

# Buyer Journey

Tracking every step a customer takes — like following footprints all the way to your front door.

## Most businesses only see the last thing a customer did — not the whole story

Your customers don't follow a straight line from ad to purchase. They research across devices, channels, and weeks. Standard tools track sessions — not people — so they can't connect the dots.

- On average, 12 touchpoints happen before a sale — most businesses only see the last one
- Buyer Journey connects every step to one verified person — including early signals before they ever visited your site

3x

more revenue traced to right campaigns

12

avg touchpoints before a sale

17%

of budget reallocated in month one

## What a real journey looks like — most businesses only see week 5

### WEEK 1

#### They start looking — but not at your site yet

Before they know you exist, they are already reading and searching about what you sell. Buyer Journey spots those early signals.

### WEEK 2

#### Your ad finds them at the right moment

Their research signals trigger your ad campaign. They see it, click it — both events linked to the same verified person.

### WEEK 3

#### They explore your site and engage with content

Page visits, videos, downloads — all added to their story, building a picture of what matters to them.

### WEEK 5

#### They buy — and you know the whole story

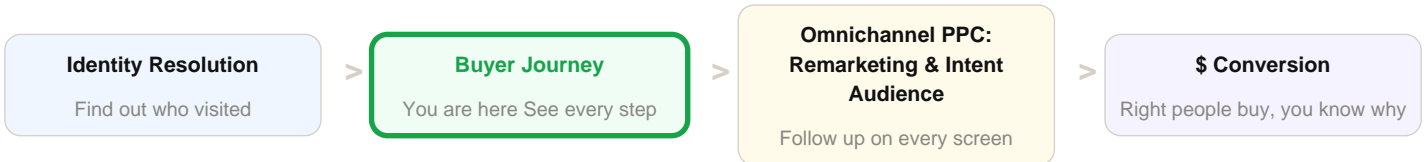
Every prior step is retroactively connected to this one person. You see exactly what worked and what drove the sale.

## Three capabilities that become possible once you can see the whole path

Think of it like a report card for your marketing — not just your final grade, but every assignment that contributed to it.

- Move budget to what actually works — not just what got the last click
- Prove marketing drives revenue — show exactly which campaigns touched which sales by name

## The Stepping Stone — Buyer Journey works best alongside Identity Resolution



Ready to see what is actually driving your sales?

Stop guessing which campaigns work — start knowing.

Book a free 30-minute consultation

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