

MTP INTELLIGENCE PLATFORM

User Journey Intelligence

Turn customer journeys into actionable insights.

Messaging Guide for MTP Employees

AGENDA

How You Can Use User Journey Intelligence

- 01** Understand Customer Journeys
- 02** Optimize Performance
- 03** Improve Content & Website Experiences
- 04** Support Smarter Client Recommendations
- 05** Align Teams Around Customer Behavior

Understand **Customer Journeys**

User Journey Intelligence reveals how customers move through every stage of the conversion journey.

**Understand
conversion paths**

**Identify first and
last interactions**

**Measure time
to conversion**

**Reveal
opportunities**

Optimize Marketing Performance

Identify the activities that contribute most to successful customer journeys.

**Discover
high-performing
channels**

**Improve
audience
targeting**

**Optimize
marketing
investments**

**Prioritize
campaign
improvements**

Improve **Content & Website Experiences**

Understand how content and website experiences influence customer behavior.

**Identify high
performing
content**

**Reduce
customer
abandonment**

**Improve
customer
experiences**

**Prioritize
content
opportunities**

Support Smarter Client Recommendations

Transform journey insights into recommendations

**Support
marketing
strategy**

**Prioritize
optimization
opportunities**

**Strengthen
client
presentations**

**Back
recommendations
with data**

Align Teams Around Customer Behavior

UJI gives every team an understanding of consumer behavior.

**Connect media
and creative
insights**

**Support
executive
decision making**

**Improve
cross-functional
collaboration**

**Focus teams on
customer
outcomes**