

A BUYER'S JOURNEY

How are you interacting during the process?



Awareness

John recognizes a problem



Research

John begins to research possible solutions

A quick web search will do



After careful research, John weighs out
all of his options



Evaluation

He now takes the time to look at the
reviews and experiences of previous
customers



Now it is time for John to make
his final decision

Which is hopefully
YOU



Decision



WHY IS IT IMPORTANT TO KNOW THE JOURNEY OF A BUYER?

Targeting a potential prospect in all phases of the buyer's journey is **CRUCIAL** to turning them into customers

With web intent data from AWI, reaching a potential customer has never **been easier.**

