

Tracking journey nurture progression tells you whether your campaigns are aligned with the buyer's journey — and where leads are stalling. Here's how to evaluate your customer nurture campaign and course-correct.

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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.