



# Tealium AudienceStream and

## **Rich Visitor Data Enables Powerful Interactions**

With the growing complexity of today's digital marketing, marketing organizations need a comprehensive view of visitor behavior. Thanks to Tealium's integration with Optimizely, marketers can easily segment and enrich audience data, then trigger key marketing campaigns in real time. With the Tealium® AudienceStream™– Optimizely integration, marketers can effortlessly leverage AudienceStream's advanced segmentation capabilities to create more granular A/B or multivariate tests to enable personalized experiences for distinct audiences directly within the Optimizely interface.

## **Deploying Marketing Solutions Just Got Easier**

The days of stressing about month-long development cycles to on-board your digital marketing vendors or test new vendors are over. Tealium provides an unprecedented level of marketing agility to marketers and frees development teams to focus on more strategic initiatives. With the Tealium iQ™ foundation in place, AudienceStream provides robust audience segmentation and visitor profile enrichment capabilities to trigger key actions such as personalized right-time messaging to various segments from within the Optimizely interface.

## **Fuel Better Campaign Execution**

AudienceStream enables marketers to discover their most valuable audiences and then enrich visitor profiles to improve

the impact and relevance of campaigns at each stage of the customer lifecycle. With Optimizely's web site optimization and testing engine, marketers can engage in timely personalized offers based on rich real-time data points such as cart abandonment, product category affinity, RFM metrics, and other important visitor attributes.

## **Get Centralized Customer Interactions**

Understanding how your visitors interact across all of your touch points (for example, web, mobile) can be elusive. With AudienceStream, you can easily stitch together customer interactions across multiple marketing channels and devices. This integrated perspective provides you with a holistic view of the customer.

## Achieve Next-Generation Personalization

The Tealium AudienceStream–Optimizely integration allows users to take their personalization practice to the next level. Using AudienceStream, users can create highly actionable segments based on multichannel and multidevice behavioral data.

**Segments can be based on any combination of properties and metrics such as:**

- Lifetime value
- RFM metrics
- Multichannel customer value
- User affinity or interaction with various offers or promotions

Once created, these segments are made available inside the Optimizely interface and can be turned into audiences that can be targeted with relevant messages. For example, visitors with high lifetime value can be shown a different experience than window-shoppers, and those with a high affinity toward a certain category of products can be presented with relevant offers and promotions. This integration provides customers with an unprecedented level of segmentation, plus the ease of personalization offered with Optimizely.



## 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 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 Cathay Pacific Airways, Lenovo, McAfee, Party City, Petco, Travelocity, Vodafone, and The Weather Channel. Tealium is funded by Battery Ventures, Tenaya Capital, and Presidio Ventures. Tealium was named to Forbes's list of "America's Most Promising Companies" and is also a recent winner of the 2013 Red Herring Global 100 Award.

## About Optimizely

Optimizely is the world's leading optimization platform, providing A/B testing, multivariate testing, and personalization for websites and iOS applications. The platform's ease of use empowers organizations to conceive of and run experiments that help them make better data-driven decisions. Optimizely meets the diverse needs of any organization looking to deliver unique experiences to their audience. To learn more, visit [optimizely.com](http://optimizely.com).



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