Increasing Marketing Productivity and ROI with Tealium iQ

Managing digital marketing vendor tags across a handful of web sites can be painful enough, but what about hundreds of sites? That was the challenge facing Gideon Shalev at Vintners’ Alliance. Learn how Gideon used Tealium iQ to streamline complexity and drive a 20 percent increase in revenue.

Challenge

Vintners’ Alliance’s core business is to increase its winery partners’ web traffic and sales while operating on a strict performance basis. To do this, the company needs to deploy a wide variety of digital marketing solutions on its clients’ behalf. VA’s platform has to manage the complexity of these multiple technologies — implemented in numerous permutations — across hundreds of partner web sites. Many wineries have small or outsourced web development teams, which can cause the deployment of VA’s solutions to take weeks or even months. VA decided it needed a better system to easily manage its deployment requirements, while removing the development burden from its partners.
“Tealium streamlines our tag implementations. Instead of coordinating across layers of IT departments and developers, I can configure it myself within Tealium iQ. This has saved us hundreds, if not thousands, of hours of development work, while helping us drive better results for our partners almost as soon as they come on board.”

— Gideon Shalev  
Data Scientist, Vintners’ Alliance

Solution
Data Scientist Gideon Shalev, who oversees VA’s Performance Solutions, began vetting tag management solutions to speed marketing efficiency and results. His search quickly led him to Tealium, which offered the ease of use, support, and robust feature set – including conditional load rules, product extensions, and the ability to duplicate a single tag profile across multiple domains – he was looking for in an enterprise-class solution. With Tealium iQ, he could add, edit or remove any tag by himself without having to lean on the resource-strapped IT departments of VA’s partners.

Results
VA saw an immediate boost in productivity and ROI by deploying Tealium. Where it used to take partners one to three months to deploy a single tag on their web site, Gideon could do it by himself in minutes or hours (depending on the complexity of the tag) via Tealium’s intuitive web interface. This meant he could start producing campaign results for VA’s partners that much faster, while also increasing VA’s performance-based commissions, which he estimates have increased by 20 percent since deploying Tealium. VA believes that Tealium is now one of the most important components of its digital marketing operations, and will be using the solution for a majority of its digital initiatives, including a new direct-to-consumer web site that Vintners’ Alliance recently launched.

About Tealium
Founded in 2008, Tealium is the leader in enterprise tag management and digital data distribution. Tealium brings order to marketing chaos and serves as a foundational data layer for all marketing cloud applications. Hundreds of top brands worldwide rely on Tealium to seamlessly manage their digital marketing deployments. Tealium also helps its clients solve their customer data integration challenges at the source. Using Tealium, organizations can improve their ROI by increasing the performance of their existing marketing programs, improving marketing efficiency, and reducing IT friction and costs. Select clients include The Weather Channel, Travelocity, Petco, Lenovo, McAfee, Urban Outfitters, News International, Lufthansa, Vodafone, and many more. Tealium is funded by Battery Ventures, Tenaya Capital and Presidio Ventures, and is a recent winner of the 2013 Red Herring Global 100 Award. For more information, please visit http://www.tealium.com.