

Strategus

# Resonate's AI-Powered Insights Uncover New Audiences and Boost Conversions

## Using New Data to Challenge Assumptions

Strategus, a full-funnel CTV advertising agency, partnered with Resonate to refine their targeting strategies and improve campaign performance for their clients. By leveraging Resonate's AI-powered Audience Insights, they were able to challenge their assumptions about their client's ideal customer profile and uncover deeper audience characteristics.

After implementing the Audience Insights pixel powered by Resonate on the client's website, the data revealed several unexpected trends, enabling them to tailor their creative messaging and targeting more effectively.

**Demographics:** The actual audience skewed much younger and had a broader household income range than the client had anticipated.

**Diverse Lifestyles:** Diving even deeper also allowed Strategus to identify the target audience's lifestyle choices, brands, and values, which were also contrary to the client's initial assumptions.

These insights enabled the group to refine both their creative messaging and targeting, leading to better campaign performance, audience and engagement resulting in:

- **Increased conversions: 15.4% boost in conversions.**
- **Improved understanding of target audience:** They gained valuable insights into their target audience's demographics, lifestyles, and values.
- **Enhanced ability to tailor marketing strategies:** By leveraging data-driven insights, Strategus differentiated themselves from competitors.

Strategus found Resonate's data to be invaluable in navigating the ever-evolving digital marketing landscape. By leveraging these insights, they are able to make more informed decisions, optimize their marketing spend, and maximize results for their clients.

**“As an innovation company, we’re constantly seeking partners with exceptional data. Resonate has provided us with invaluable insights that we can share with our clients to quantify our efforts. In the world of digital marketing, Resonate’s data stands out. It offers something truly unique that our clients have been craving.”**

- Randi Mitchell, *Digital Sales Director*, Strategus

## About Resonate

Since our start in 2008, we’ve been guided by a simple yet powerful idea – understanding people. Today, Resonate is the only consumer intelligence company that creates hyper-relevant, dynamic consumer insights and puts it at the fingertips of marketers for personalized brand action, scaled to the entire US 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. We believe in being people-centric and that marketing succeeds thanks to the humans behind the data. We enrich your own 1st-Party data and help you understand why people choose, buy, endorse, or abandon your brand or cause.

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