

RECIPE FOR SUCCESS

Produce Predictive Insights & Customer Analytics That Wow Buyers



The Challenge

Using data to analyze customer preference is a complex challenge. Every business-customer relationship is unique, so out-of-the-box vendor metrics, segments, and reports can be a huge drag on analysis. Targeting the right customers at the right time requires analysis of large volumes of customer behavior, but it's essential in order to drive higher lifetime value and boost revenue.

How to Solve It

Building ML-powered insights into your customer data platform can simplify analysis and help target customers based on their likelihood to complete an action. Brands can marry predictive insights with high-value customer segments to target those audiences that are ready to convert using customer engagement tools like advertising, site personalization and emails. Marketers can identify and increase conversion rates as well as remedy high cart abandonment rates by online shoppers.

Useful Across Multiple Industries

Tealium customers across all industries benefit from layering predictive insights onto customer data. Brands can use data to anticipate most likely buyers, predict a segment that could churn, intelligently retarget cart abandoners, or figure out the precise time to present an offer.

Analyze Cross-Channel Behavior

Create a data foundation that provides a complete view of customers' activities, then measure and analyze the behavior

Build Predictive Actions

Collect data from a wide range of sources, resolve customer identity, define custom attributes, then predict any attribute you're tracking

Reduce Time and Effort to Insight

Reduce post-processing time by building insights directly into data collection practices at predefined analysis points

Automate Insights-to-Action

Build CX goals into data collection practices so the insights drive maximum value

Mini Recipe For Predictive Insights & Customer Analytics

Add this mini recipe to your data cookbook, and you'll be well on your way to serving up intelligent customer insights.

Step 1 — Gather Your Ingredients

Collect data in a foundational layer that integrates well with other systems. Ensure the data is high quality from the start so you can focus on analyzing the data, not collecting it. To know what data you need to collect, start with understanding the behavior you want to influence or ultimately predict. All data should be enriched at collection, based on your own business rules, to automate the process of building insights into a visitor profile.

Web — Products Favorites, Purchase History, Cart History, Email

Mobile — Location App Installed/Opened, App Launched, Push Notification

Offline/POS — Loyalty/Reward Member, Store Location, In-Store Coupon Applied

Step 2 — Create a Score to Automate Targeting

The data you've gathered is organized around the customer in your CDP, ultimately creating visitor profiles and attributes. The visitor profile provides a place where machine learning can sit "on top" and be used to predict the likelihood of purchase. Prediction and likelihood scores become another data point that marketing and analytics teams can use with rules to automatically trigger action and analysis.

Step 3 — Connect Insights to Action

Use scores in creative ways to target high-value customers and increase conversion rates or exclude certain customers from various campaigns to drive more efficiency. The right CDP gives the entire organization the tools to build sophisticated and nuanced reports, then the infrastructure and ability to automate and scale campaigns in real-time.

Serving Suggestions

Website, Display Advertising, Social Media Advertising, Email Service Provider, eCommerce Site, Marketing Automation

With Tealium AudienceStream, one retailer was able to drive loyalty — and sales — with customers in one of the most turbulent years in retail history, reducing in-cart abandonment with effective nudge emails that drove conversion rates 6-7x higher than average.

Customers Who “Nailed it”

At Tealium’s Digital Virtualocity 2021, customers shared how their business succeeds with data-driven analytics. Machine learning and AI is a relatively new concept in terms of customer experience, but these customers are taking the marketplace by storm.

The Hartford uses Tealium’s new AI feature to set an example of how marketers can use predictive insights to not only better personalize experiences, but also reduce turnover by anticipating churn.



Tealium DV 2021 Predictive Insights & Customer Analytics Innovation Award Winner!

“Our switchover in analytics tools with the Tealium data layer was seamless... When our developers created a COVID vaccine availability map and stood up that webpage, they wanted to know “how do we put Tealium on?” to facilitate the analytics. They had Tealium turned on and sending data within 10 minutes! It was at a time when easy-to-use and developer-friendly was very critical.”



DV NA 2021, [“Lessons on Data Agility During Digital Disruption”](#)



We Connect Data So You Can Connect With Your Customers

Tag Management • API Hub • Customer Data Platform and Machine Learning • Data Management

Tealium connects customer data—spanning web, mobile, offline, and IoT devices—so brands can connect with their customers. Tealium’s turnkey integration ecosystem supports over 1,300 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit www.tealium.com.