



JORNAYA NURTURE

Engage leads using in-market signals for increased conversion

After receiving a lead, marketers typically make a certain number of attempts to contact the consumer before moving on. This workflow, on average, results in 50% of leads never being successfully contacted by your brand.

Uncontacted leads may be moved into a more cost effective follow-up strategy such as email. But without understanding the consumer's current buying intent and motivations, the likelihood of reaching that consumer remains low.

Jornaya can help.

As an independent witness to over 200M consumer events per month, across 30,000 web domains, Jornaya has a unique view of the complete consumer journey.

To help connect marketers to this data, we've established the Data Partner Program. Where participating lead generators partner with Jornaya to provide behavioral insights into the consumer journey and reveal in-market behaviors after lead submission.

Nurture helps marketers maximize lead conversion by using recent intent signals to adapt your marketing messaging and timing to each consumer.

MAXIMIZE LEAD CONVERSION WITH NURTURE

- Receive a daily file highlighting a leads in-market activity for the prior day, for 90 days
- See more of the consumer journey after form submission for your first and third party leads
- Optimize marketing outreach and deepen consumer engagement with in-market signals
- Accelerate time to conversion by timing outreach with peak consumer engagement
- Maximize resource efficiencies by identifying which consumers are actively in-market

CONVERT MORE OF YOUR LEADS BY...



REDUCING MISSED CONNECTIONS

Know when unsuccessfully contacted leads show renewed interest, and initiate contact when your service is the most relevant.



REVITALIZING INACTIVE CONSUMERS

Adapt the timing of your outreach to re-engage consumers using new in-market behaviors to identify progress in her journey outside of your brand.



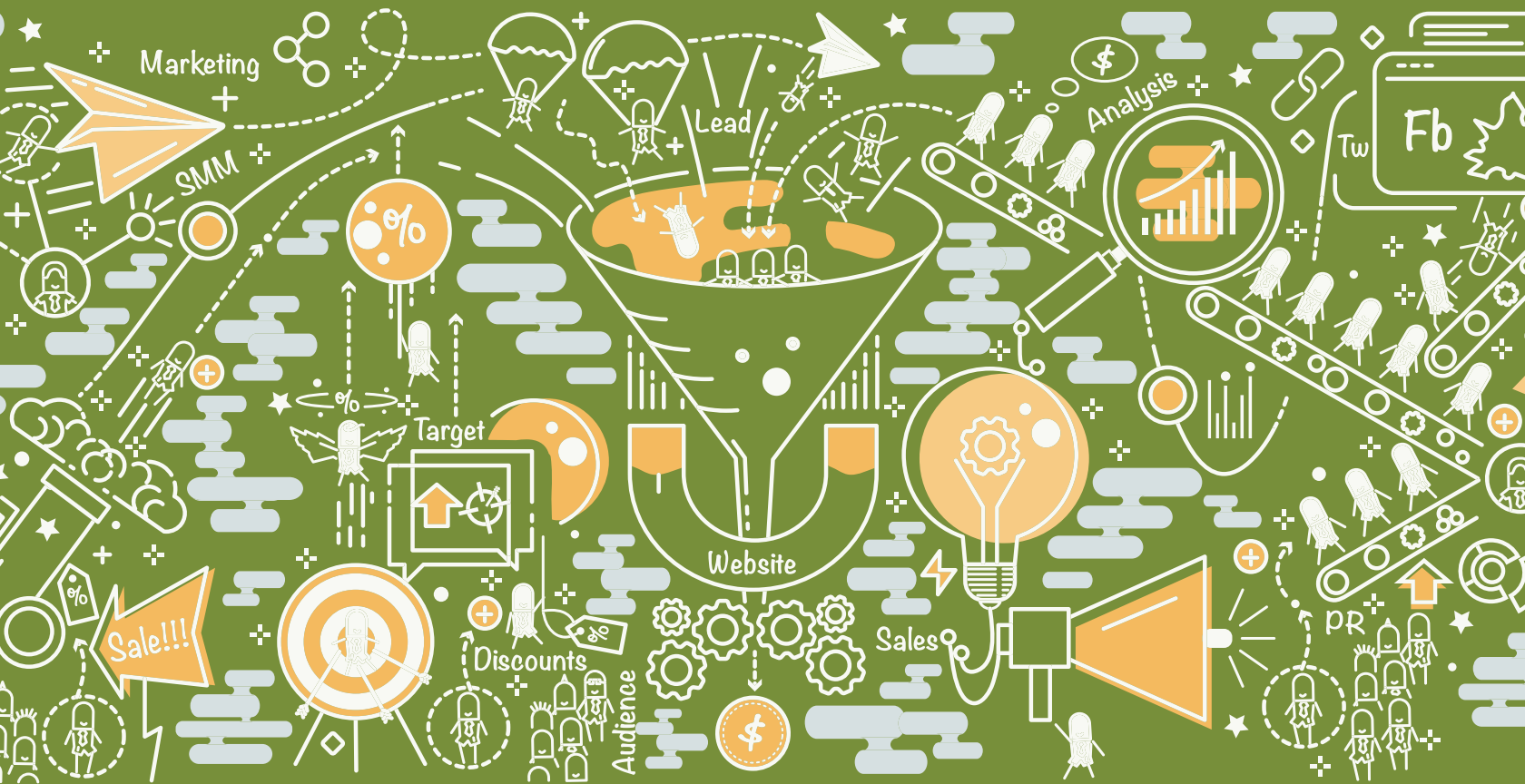
BUILDING RELATIONSHIPS

Accelerate time to conversion keeping consumers active in your relationship and reinforcing brand value with timely and relevant outreach.

JORNAYA™

NURTURE

The Power of Intent™



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