

JORNAYA™

ACTIVATE 3.0

THE POWER OF KNOWING

WHO | WHEN | HOW

An evolution in behavioral data intelligence—providing you the most secure, transparent and actionable view of your consumers' daily in-market behavior

Λ3.0

The Activate 3.0 platform lets you securely monitor any list of your consumers and prospects to:

- Know who is actively shopping
- Know when they typically shop
- Know how frequently they're shopping

Jornaya witnesses over **400M shopping events every month** across our Proprietary Data Network of more than **35K comparison shopping and lead generation websites** covering the banking, mortgage, insurance, automotive, and education markets.

Consumer Privacy Always Protected
No PII is stored or shared by Jornaya

Identify Opportunities

Retention: Identify earliest indication of retention risks

Cross-sell: Pinpoint customers shopping for other products

Acquisition: Know when prospects are back in-market

Time Precise Outreach

Reach the right consumers at the right time

Craft the most relevant and timely message

Avoid overmarketing with the wrong message

Monitor Multiple Shopping Journeys

BANKING + MORTGAGE

Purchase | HELOC
Refinance | Reverse

INSURANCE

Auto | Home
Health | Life

Homebuyers | Home Services

Automotive | Higher Education | Jobs

Easy + Intuitive Platform

Get started fast. See results quickly.

Create multiple monitoring instances

Leverage exclusive behavioral data sets

Hash consumer PII

Automate integration with your existing
CRM + marketing execution platforms



SEE HOW IT WORKS

ACTIVATE 3.0
USER INTERFACE



PROVEN RESULTS

200%
Revenue Growth
Over 3 Years*

5X ROI
on Retained Business

3X Higher Response Rate
from In-market Consumers
(Direct Mail)

See Forrester's Total Economic Impact Study of Activate

RESULTS

Schedule a Demo

Request Access to Activate 3.0 Today
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