

Since journey nurtures are meant to align with the buyer's journey, it's important that marketers take a close look at where nurture campaigns are either succeeding or stalling, in order to improve future campaigns.

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Concrete data in the form of key performance indicators, or KPIs, is compelling evidence that your marketing team's efforts are getting results. While it may seem like a daunting task to find the right KPIs to prove this, it's far from impossible.