

THE PULSE



for Publishers

JORNAYA™

ABOUT THE PULSE

Publishers and performance marketers play a critical role in helping their advertiser partners grow and helping consumers navigate their complex major-life purchases.

Our Pulse for Publishers insights report is designed to help you understand shifts in market-level trends so you can make data-driven, strategic decisions for your business.

JORNAYA'S UNIQUE ROLE

Jornaya has an expansive view into major-life purchase shopping activity – enabling unique, aggregate level insights into industry level trends.

1K+

**Publisher
Partners**

35K+

**Comparison-Shopping
Sites w/ Jornaya
Technology**

1B+

**Consumer Shopping
Events Witnessed
Every Quarter!**

Free Preview: Join our Publisher Program for Full Report

INDUSTRIES COVERED

INSURANCE



AUTO



HEALTH



HOME



LIFE

MORTGAGE



PURCHASE



REFINANCE



REVERSE



HELOC

EDUCATION & JOBS



HIGHER EDUCATION



JOB SEEKERS

REAL ESTATE & HOME SERVICES



HOMEBUYERS



HOME SERVICES

This report illustrates the **percentage change in unique consumers witnessed** in-market for each industry category, over weekly and monthly time periods.

A **UNIQUE CONSUMER** is defined using Jornaya's Identity Graph, which resolves disparate website sessions and consumer interactions to a unique person.

MONTHLY INDEX VIEW

- Median line shows **the median number of unique consumers witnessed monthly, over the 11-month period** represented.
- Each month illustrates the **percentage change in unique consumers witnessed**, compared to the prior month.

WEEKLY INDEX VIEW

- Median line shows **the median number of unique consumers witnessed weekly, over the 42-week period preceding the 8-week period** presented.
- Each week illustrates the **percentage change in unique consumers witnessed**, compared to the prior week.

Percent changes in unique consumers witnessed

INSURANCE

-5%

AUTO

+4%

HEALTH

+3%

HOME

-4%

LIFE

MORTGAGE

+5%

PURCHASE

-2%

REFINANCE

-31%

REVERSE

+19%

HELOC

EDUCATION & JOBS

+2%

DEGREE PROGRAMS

-13%

JOB SEEKERS

REAL ESTATE & HOME SERVICES

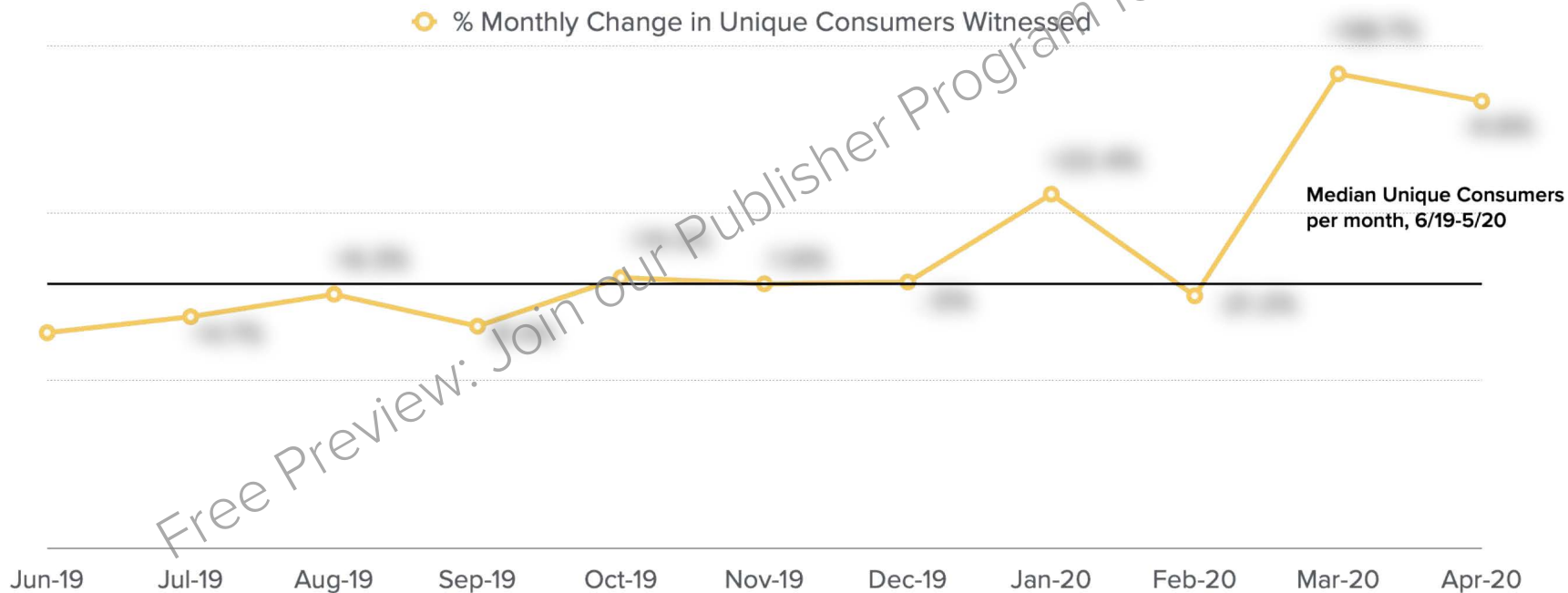
+1%

HOMEBUYERS

+15%

HOME SERVICES

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JORNAYA™

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QUESTIONS?

Contact Jornaya's Publisher Team

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