TEALIUM

PRODUCT

Tealium Universal Data Hub

A universal approach to managing customer data and engagement across vendors, teams, and customer touchpoints in real time. Tealium's Universal Data Hub is the operating system for digital business, allowing customer-facing teams to fuel better, more consistent customer experiences in every channel.

Connect your data across every team, vendor, and touchpoint in real time

Marketing

Customer Experience

Business Intelligence

Developers

Privacy & Data Security

KEY BENEFITS

- Gain a deeper understanding of customer behavior by stitching together unknown and known profiles to provide marketing and customer intelligence teams with a complete set of actionable online and offline interaction data.

- Create better customer experiences across every channel and customer touchpoint by leveraging a single, universal profile with over 1,000 integrations with digital marketing, advertising, customer experience, and business intelligence applications.

- Reduce operational lag time and internal dependencies by streamlining data collection, governance, activation and intelligence in one real-time hub.

Buying technology is easy, but making it work for your business can be a challenge.

Today's consumers interact with brands across an array of devices in both the physical and digital realms and they expect a personalized, relevant experience every time. As a result, business are using 20+ marketing technologies to build customer experiences and few, if any, of those solutions talk to each other.

Tealium's Universal Data Hub is a single approach to collecting and managing your customer data to make it available to every customer touchpoint and marketing technology vendor in real time. With over 1,000 pre-built vendor integrations, Tealium's Universal Data Hub ensures that every aspect of your customer experience strategy–across web, mobile, advertising, offline and beyond– shares the same up-to-the-moment data to fuel exceptional customer experiences and insights.

Your Data Sources Working Together

Most modern marketing applications provide some capability to segment customer behavior. The problem is that today's businesses use dozens of marketing, analytics and customer experience applications, each with its own data collection, management, segmentation and action strategy. This takes an extraordinary amount of time to manage; it also results in inconsistent customer experiences and creates fragmented and confusing datasets.

Tealium takes a different approach. Instead of implementing and managing your marketing, analytics and customer experience applications individually, Tealium's Universal Data Hub provides a central location for implementing every vendor, managing data collection and enrichment, building

omnichannel profiles and consolidating data for business intelligence needs. This means every team and vendor works with the same customer data in real-time, ensuring consistent customer experiences and greater efficiency throughout the organization.

Designed for Every Team

Tealium's Universal Data Hub delivers an end-to-end solution for managing your customer data supply chain. Marketing teams can create better experiences through a universal customer profile that connects across devices and sheds light on the entire customer journey from anonymous interactions to post-conversion customer data. Development teams can optimize performance and efficiency by implementing all third-party vendors in a single hub. Business intelligence teams can have a complete view of customer behavior by accessing data from every source.

Think of it as the operating system that allows all your teams to collect, control, enrich, and act upon customer data in the moment.

End-to-End Data Management

Every customer interaction is a part of the customer journey and should therefore be managed with a common approach. That's why Tealium's Universal Data Hub focuses on establishing a data supply chain that handles data standardization and collection, vendor integration and optimization, omnichannel profile enrichment, campaign action triggers, and data management for business intelligence teams.

This allows businesses to ensure proper data governance standards and privacy compliance needs are managed at the point of data collection, an imperative in today's digital world.

Universal Integrations

Comprehensive data integration is needed to fuel all your marketing efforts across web, mobile, IoT and offline customer data. Traditionally, marketers have been forced to create costly, time-consuming data integration projects, which are prone to failure. Tealium's Universal Data Hub reduces the complexity of managing customer data initiatives and allows marketers and customer experience professionals to easily create and leverage high-value customer data through over 1,000 integrations.

Beyond Sites and Apps

Tealium's Universal Data Hub allows you to collect and correlate data on customer interaction with your brand in the physical world through pre-built integrations with beacons, mobile and wearable devices, and set-top TV devices. Its omnichannel enrichment functionality also allows ingestion of virtually any offline dataset, such as call center data and point-of-sale, enabling a complete view of your customer. These universal profiles can be used to dramatically increase the relevance and effectiveness of customer acquisition and retention campaigns.

About Tealium

Tealium powers the new era of real-time customer engagement and marketing, enabling global businesses to unlock their customer data and create more meaningful customer experiences. More than 700 organizations worldwide trust Tealium to eliminate data silos and build a unified, actionable customer profile. For more information, visit www.tealium.com.

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