



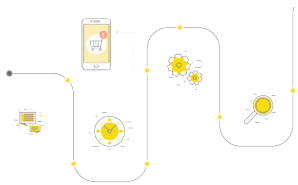
JORNAYA ACTIVATE

Gain Visibility into the Behavior of Your Prospects and Customers

The consumer is in control of the shopping process. Each consumer knows what they are shopping for, where they've done research, and which brands they've engaged along the way. But as a marketer, you are blind to this journey until a consumer raises their hand. What if you could see the consumer journey, anticipate needs along the way, and proactively engage with the right content?

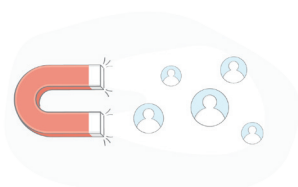
Jornaya can help.

Jornaya witnesses the journey first hand, on participating partner websites, to provide the earliest behavioral indicators of when a consumer starts shopping. Leveraging these insights, marketers can better acquire, grow, and retain customer relationships by delivering the most valuable interaction at every phase of the journey.



CUSTOMER ACQUISITION

- Improve the relevance of outreach and deepen engagement using in-market behavior
- Connect to the changing intent of consumers in your current prospect database
- Maximize resource efficiencies by identifying which consumers are actively in-market



CUSTOMER RETENTION

- Proactively inform and influence the decision making process to increase retention rates
- Monitor for shopping behavior from current customers to identify risk as early as possible
- Improve the targeting of campaigns based on where the consumer is in their journey



CUSTOMER GROWTH

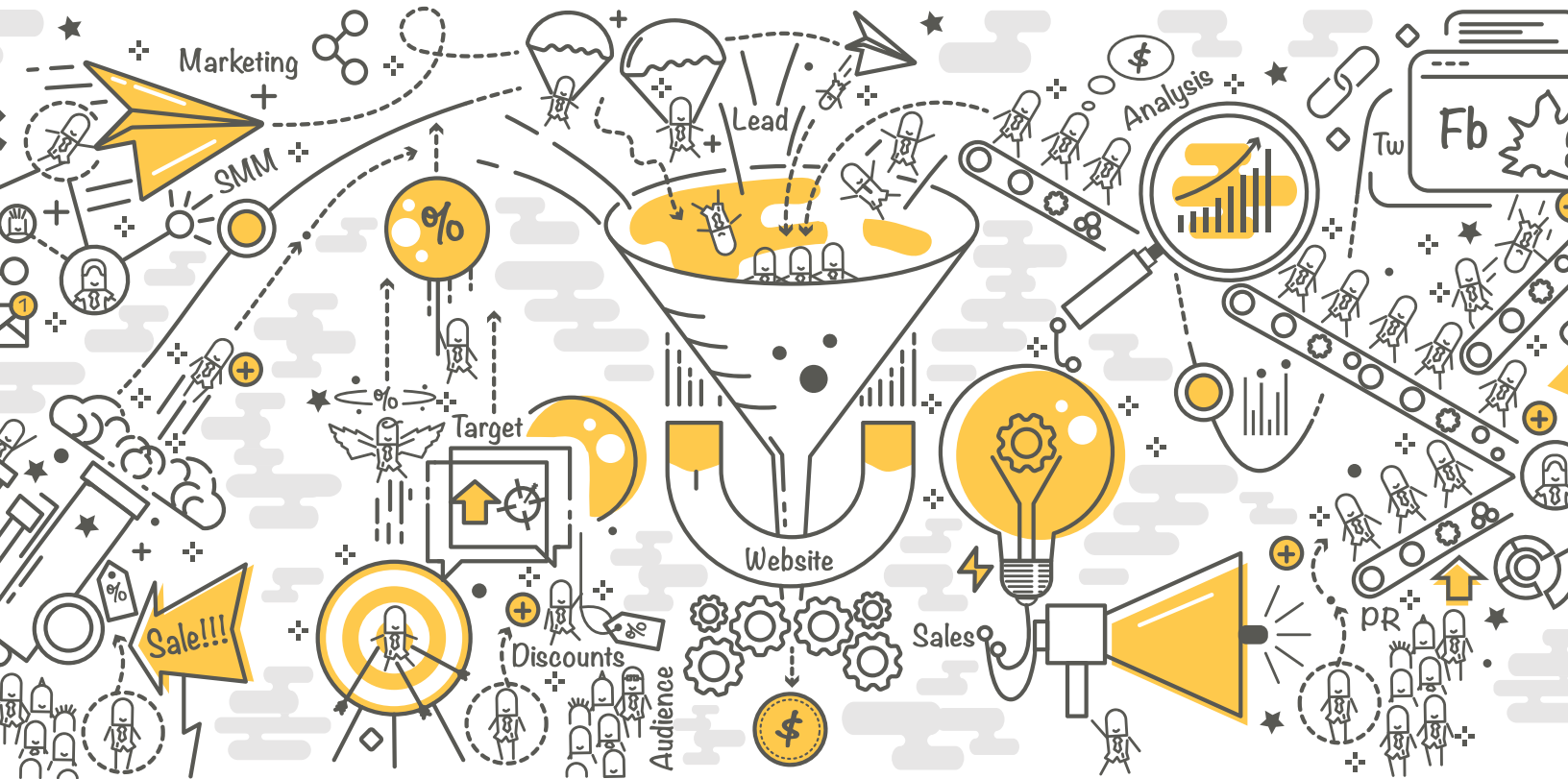
- Recognize behavior indicating your customer is in-market for a complementary product
- Extend brand value by tailoring outreach for maximum relevance
- Deepen your relationship with current customers by providing additional services

HOW IT WORKS

Jornaya Activate is powered by a proprietary identity graph, whereby we are able to link privacy friendly identifiers, such as a hashed phone number, hashed email address, or LeadID, to anonymized consumers behaviors across our network. The data leveraged in Jornaya Activate, is provided by participating members of the Data Partner Program, who receive a value exchange back from Jornaya for their participation.

DATA PARTNER PROGRAM

The data leveraged in Jornaya Activate is contributed by members of our Data Partner Program (DPP), providing publisher partners an opportunity to unlock meaningful value from their data with the ultimate goal of bringing more value to the consumer in the process. Those partners that choose to participate in the DPP expressly opt-in, and share in a value exchange with Jornaya for their contributions.



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