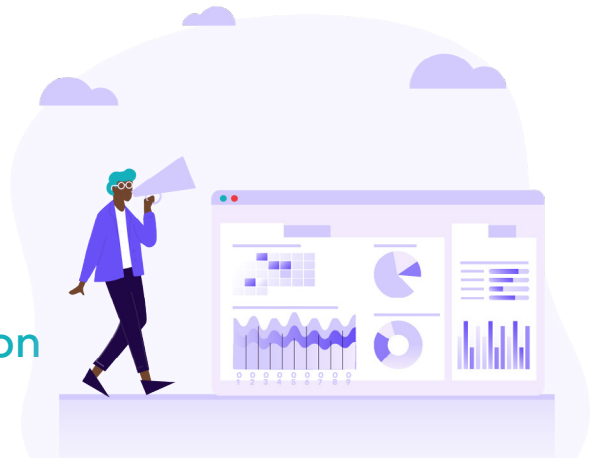


Drive better engagements with data

Understand and deepen the conversation across the full engagement lifecycle



Uncover actionable insight around subscribers and their engagements to deliver impactful audience campaigns. Whether they are newer prospects or longtime subscribers, Naviga Discover helps to strengthen the engagement you have with readers.



DATA MANAGEMENT

Create a single view of customer data from across the business



CAMPAIGN MANAGEMENT

Build, manage and analyze targeted customer campaigns



MARKETING AUTOMATION

Execute and track campaigns to drive better engagement



DETAILED ANALYTICS

Uncover actionable insights to inform campaigns & interactions

Data Fueled Journeys

Gut instincts can be valuable. But data driven decisions are an imperative. With the wealth of reader data a business collects, informing your campaigns is an easy way to drive better engagement. From segmentation to audience behaviour to campaign outcomes, uncover the actionable insights necessary for more meaningful conversations.



NAVIGA DISCOVER

Achieving Results with Naviga Audience

10M+

Active Subscriptions

900M+

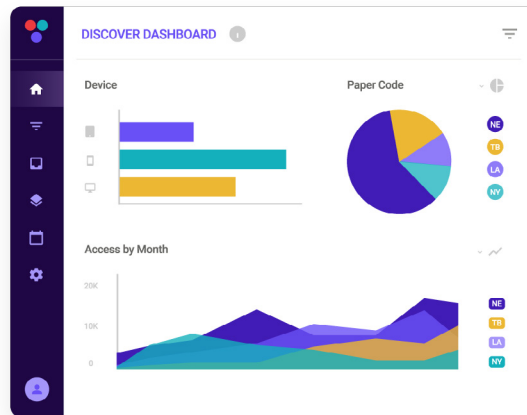
Marketing Emails
Sent Annually

6.4M+

Active Accounts

1.1M+

New Subscribers
Managed Annually



Key Features



Comprehensive Marketing Database

View all your customer's prospect event and transactional data in one central location.



Newsletter Support

Build, manage and integrate newsletter and subscriber data into your engagement cycle activities.



Automated Campaign Workflows

Set up marketing communications for target audiences based on data segmentation and a propensity for action.



Reporting

Automatically generate reports based on your key KPIs and business requirements.

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

[Request Demo](#)

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