

A hand in a dark suit jacket is shown holding a clear crystal ball. The background is a blurred image of a person in a suit, all with a blue color overlay. The hand is positioned as if about to move the crystal ball.

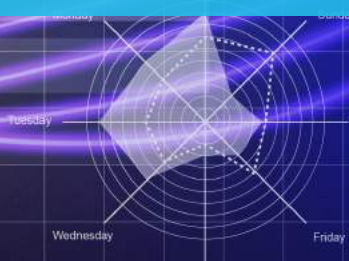
JORNAYA™

Consumer Intent: Your Crystal Ball

Why Consumer Intent Scoring is Essential to Success

Every consumer leaves a digital trail behind as she navigates the web. And these insights – available at your fingertips today through consumer intent scoring – are the type of intelligence that you could only dream of accessing just a few short years ago. When you have sharper vision into the consumer's buying journey, you make sounder decisions that increase the likelihood of turning that consumer into your newest paying customer.

Business Strategy
Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management



23:35:60
Business Strategy

23:35:60

DEMOGRAPHICS VS. INTENT

In the absence of consumer intent data, the only things marketers can act upon are the campaign or the self-selected demographic details that the consumers enter into the web form (such as State of Residence). Like many advertisers today, you are likely relying on demographic data to make the best possible decisions, and are optimizing bid strategies by targeting relevant demographic parameters.



Demographic data certainly helps you find “look-alike” consumers but, demographic filters are only reliable to a degree. With demographic data alone, how many of your leads had a favorable demographic profile, but ultimately were not in-market? On the flip side, how many leads might you have excluded over time based on their demographic profile who actually were high-intent? Consumer intent scoring can help you better understand the consumers you’re prospecting, and enables you to harness “act-alike” insights in order to make smarter decisions.



High intent consumers were four times as likely to ask for a quote compared to those with low intent scores.

Source: LeadID analysis of 450,000 conversions between November 2015 and January 2016

But, consumer intent can provide even deeper insight into conversion potential than demographic information alone, as online behaviors are a highly accurate predictor of a consumer's stage and purpose in the buying journey.

What you may not realize is that by incorporating a consumer's intent with the demographic criteria you currently use, you gain the highest-resolution view into the consumer's purchasing intent, along with an unmatched ability to optimize real-time bidding strategies for your leads.

THE POWER OF INTENT

Brands use many data sources to predict outcomes, but until now, the ability to measure and utilize consumer intent has remained elusive. Intent-driven insights, distilled from the consumer's buying journey, enable marketers to augment demographic information with behavioral facts.

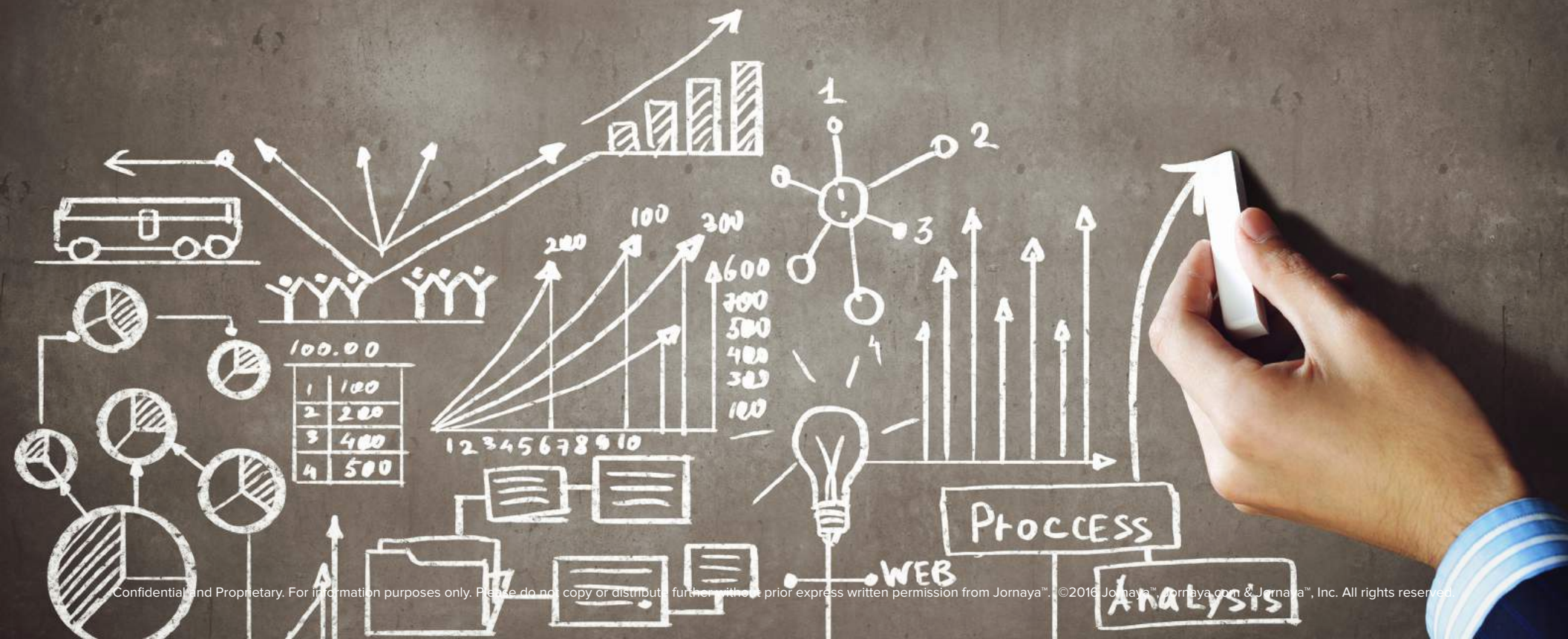




Consumer intent scores allow lead buyers to estimate a consumer's likelihood of requesting a quote in real time, and thereby differentiate between those who are ready to move forward and those who are just browsing. The path to success, however, is paved through steady improvements in several important aspects of your acquisition program.

ACTING ON INTENT

- **Enhance Targeting and Optimize Bids:** Knowing how likely a prospect is to request a quote enables you to find the right audience and make the right bids at the right time. Determining how much to pay for your leads will enable you to save money on both lead purchasing and operational expenses.
- **Reduce Inefficient Spend:** With this new, powerful data at your fingertips, you can adjust your strategy and make strategic spend decisions such as re-allocating the money you were spending on low-intent leads to increase your volume of high-intent leads that are more likely to convert, improving your cost per acquisition.



- **Increase Operational Efficiency:** Intent scoring enables you to determine the most effective workflow when processing and routing leads, based on potential performance, to streamline your internal efforts and free up valuable resources and time.
- **Improve Call Campaign Performance and ROI:** Eliminate the guesswork by knowing who to dial, when to dial them, and to which reps to route each lead. With intent scoring, you can ensure better call center operations so that your high-intent consumers aren't falling through the cracks.



Armed with consumer intent insights, you'll be empowered to optimize your bidding strategies and route leads more effectively. With intent scoring layered over your demographic targeting, you'll be better equipped to motivate your publishers to deliver the highest intent consumers.



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