TEALIUM

Tealium
Customer Data Hub™

Power Capabilities Across The Data Supply Chain

Collect

Standardize

Transform and Enrich

Integrate

Activate

Create and Enrich Data
Act on Business Rules
Identity Resolution
Manage Audiences
Privacy and Governance

Server-side and Client-side

Data Layer

Event Data

Visitor Data

APIs and Integrations

Vendor Data getting sent back to the collection device
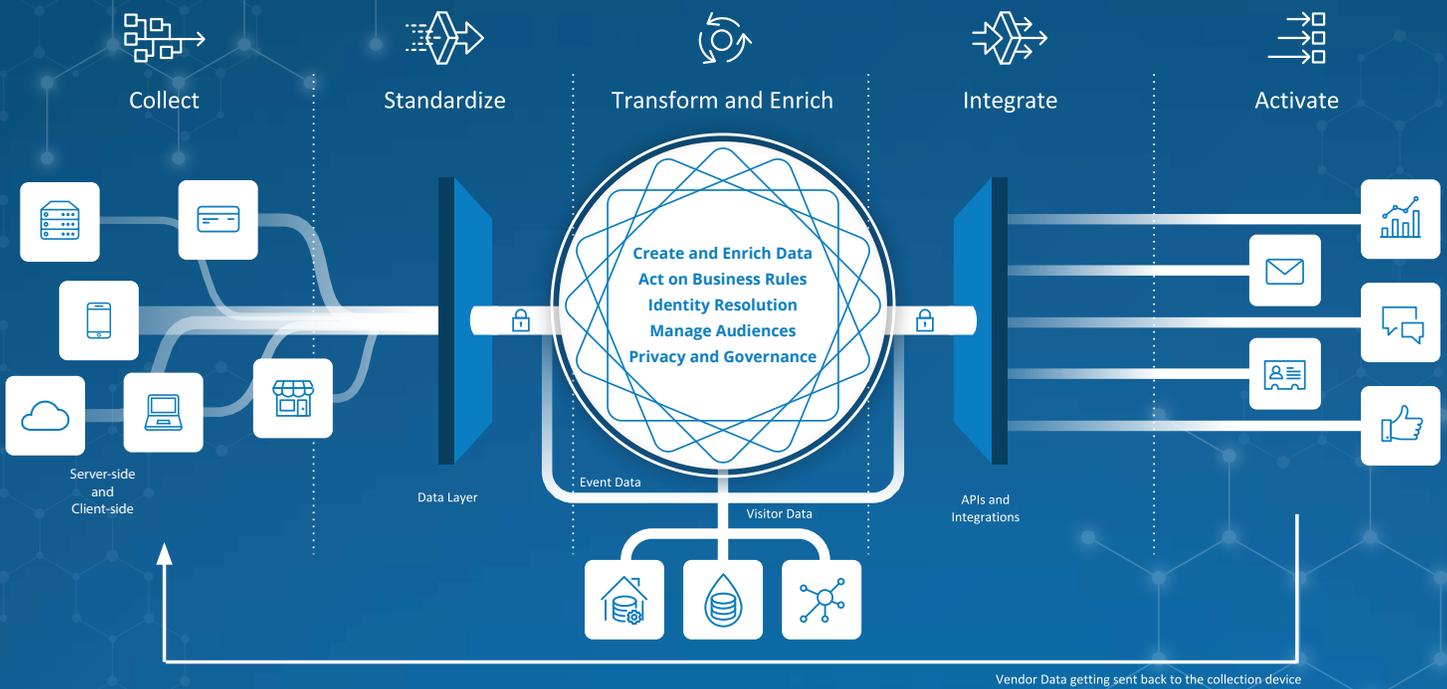
The World's Most Advanced Suite of Customer Data Orchestration Products

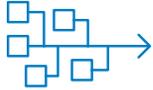Tealium
iQ Tag Management™

Tealium
EventStream API Hub™

Tealium
AudienceStream CDP™

Tealium
DataAccess™

# Manage Customer Data Across The Entire Data Supply Chain

Most companies have a data supply chain but have little visibility into how it works, resulting in massive customer data challenges. The data supply chain consists of five stages; data collection, standardization, transformation and enrichment, integration, and then activation through the delivery of data to execution systems based on business rules.

Data Collection

The way you collect data impacts how you can use it. Tealium universally collects customer data from any source including; websites, mobile applications, IoT devices, kiosks, servers, files, and more.

Example Use Cases - Vendor Instrumentation, Vendor Deployment, Tag Management, File Import
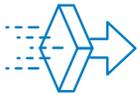
Data Standardization

Tools built right into the workflow solve the challenge of dirty data as it's collected.

Example Use Cases - Data Organization, Data Quality, Data Layer Management

Data Transformation and Enrichment

Build insights and value directly into a portable and customer-centric data asset that can flow across your tech stack and organization.

Example Use Cases - Data Combination, Customer Profiles, Visitor Stitching, Identity Resolution

Data Integration

Tealium has the largest integration ecosystem on the market with over 1,000 turnkey client-side and server-side integrations in addition to flexible APIs, libraries, and connections in custom developer languages.

Example Use Cases - Data Syndication, Business Rules, Connector Actions

Data Activation

Tealium sends actions (e.g. add or remove from display campaign, send email, update data in a table, etc.) via API connectors, to third-party marketing technology services.

Example Use Cases - Data Accessibility, Machine Learning Readiness, Data Warehouses and Lakes

Overarching Data Governance: Security, Privacy, and Compliance
Tealium gives you the tools, infrastructure, and practices to be confident your data is protected by the most stringent requirements, and the rapidly evolving data security, privacy, and regulatory compliance landscape.

The Customer Data Hub Encompasses Four Products That Power The Data Supply Chain

The Customer Data Hub encompasses Tealium iQ Tag Management and Tealium EventStream, providing client-side and server-side event data collection and delivery capabilities. Tealium's customer data platform, AudienceStream, transforms and enriches raw, event-level building block data into visitor profiles and enables business rules to trigger from these profiles. Tealium DataAccess gives customers accessibility to a central repository of customer data.

Tealium
iQ Tag Management™

Collect, control, and deliver your event data from the client-side. Ideal for managing data from traditional tag based vendors.

Data Collection   Data Standardization   Data Integration

Tealium
EventStream API Hub™

Collect, control, and deliver your event data from the server-side. Lightweight solution ideal for mobile, IoT, and desktop when efficiency or security is critical.

Data Collection   Data Standardization   Data Integration

Tealium
AudienceStream CDP™

Create a unified view of your customer. Turn event-level data into visitor/audience insights and segment once across your tech stack.

Data Transformation and Enrichment   Data Integration

Tealium
DataAccess™

Visibility and ownership of a clean, correlated set of your customer data, optimized for delivery to your systems.

Data Activation   Data Integration

Tealium Is The Only Customer Data Solution That:

- Is Vendor Agnostic
- Is Built For Enterprise Teams
- Is Real Time
- Builds Data Governance and Privacy
- Delivers World-class Customer Success

World-class Customer Success Includes:

- Account Management
- Solutions Engineering
- Deployment
- Digital Strategy
- Integrated Solutions
- Education

1,000+ Client-side and Server-side Integrations

TEALIUM

Collect, Enrich, and Take Action On Customer Data

Tealium revolutionizes today's digital businesses with a universal approach to customer data orchestration – spanning web, mobile, offline, and IoT devices. With the power to unify customer data into a single source of truth, Tealium offers a turnkey integration ecosystem supporting over 1,000 client-side and server-side vendors and technologies. The Tealium Customer Data Hub encompasses tag management, API hub, customer data platform, and data management solutions that enable organizations to leverage real-time data to create richer, more personalized digital experiences across every team, technology, and customer touchpoint. More than 800 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit   www.tealium.com