# A Buyer's Journey

How are you interacting during the process?



**Awareness** 

John recognizes a problem





#### Research





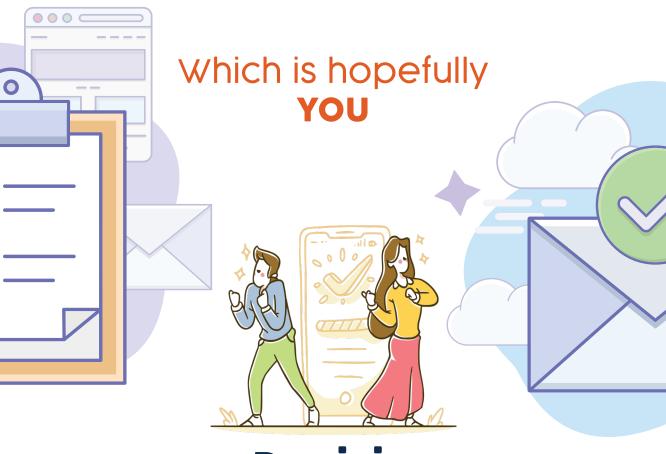
### After careful research, John weighs out all of his options



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



**Decision** 



# THATSOUGHT WOULD IN SOURCEY

of a Buyerg

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.



