

# JORNAYA DATA PARTNER PROGRAM

Grow the value of your data beyond just the lead.

Jornaya brings you a way to extend your value beyond just the lead, to fully harness the power of consumer intent. Each site visit produces rich consumer intent data that can help lead creators and brands improve their understanding of the consumer journey to achieve optimal consumer outcomes.

## THE OPPORTUNITY

Grow your business by unlocking additional use cases and opportunity from your data and extend incremental value to your clients by providing consumer journey insights.

Participants in Jornaya's Data Partner Program (DPP) will receive

- **50% Revenue Share Program** - Jornaya will return 50% of revenue generated to partners participating in this program. Your revenue will grow as Jornaya's customer base grows.
- **Monthly Lead Generator Insight Reports** - Insight reports provide transparency and examine key data points designed specifically for lead generators.
- **Jornaya Preferred Partner Status** - Jornaya will work with Data Partners to provide strategic introductions to buyers in your vertical.

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## USE CASES

The DPP powers Jornaya Insights which delivers derived data, in the form of counts or scores based on masked and aggregated data, from participating Data Partners. Jornaya Insights will be delivered to Jornaya customers via match to a customer's existing record. Matches will be made by a LeadiD token or hashed identifier.

Jornaya Insights enables marketers to inform personalized, relevant, and timely messaging to maximize desired outcomes throughout the entire customer lifecycle. Initial applications include:

- **Lead Nurturing** - Enabling marketers to increase lead conversion by aligning lead nurturing programs to each consumer's behavior and intent
- **Customer Retention** - Enabling marketers to increase retention of existing customers with consumer journey insights and consumer intent throughout the customer's lifecycle
- **Increased Customer Value** - Enabling marketers to increase value provided to existing customers by offering relevant products at the right time throughout the customer's lifecycle

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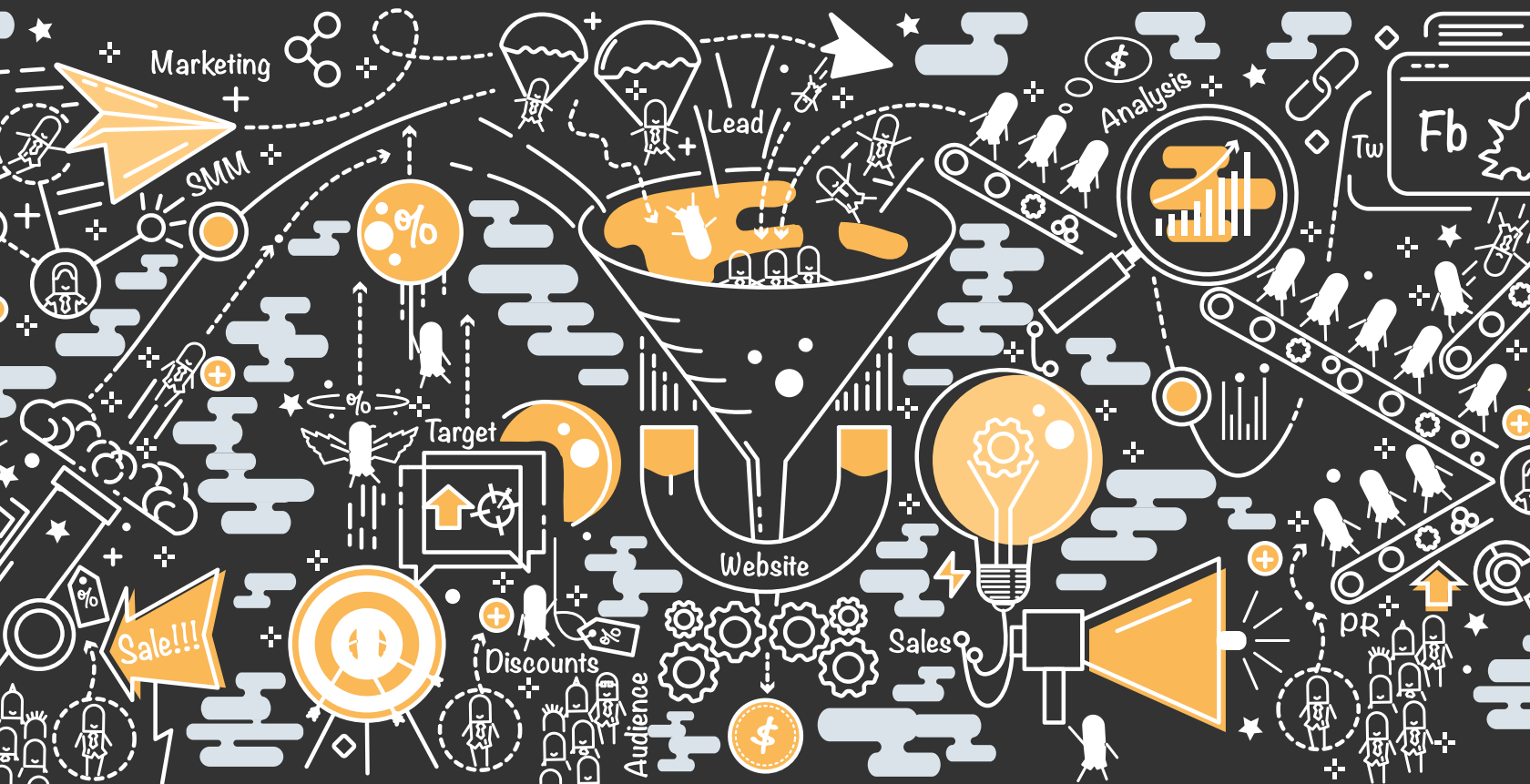
It is important to note that all use cases *enhance existing records* to help achieve optimal outcomes and do not create any new records .

Sign up [here](#) to begin participating in the Data Partner Program!



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