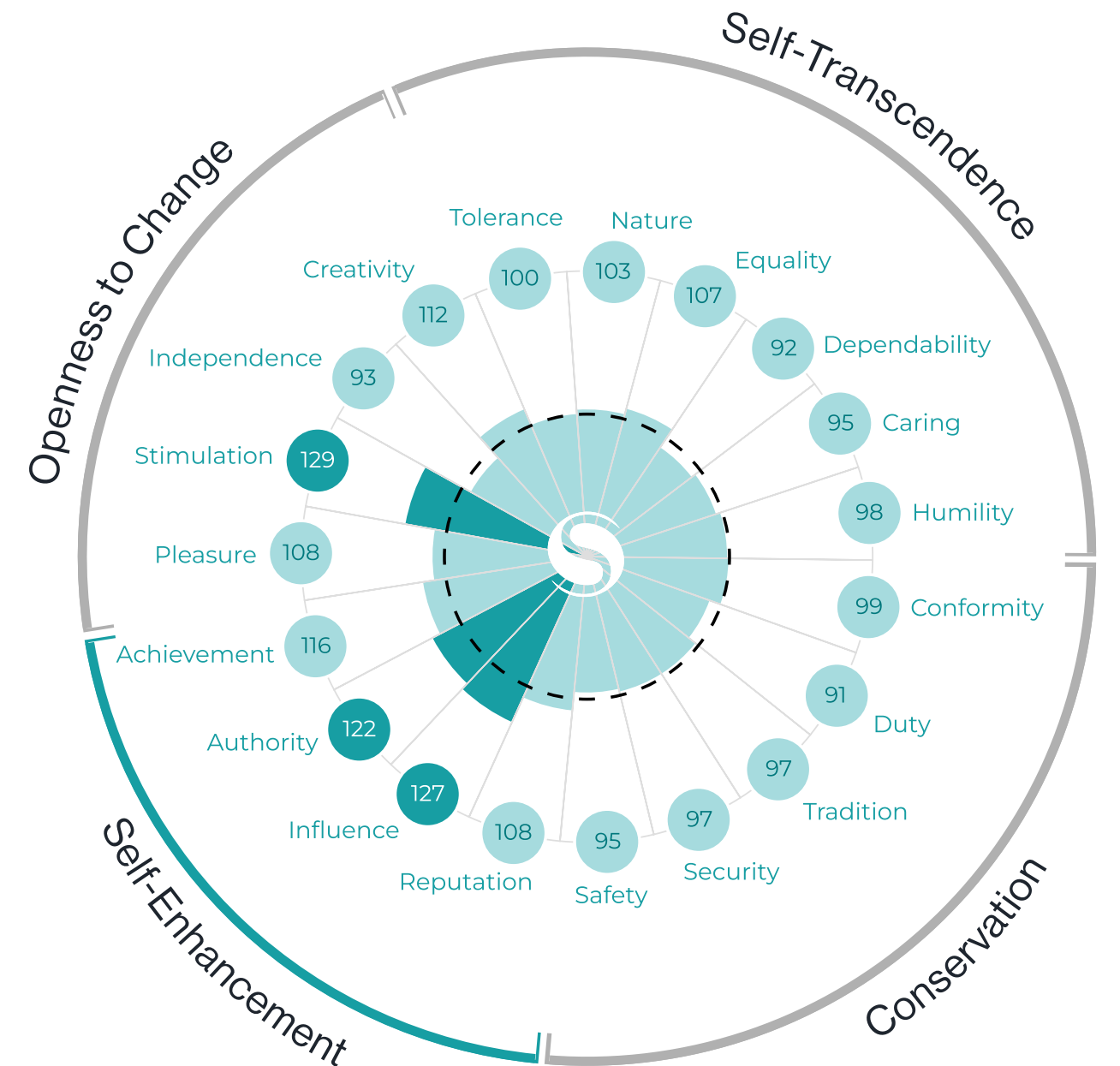
Resonate Personal Values Wheel

Source: The Resonate Ignite Platform

The Always-On Gamer

Outside of gaming, Always-On Gamers are fitness- and nutrition-focused, and the majority of them are Gen Z and Millennials, as seen in the chart below. Resonate data shows that in addition to playing video games (of course), their top hobbies are running or jogging and shopping for natural foods. In their daily routines, they value having a physically fit family and eating healthy.

INSIGHT	INDEX	% COMPOSITION
GENERATION **Generation Z**	133	18%
GENERATION **Millennials**	120	36%
GENERATION **Generation X**	100	28%
GENERATION **Boomers**	64	17%
GENERATION **Silent**	48	<1%

% Composition refers to the percentage of this audience that falls within the Generation category.

Learn More

The Always-On Gamer

One stereotype that's still very much true, however? Gamers love cons (for the uninitiated: that's gamer lingo for fan conventions). According to rAI, Always-On Gamers consider both virtual and in-person events like Dragon Con to be a top source of technology-related information.

Top Attributes Most Looked for in Video Games

- To spend time with family and friends
- Satisfaction of beating a game or achieving accomplishments
- To solve unique puzzles

Top Technology Sources of Info

- Social media influencers on YouTube
- Blogger recommendations
- Virtual or in-person events

Top TV networks are Nickelodeon, Disney Jr., and FX

Top Apparel Retailers are Stanley, Shein, and L.L. Bean

Top Gaming Subscriptions are Twitch Prime/Prime Gaming, Ubisoft+ *(Formerly Uplay+)***, and EA Access**

Learn More

The Wellness-Seeking Consumer

If you search the term "wellness" on the Internet, you'll find that seemingly everyone is talking or thinking about it. Not only are there countless businesses focused on various aspects of health, but article after article refers to the "cult of wellness" and the people who (they say) are "obsessed" with it.

With the advances in modern medicine and the increased accessibility of information regarding the benefits of healthy behavior, among other things, it's no wonder modern consumers' interest in being well has increased. For some, a focus on wellness has become crucial, particularly post-pandemic, as evidenced by the proliferation of gyms, spas, and vaguely titled wellness centers. This focus has been further amplified as a reaction to the stresses of the last few years, which many Americans feel are distinctly unhealthy.

Learn More

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Insights to Impact

Here's how you can use Resonate's high-performance data and the Resonate Ignite Platform to acquire, grow, and retain Wellness-Seeking Consumers throughout the full customer lifecycle.

	Acquire →	Grow →	Retain
Key Resonate Data Attributes	Comprehensive audience profiles (e.g. motivations, values, behaviors, preferences, media consumption).	Life stage indicators (e.g., in-market for major purchases, key milestones), product affinity, and upsell triggers.	Insights beyond brand interactions, such as values, daily routines, and content preferences, indicators of loyalty and churn risk.
Use Case	Multi-channel acquisition campaign for email, social media, and CTV, emphasizing low prices and offering a first-time buyer coupon code.	Enhanced retail website or app personalization to increase sales by focusing on specific consumer preferences and shopper behaviors.	Predictive modeling of potential churners to inform a customer email campaign with segment-specific offers that reward certain behaviors with additional benefits like coupons.
Key Insights	The Wellness-Seeking Consumers' media consumption habits include watching ESPN+ and posting on X (formerly known as Twitter). For this audience, price is the most important consideration when deciding which retailers to do business with. They also like to use coupons.	Wellness-Seeking Consumers shop online, and they like an easy return policy. 12% of them plan to do major home renovations in the next 12 months. To increase this audience's shopping cart, focus on their cost-savings mindset and connect this to your upsell strategy. In your website personalization, offer them product bundling discounts and rewards for cross-category shopping and highlight the money they will save with a large callout on the shopping cart page.	The Wellness-Seeking Consumers' personal values include caring for nature and having the freedom to be creative. This segment also includes major holiday and special occasion shoppers. To retain these customers and increase their CLV, offer them special deals. When they shop with your brand for a qualifying holiday or special occasion, they get additional coupons.
KPIs	Increased open rate, increased clickthrough rate, improved conversion rate leading to higher engagement and lower customer acquisition costs (CAC).	Increased Average Revenue Per User (ARPU), higher upsell and cross-sell conversion rates, larger shopping cart sizes, that grow Customer Lifetime Value (CLV).	Increased open rate, increased clickthrough rate, improved conversion rate leading to higher engagement and reduced churn rates grows Customer Lifetime Value (CLV).
Product	Leverage 15K+ attributes that comprehensively describe US consumers' intent, values, and motivations, media consumption, and products usage and preferences across leading verticals. • **Resonate Elements** data • **Resonate Segments** data for social • Activation through the **Resonate Ignite Platform** • **Resonate Data Append** for CRM	Use AI-powered data to inform your website personalization strategy by matching customer needs with relevant offers, even during a time of declining brand loyalty. • **Resonate rAI-enabled Website Personalization** • **Resonate Elements** consumer data • **Resonate Ignite Platform**	Enrich your 1P data with rich, relevant consumer data to improve performance. • **Resonate Data Append** for CRM • **Resonate Ignite** with onboarded CRM • **Resonate rAI Predictive Modeling** for churn • **Resonate Custom Modeled** data

The Wellness-Seeking Consumer

Who are the consumers who incorporated the concept of "wellness" as part of their identity? While some news outlets and research engines claim it's mostly Gen Z, rAI says that's not true: members of the Wellness-Seeking Consumer segment are spread pretty evenly across the generations.

INSIGHT	INDEX	% COMPOSITION
GENERATION Generation Z	90	13%
GENERATION Millennials	96	29%
GENERATION Generation X	106	29%
GENERATION Boomers	104	27%
GENERATION Silent	99	2%

% Composition refers to the percentage of this audience that falls within the Generation category.

Learn More

The Wellness-Seeking Consumer

These are Americans who are actively health conscious in many aspects of their lives. They use technology to support their health and are excited about the new possibilities for tech and wellness to intersect. They use mobile apps mainly for health and fitness, for instance, actively search for medical information or advice online, used telehealth this year and intend to do so next year, and are excited about AI being integrated into various parts of daily life, including health.

Top TV Networks are HGTV, Nat Geo Wild, and Freeform

Top Apparel Retailers are Reebok, Banana Republic, and DSW

50%   Get excited for new tech products

13%   Expect a reward for recommending a tech product

30%   Consider themselves tech first adopters

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The Wellness-Seeking Consumer

These consumers are aware of their family health history and make careful choices based on it. They work out to improve their health and plan to purchase health and beauty products in the next 12 months. Their hobbies are health- and fitness-related, too: they enjoy yoga and watching sporting events like the Olympics.

Most Important Attributes When Buying New Tech Products

- Environmental impact
- Energy efficiency
- Innovation

Top Types of Telehealth Willing to Use Next Year

- Specialty care
- Mental healthcare
- Primary care

Top Perspectives Towards Telehealth

- Keeps germ exposure low
- Reduces out-of-pocket healthcare costs
- Convenient

Top Health Management Methods

- Discusses condition/ issue on social media
- Complies with physician instructions
- Requests generic versions of prescriptions

→ **Learn More**

The **Privacy-Focused** Consumer

There's a pervasive theory going around that the younger generations aren't concerned with privacy at all. They're more than willing to enter their personal information to get a discount code on a retail site, to tag their location on social media, and to post photos and videos that cover all manner of subjects — regardless of who can see them. Resonate data shows this theory is correct: overwhelmingly, the Privacy-Focused Consumers are older. They're members of the Silent Generation, Baby Boomers, and Gen X.
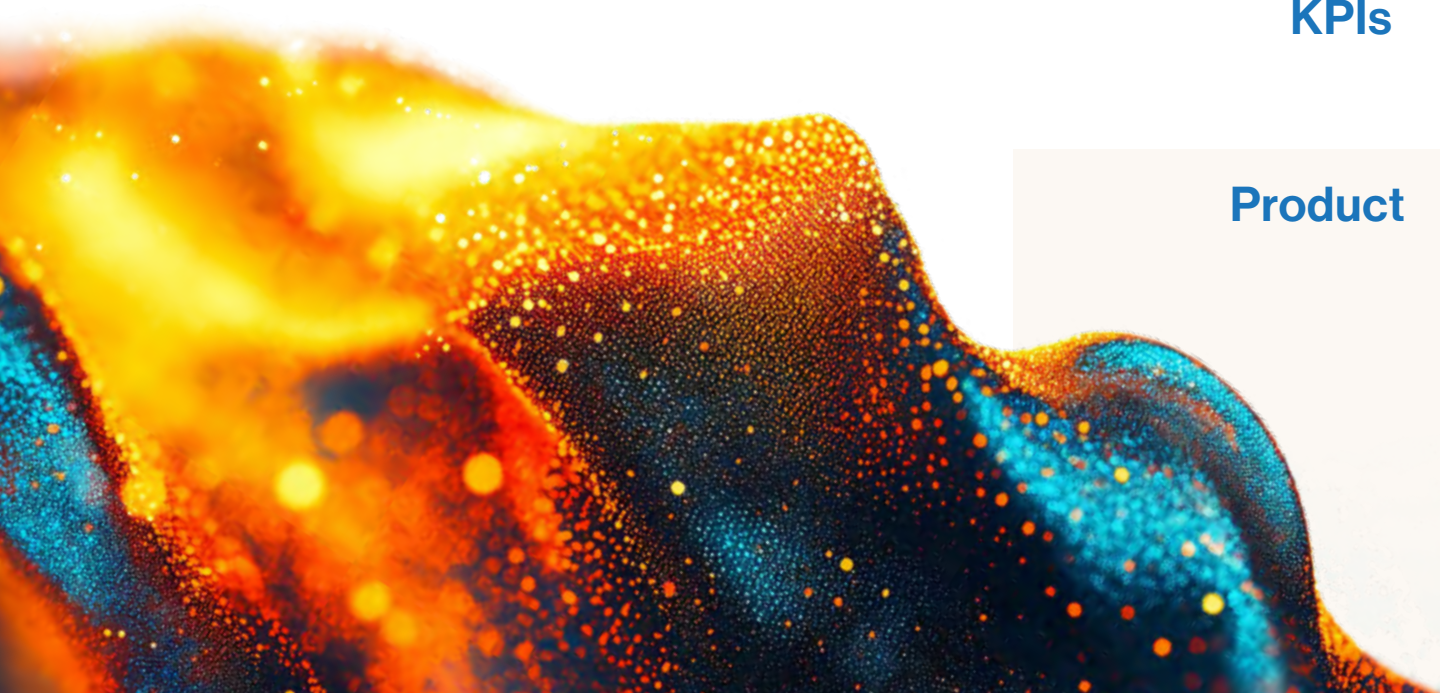
Furthermore, the Privacy-Focused Consumers aren't a small group with a niche concern: they're a segment of over 77 million individuals — just over 32% of the population.

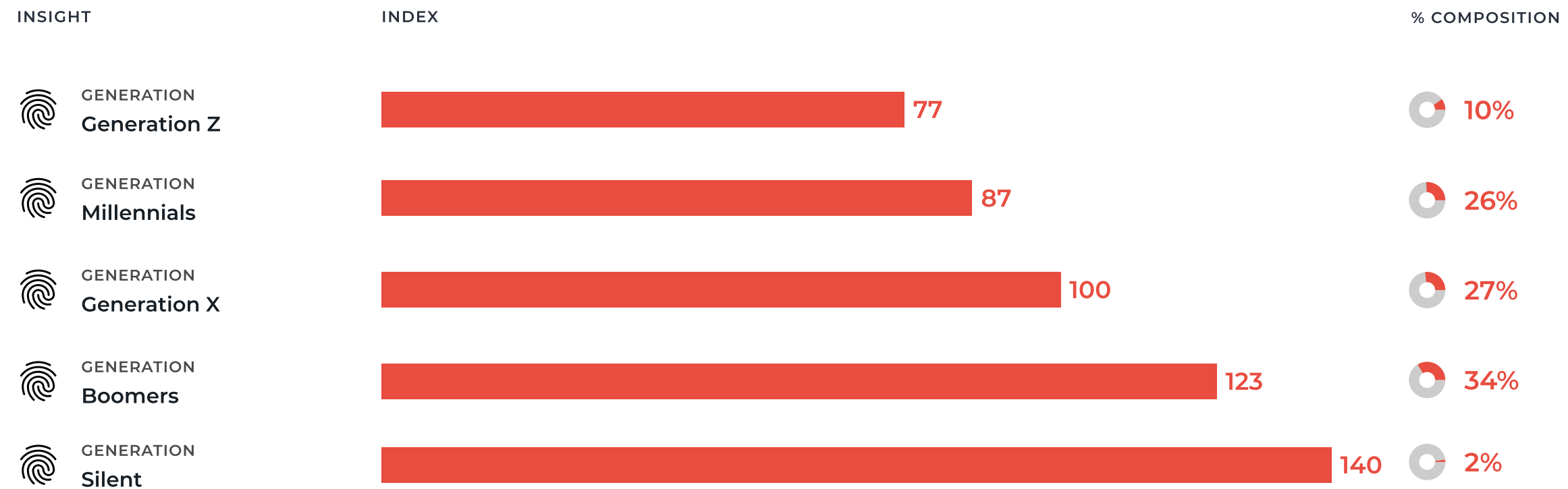**Learn More**

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Insights to Impact

Now, let's take a look at how you can use Resonate's high-performance data and the Resonate Ignite Platform to acquire, grow, and retain Privacy-Focused Consumers throughout the full customer lifecycle.

	Acquire →	Grow →	Retain
Key Resonate Data Attributes	Comprehensive audience profiles (e.g. motivations, values, behaviors, preferences, media consumption).	Life stage indicators (e.g., in-market for major purchases, key milestones), product affinity, and upsell triggers.	Insights beyond brand interactions, such as values, daily routines, and content preferences, indicators of loyalty and churn risk.
Use Case	Programmatic advertising campaign with look-alike audience.	Enhanced loyalty program website or app personalization to increase sales by showcasing customers' progress towards status and offering surprise awards.	Predictive modeling of potential churners to inform an email campaign to key segments.
Key Insights	According to rAI, Privacy-Focused Consumers prefer to shop at retailers that offer the best prices and sales, have convenient locations that are clean and enjoyable, and that have a large product selection. The Privacy-Focused Consumers' media consumption habits include watching VH1 and reading Better Homes & Gardens. Using these insights, you can craft an acquisition campaign specifically tailored to this audience with multiple versions emphasizing that your brand has all these attributes.	To grow this audience's ARPU, focus on their positive relationship with loyalty programs. Privacy-Focused Consumers tend to shop more with companies they feel they get value from, so connect this to your upsell strategy. Use website personalization on the loyalty website or in the app to emphasize and award points or rewards for behaviors that expand their relationship with you, like spending more each year or each time they shop. Additionally, certain segments value the achievement of status and receiving unexpected rewards.	Privacy-Focused Consumers' top personal values including obeying laws and fulfilling obligations. And when deciding which retailer to do business with, 15% of these consumers prefer to shop with brands that offer a loyalty program. rAI also shows these consumers are reliable holiday shoppers. To retain them and increase their CLV, combine these two pieces of knowledge into a winning retention campaign: When they shop with your brand for two holidays, they get additional loyalty program rewards.
KPIs	Increased clickthrough rate, increased conversion, increased Return on Ad Spend (ROAS).	Increased Average Revenue Per User (ARPU), higher upsell and cross-sell conversion rates.	Increased Customer Lifetime Value (CLV), reduced churn rates, higher engagement with CRM campaigns.
Product	Leverage robust, real-time data with intent signals to target ready-to-engage consumers. • **Resonate Segments** available in DSPs • **Custom Audiences** built in Resonate Ignite or pushed directly to your DSP	Use AI-powered data to inform your website personalization strategy and match customer needs with relevant offers, even during a time of declining brand loyalty. • **Resonate rAI-enabled Website Personalization** • **Resonate Elements** consumer data • **Resonate Ignite Platform**	Enrich your 1P data with rich, relevant consumer data to improve performance. • **Resonate Data Append** for CRM or loyalty data • **Resonate Ignite** with onboarded CRM or loyalty data • **Resonate rAI Predictive Modeling** for churn • **Resonate Custom Modeled** data

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The Privacy-Focused Consumer

While marketers tend to be laser-focused on Gen Z, being aware of and cultivating a careful relationship with the Privacy-Focused Consumers is crucial for success for one major reason: Baby Boomers in particular have a significant amount of buying power. In fact, out of all the generations, they're the ones who spend the most. So it's likely they either make up some of your current or potential customer pool or they influence someone who does.

INSIGHT	INDEX	% COMPOSITION
GENERATION **Generation Z**	77	10%
GENERATION **Millennials**	87	26%
GENERATION **Generation X**	100	27%
GENERATION **Boomers**	123	34%
GENERATION **Silent**	140	2%

% Composition refers to the rounded percentage of this audience that falls within the Generation category.

Learn More

The Privacy-Focused Consumer

Perhaps unsurprisingly, this audience isn't very engaged online. In fact, they're significantly un-engaged: Less than 10% heavily use social media, watch Internet videos, or listen to podcasts or the radio. These consumers also stay away from apps: 13% haven't used any in the last two weeks. However, they're not completely tech-avoidant. They mainly watch traditional television—22% are heavily engaged via this medium—and streaming TV—17% are heavily engaged on this medium.

This audience may not be first adopters, but that doesn't mean they're tech-averse. Here are the benefits they're looking for from their technology:

- Saves time
- Good value for the money
- Secure
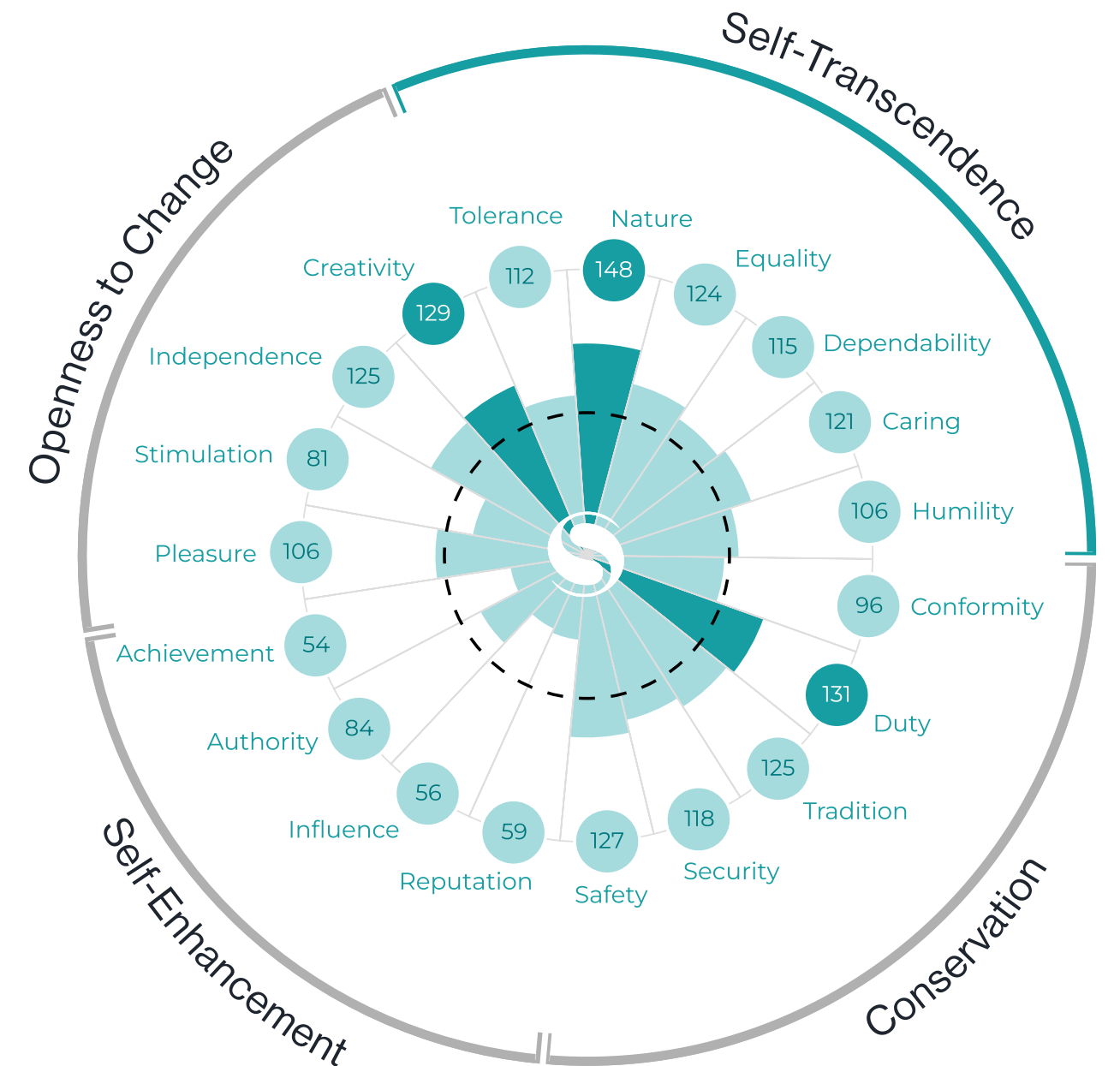
Top 3 Personal Values

Caring for Nature

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

Obeying Laws and Fulfilling Obligations

Consider using themes of being proper, lawful, accountable, and decent in your creative and messaging.

Freedom to Be Creative

Consider using themes of innovation, originality, and cleverness in your creative and messaging.

Resonate Personal Values Wheel

Source: The Resonate Ignite Platform

The Privacy-Focused Consumer

Just because they're concerned about privacy doesn't mean this audience isn't interested in utilizing technology for a variety of activities that require personal information — like credit card numbers, healthcare information, or dimensions of rooms in a home — to be given. They just want to be safe while they do activities like:

• Meeting with healthcare providers

• Attending recreational events like concerts

• Using cameras to determine how furniture would look in a room

Tech products define self: Disagree ✖

Technology helps relationships: Disagree ✖

I'm a tech product first adopter: Disagree ✖

I get excited about new tech products: Disagree ✖

Top TV networks are The Learning Channel, Freeform, and OWN
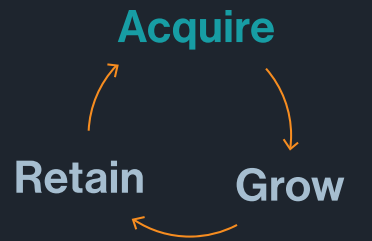

Top Retailers are Lowe's, Walmart, and Target

Technology Sources of Info

• Independent review sites

• Family recommendations or personal use

• Brands' websites

Learn More

Optimize acquisition efforts with high-performance media data from Resonate.

Acquire

Retain   **Grow**

With Resonate's AI-powered data, your ability to level up your audiences is powered by over 15K Resonate Elements that reveal the who, what, where, when, and, most importantly, the why behind your new and prospective customers' everyday decisions.

Resonate gives you the power to seamlessly reach over 250M consumer profiles without resorting to proxy segments by delivering individual IDs across all channels, including:

- Programmatic display
- Video
- CTV
- DMPs
- Social media platforms
- Ad serving platforms

→ Want to extend your strategy to email and direct mail? Leverage Resonate Data Append for your CRM data.
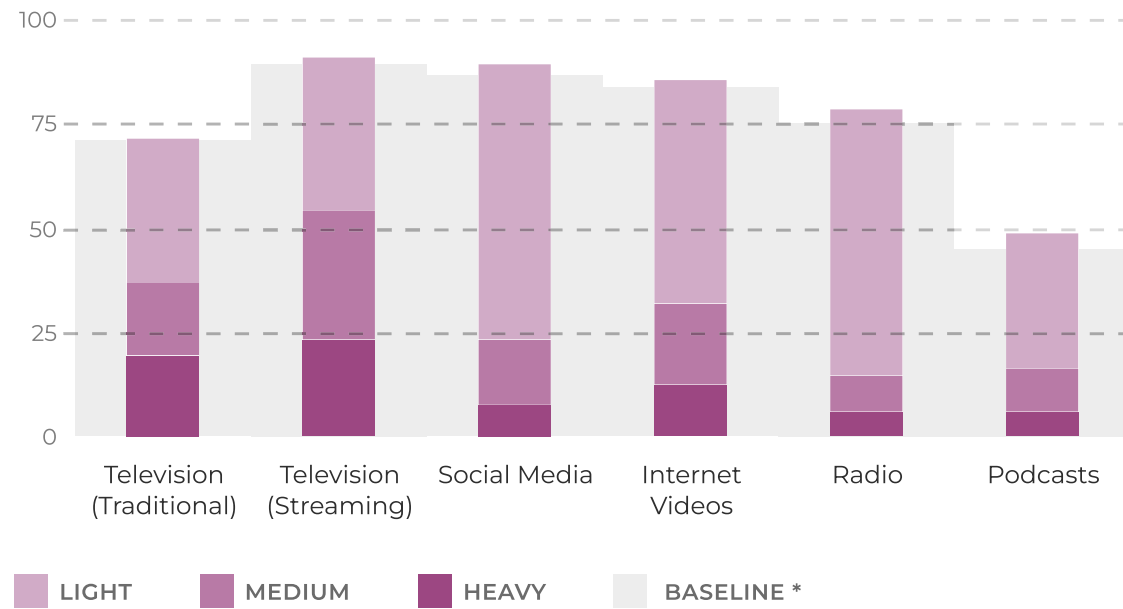
Build audience-specific media planning strategies that increase ROAS.

The Resonate Ignite Platform has two standard Media Planning Reports that make strategizing more efficient and streamlined. These reports provide a holistic view of your audience's engagement across various channels, both on- and offline. They offer valuable insights into where your target audience spends their time and how they interact with different media platforms so that you can plan your strategy with confidence.

2x Stronger conversion rate

3x Faster time to conversion

23% More efficient cost per conversion

7x Stronger CVR
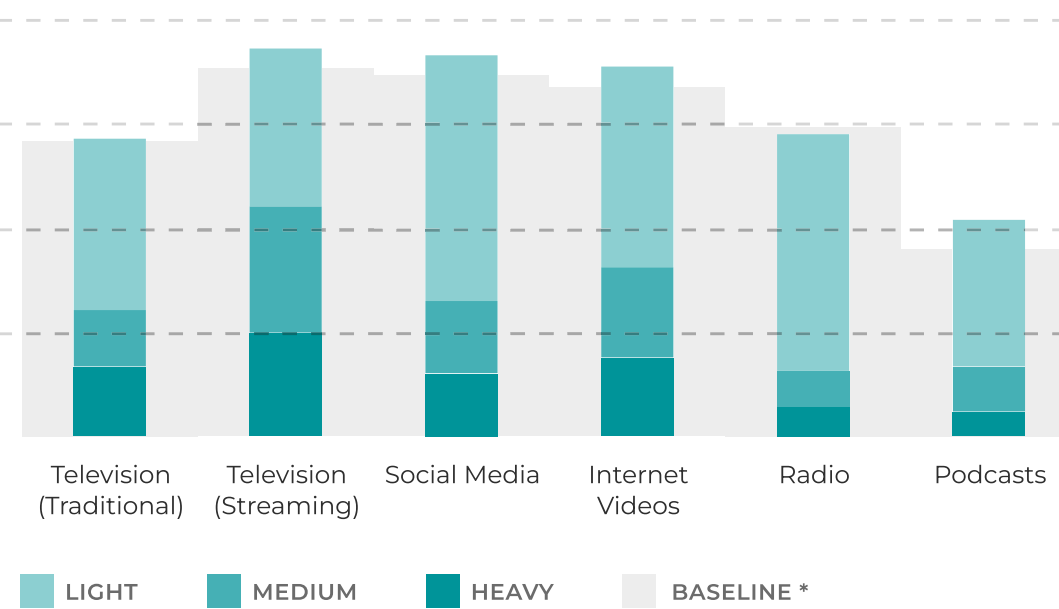
Resonate client results

Always-On Gamers

Television (Traditional) · Television (Streaming) · Social Media · Internet Videos · Radio · Podcasts

LIGHT · MEDIUM · HEAVY · BASELINE *

Overall Engagement
% COMPOSITION

Wellness-Focused Consumers

Television (Traditional) · Television (Streaming) · Social Media · Internet Videos · Radio · Podcasts

LIGHT · MEDIUM · HEAVY · BASELINE *

Overall Engagement
% COMPOSITION

Privacy-Focused Consumers

Television (Traditional) · Television (Streaming) · Social Media · Internet Videos · Radio · Podcasts

LIGHT · MEDIUM · HEAVY · BASELINE *

Overall Engagement
% COMPOSITION

* The baseline represented here is the sum of Light, Medium, and Heavy.

Learn More

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Acquire

Retain   Grow
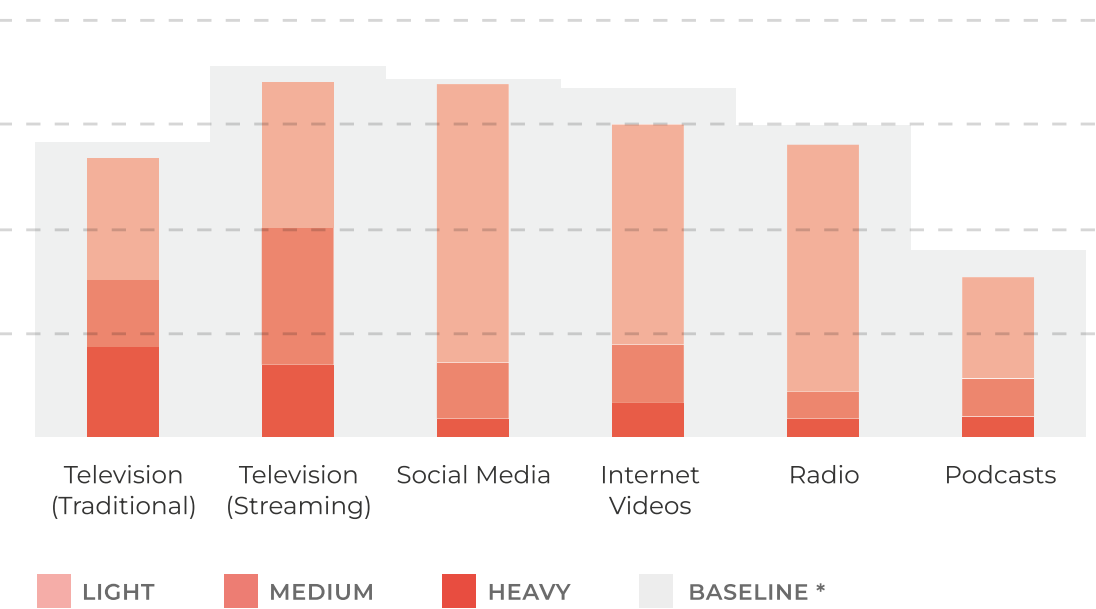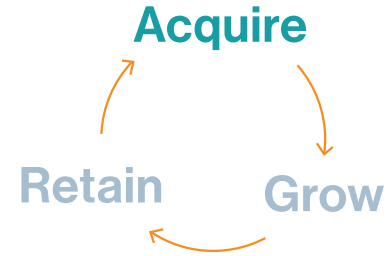
# You can use the insights Resonate provides to create unique audiences for your campaign.

Combine proprietary data with the most predictive in the market by using the Resonate Elements data set, your first-party data, and custom data to create and activate well-defined, multi-attributed segments for activation. Let's take a look at how you can empower your activation strategy with Resonate.

As an example, see how you can activate the Wellness-Seeking Consumer audience. By leveraging directly observed behavioral data and offline data, we continuously update comprehensive profiles for over 250M adults across the United States.

→ **Learn More About Media Activation**
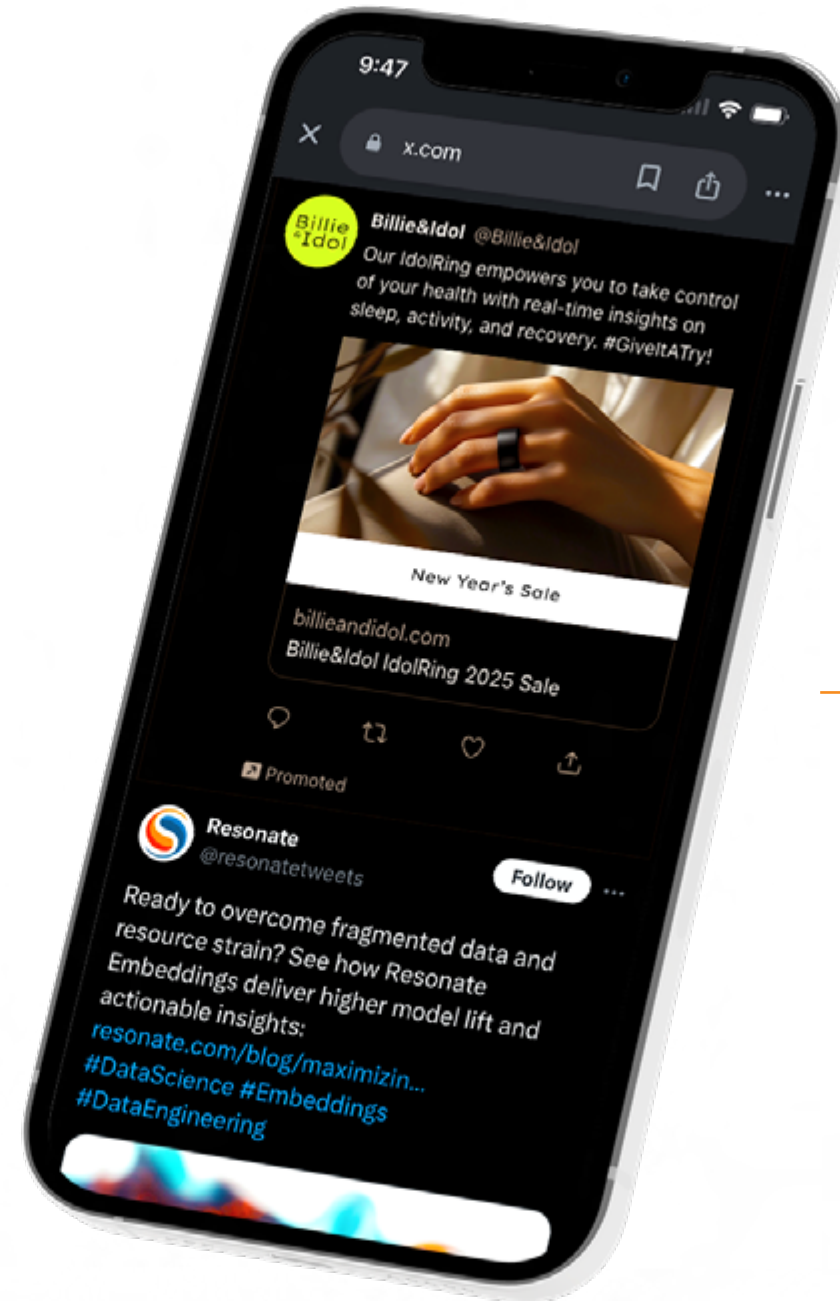
The Resonate Media Consumption Report provides insights into which social media, streaming, and other platforms an audience uses and how heavily they use them. For example, **37% of the Wellness-Seeking Consumers are power-users of 'X'** *(formerly known as Twitter)*, making this social media platform a great place to target them.

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Acquire

Retain   **Grow**
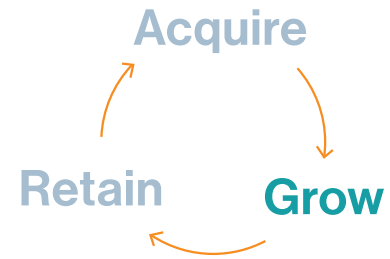
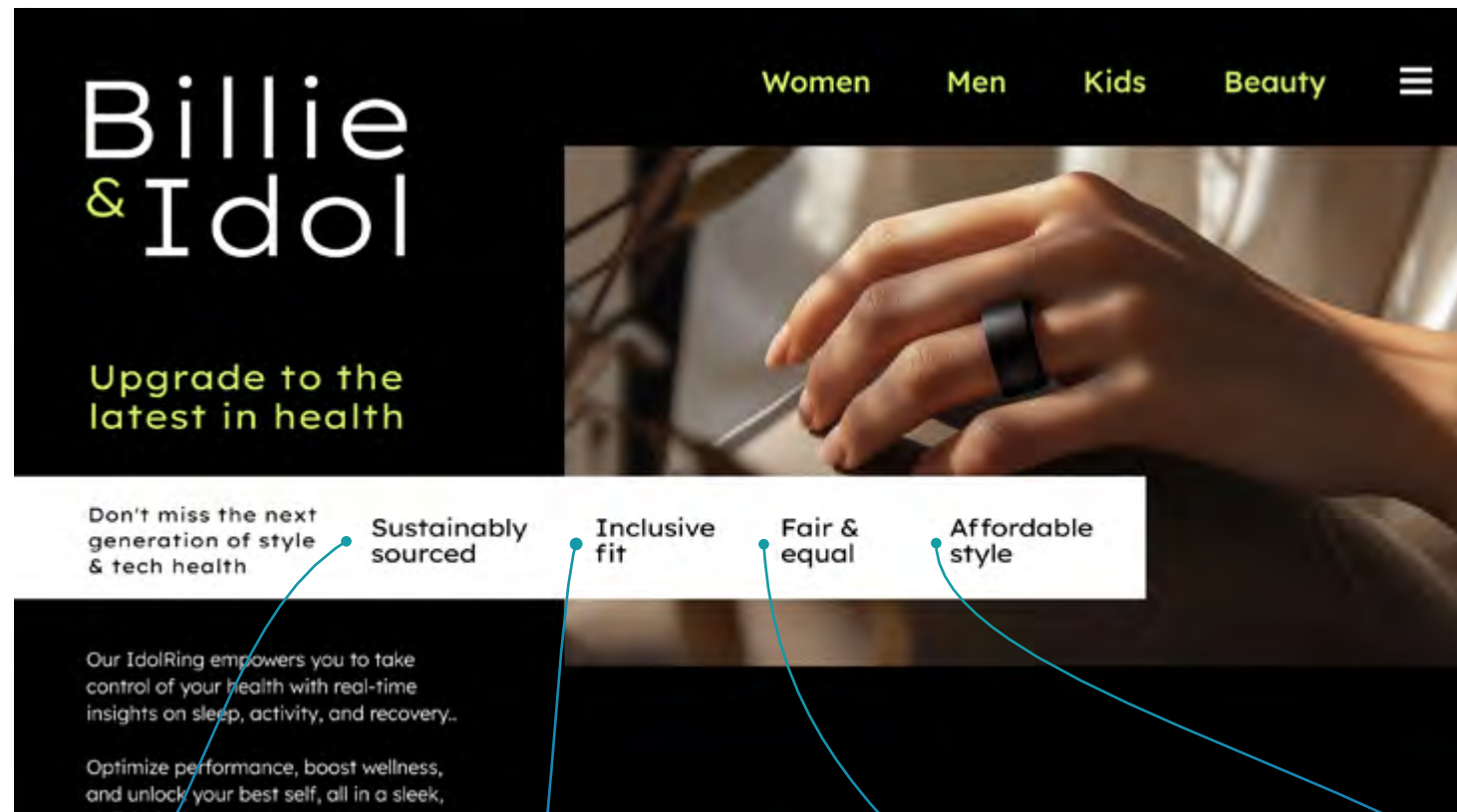# Accelerate growth with personalized experiences powered by Resonate

In addition to powerful insights & high-performance media data,

Resonate amplifies your ability to upsell, cross-sell, and grow by powering first-touch website personalization through your engine of choice.

→ **Learn More About Predictive Modeling**

Enhance personalization & improve conversion on the first touch

When you create personalized experiences, you generate better upsell and cross-sell revenue. Leverage Resonate's safe, secure, near-real-time identification of known and unknown visitors to optimize the web experience.

Resonate rAI-Powered Personalization Drives Growth

75%
First-time visitor match rate potential

33%
Faster delivery of personalized experiences

20%
Increase in conversion

Women   Men   Kids   Beauty

Billie & Idol

Upgrade to the latest in health

Don't miss the next generation of style & tech health

Sustainably sourced   Inclusive fit   Fair & equal   Affordable style

Our IdolRing empowers you to take control of your health with real-time insights on sleep, activity, and recovery..

Optimize performance, boost wellness, and unlock your best self, all in a sleek,

Resonate Product Attributes

Produced Sustainably

Resonate Product Attributes

Reflecting Who You Are

General Purchasing Behaviors

Pay Employees Fair Wages

Shopping Behaviors

Has Competitive Prices

![resonate]

Acquire

Retain   **Grow**

Prevent churn
with Resonate

Resonate data and intelligence play key roles in optimizing the full customer lifecycle.

Resonate AI-powered analytical services like predictive models help you identify and action key segments like potential churners or high-value customers for a fraction of the time and expense of traditional consultancies and data companies.

→ **Learn More About Predictive Modeling**

→ **Learn More About Data Append**

Billie
&Idol

Don't lose your connection to health

Your prioritize your health and your time. Renew today for unlimited 1:1 health coaching sessions for 3 months. With your ring and your personalized coaching, optimal wellness is within reach.

Renew Now

Resonate's powerful insights help you determine the next best action. With your first-party data enriched in your CRM, you are ready to launch a high-performing email campaign that ignites loyalty.

Leverage Resonate Predictive Models and Data Append for CRM to plan your next best action

Use Resonate's safe, secure, near-real-time identification of known and unknown visitors to optimize the web experience in four easy steps:

1 **Upload your 1P data**

2 **Match to Resonate data**

3 **Resonate builds predictive model in 5 days**

4 **Scored file returned via data append + key insights report to determine next best action for**

✔ Churn identification
✔ Next-best customer
✔ Other models

Why Resonate AI-powered consumer data?

Because performance starts with the best data.

1

Rich human data

- Comprehensive, individual understanding
- Human Element
- Intent, psychographics, preferences, and behaviors
- Multiculturally nuanced

2

Recent and relevant

- Current sentiment, intent, preferences, and behavior
- Continuously updated to reflect change
- Hyper-relevant and industry-specific

3

Actionable and integrated

- Available across the marketing ecosystem
- Append to your 1st-party data
- Omni-channel media activation
- Data lakes or predictive model infrastructures

RE Learn more about the 15K attributes in the Resonate Elements data set

→ **Learn More**

What's next? Accelerate performance and growth with direct access to rAI

With the best data and insights, you can optimize every stage of the customer lifecycle with Resonate's predictive consumer intelligence solutions. Achieve unprecedented speed to insights: reduce months of data collection, systems integrations, and analysis to just 72 hours.

Deliver powerful consumer behavioral signals at scale with access to Resonate's extensive consumer database

Combine your 1st-party data with Resonate's data with Resonate Embeddings.

Reduce churn and identify your next-best customer with 85% accuracy*

Identify the highest-value actions and prospects with Resonate Predictive Modeling.

Achieve first-touch personalization to increase conversion 20x*

Drive high-performance personalization with Resonate Data Install for Website Personalization.

*results from Resonate clients

Supercharge revenue growth in 2025

Increase acquisition and optimize growth across the customer lifecycle with the most recent, predictive, and comprehensive consumer data.

Ready to see the Resonate difference for yourself?

Consult a data expert today

resonate

Sources for the Resonate 2025 State of the Consumer include insights from our state-of-the-art AI data engine and data from industry-leading experts such as...

FORRESTER®

x

McKinsey & Company

→ **Read the full 2025 Resonate Winter Consumer Trends Report**

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Winter 2025 Outlook
Consumer Trends Report

→ **Read the Forrester® Reports**

→ **Read the McKinsey & Company Reports**