

## Engage your audience in a meaningful way

Manage the end-to-end reader lifecycle to drive better engagement



Every impression matters and ensuring that you make the most of each engagement is imperative to driving readers further down the funnel. Whether it's a first touch or the 100th, make sure each touchpoint is meaningful with Naviga Audience.



### SUBSCRIBER MANAGEMENT

Business level and self-management account capabilities



### OFFER MANAGEMENT

Tailored, dynamic and responsive offer creation and delivery



### CAMPAIGN EXECUTION

Creation and execution of data-driven campaigns

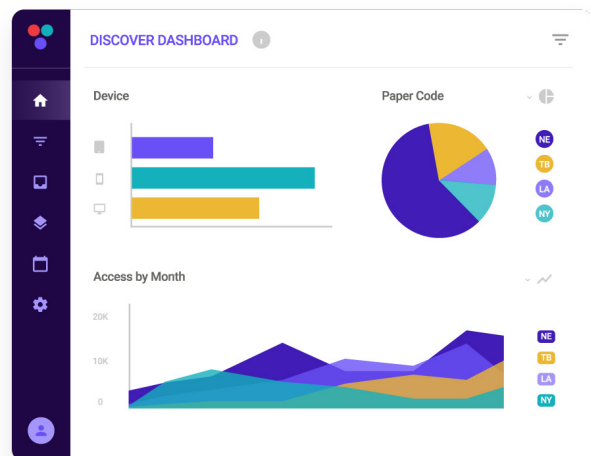


### ACTIONABLE INSIGHTS

Uncover and act on powerful audience insights

## Manage the full end-to-end engagement lifecycle

The engagement lifecycle covers everything from first touch to initial offer, conversion to ongoing engagement and account management. Ensure you can track, engage and understand your audience at each step to drive a more meaningful relationship based on value and backed by data.



# NAVIGA AUDIENCE

## Achieving results with Naviga Audience

**10M+**

Active Subscriptions

**900M+**

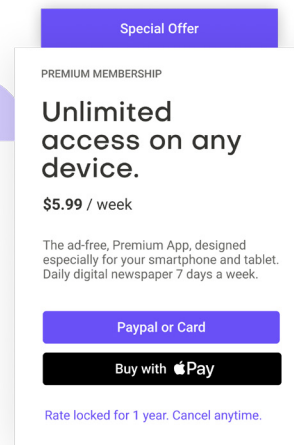
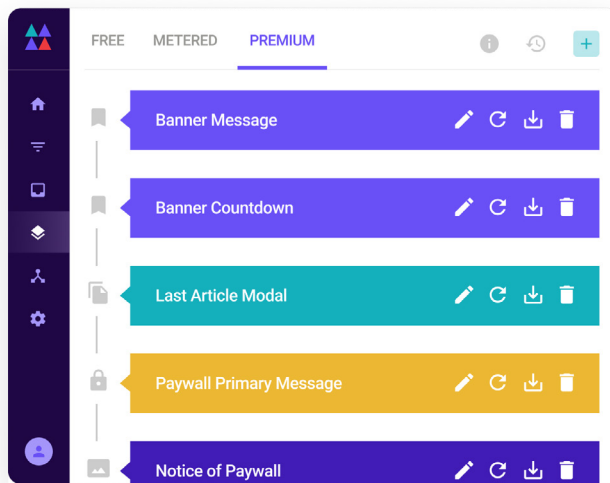
Marketing Emails  
Sent Annually

**6.4M+**

Active Accounts

**1.1M+**

New Subscribers  
Managed Annually



## Naviga Audience Solutions



### Naviga Engage

Build compelling experiences that drive prospects further down the funnel



### Naviga Subscribe

Create engaging and user-friendly experiences that connect seamlessly with your backend systems



### Naviga Discover

Understand and deepen the conversation with actionable insights across the full engagement lifecycle

Let's talk about what Naviga can do for your business.

Request Demo

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