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!
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

WANT MORE?
Learn more about how we serve Publishers

JOIN TODAY

QUESTIONS?
Contact Jornaya’s Publisher Team
publishers@jornaya.com