

Frequently Asked Questions

1	What is User Journey Intelligence?	By combining GA4 and CRM journey data, User Journey Intelligence analyzes how customers move through their journey to conversion.
2	Why was this created?	Marketing teams often have visibility into individual campaigns but lack of complete understanding of the customer journey. This tool was created to connect fragmented data and provide actionable insights.
3	What business challenges can this tool help me with?	• Understand complete customer journeys • Identify high-performing conversion paths • Reduce customer abandonment • Optimize marketing channels and customer experience
4	How is UJI different from traditional analytics tools?	Traditional analytics tools report metrics for individual channels or campaigns. UJI connects customer interactions across touchpoints to explain how users move to conversion.
5	What are the biggest benefits of this tool?	• Gain a complete view of customer journeys • Improve conversion path optimization • Make more informed decisions • Align teams

