



User Journey Intelligence

The Strategic Advantage for Your Brand

Customers rarely convert after a single interaction. Every touchpoint contributes to the customer journey. User Journey Intelligence helps MTP teams understand how customers move from discovery to conversion by combining GA4 and CRM journey data into insights that show what drives conversion and where opportunities exist.

Here's the current landscape:

Limited Customer Journey Visibility

Many organizations can see individual marketing metrics but struggle to understand the customer journey.

Disconnected Marketing Data

Customer interactions across channels often live in separate platforms, making it difficult to spot trends.

Missed Opportunities

Without a customer journey view, teams overlook what's driving conversion.

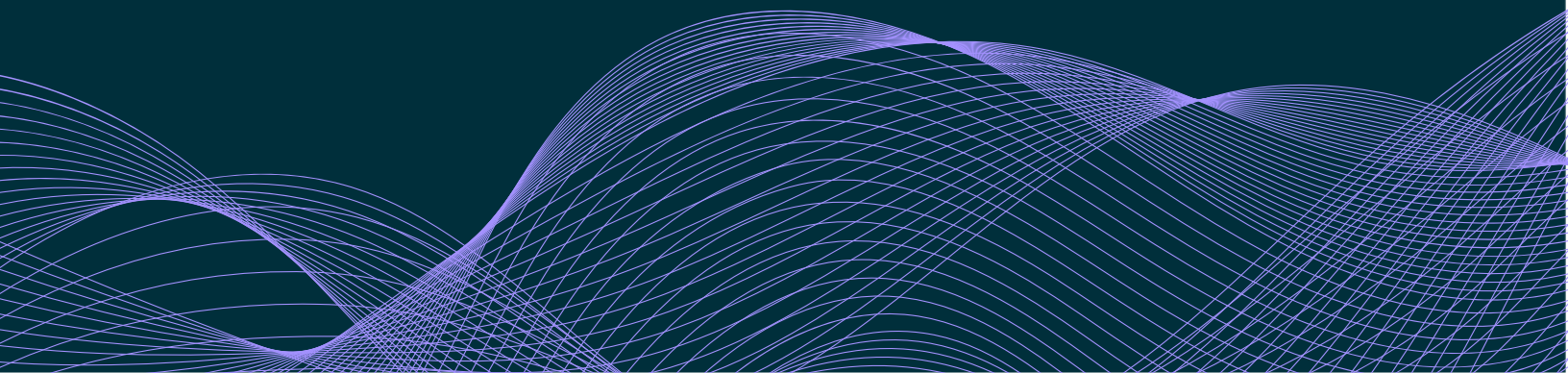
What is User Journey Intelligence?

User Journey Intelligence is an AI-enabled tool that analyzes customer journeys across marketing channels by combining GA4 and CRM data into a unified data.

How User Journey Intelligence Works

The platform analyzes customer interactions across multiple journey data sources including Channel Paths, Campaign Paths, Content Paths, and more.

AI evaluates this information through an 18 question intelligence framework that delivers actionable insights.





Key Features



Understand the Customer Journey

Understand how customers move from interaction to conversion across every touchpoint.



Identify Optimization Opportunities

Discover where customers convert and spot optimization opportunities.



Support Smarter Decisions

Transform customer journey data into actionable recommendations.

Why User Journey Intelligence Matters

Reveal High Performing Customer Journeys

Understand which paths consistently lead to conversion.

Improve Customer Experiences

Optimize content and customer experiences based on customer behavior.

Share Insights

Provide actionable insights that supports cross-team alignment.

See UIJ in Action

See how MTP teams can use UIJ to uncover customer journey insights and optimize customer experiences.

Watch Product Demo

