

JORNAYA DATA PARTNER PROGRAM

Grow the value of your data beyond the lead.

Jornaya provides lead creators with a way to extend value beyond just the lead, and harness the power of consumer intent. Each site visit produces rich behavior and intent data that helps lead creators and brands better understand the consumer journey to achieve optimal outcomes.

THE OPPORTUNITY

Grow your business by unlocking additional applications of your data and extend incremental value to your clients by providing consumer journey insights.

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

- **Revenue Opportunity** - Jornaya returns a percent of revenue generated to partners participating in the DPP, meaning your revenue grows with Jornaya's customer base.
- **Lead Generator Insight Reports** - Monthly insights reports provide transparency and performance indicators for Jornaya's key data points for lead generators.
- **Jornaya Preferred Partner Status** - Jornaya works with Data Partners to provide strategic introductions to buyers in your vertical.

APPLICATIONS

Consumer intent data from the DPP powers the Jornaya Activate Platform, and helps marketers nurture, retain and grow customer relationships by delivering derived counts and scores based on hashed and aggregated data from Data Partners.

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

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

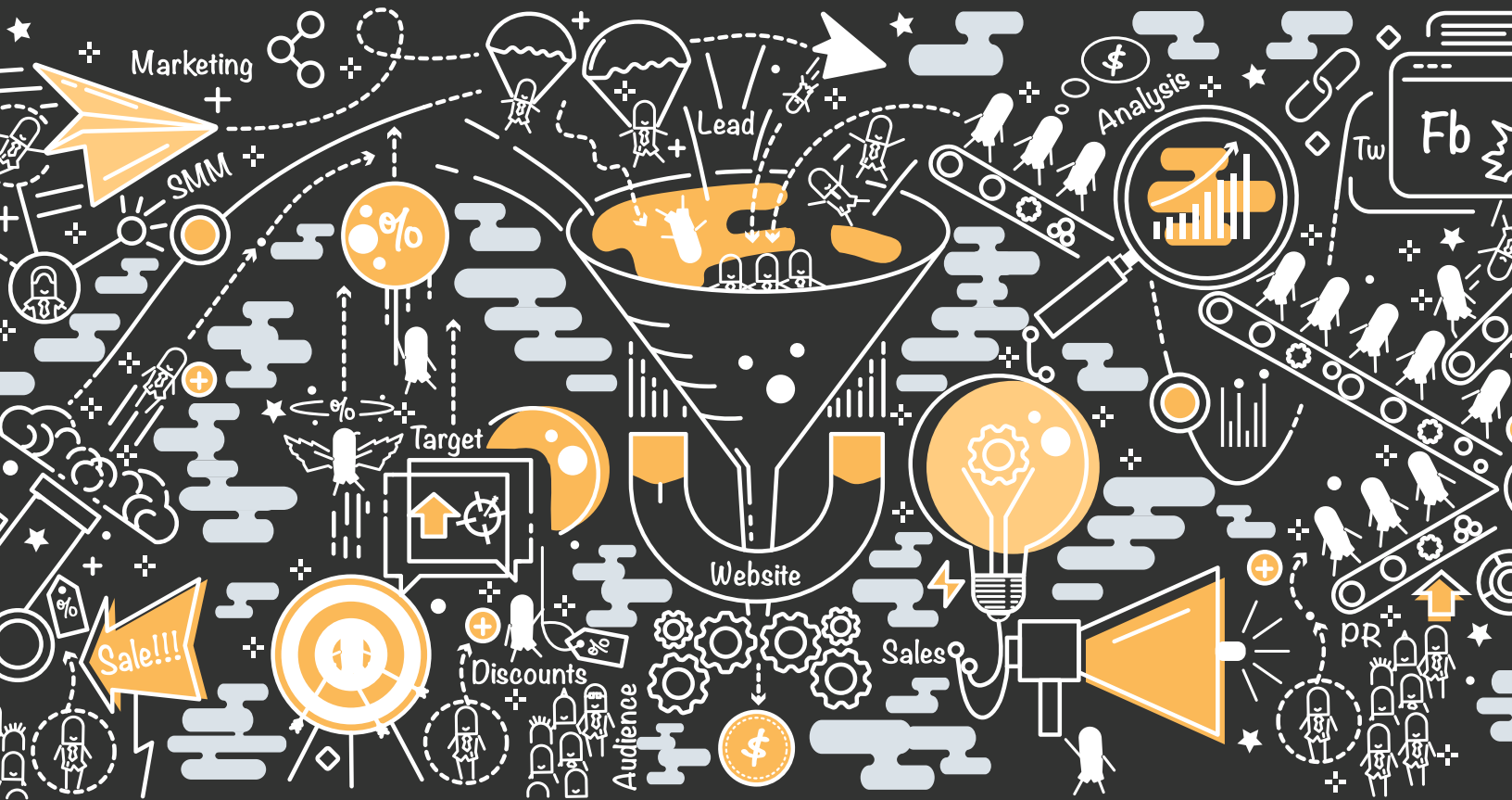
Applications of the Jornaya Activate Platform are delivered to Jornaya customers via match of in-market signals to an *existing customer record*, based on a LeadID token or hashed identifier. These use cases help marketers achieve optimal outcomes, and do not create any new records.

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

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