

SOLUTION

Tag Management as a Foundation for Website or Mobile App Projects

Redesigning or re-platforming your digital presence marks the perfect time to assess your ability to easily adapt to market changes.



KEY BENEFITS

- Developers benefit from ready-made data management functionality, centralized data management, vendor code change control, and quality assurance
- Business users can easily govern the distribution of the data being sent to their analytics or other digital marketing technologies
- Improve the performance of your web site or mobile applications through the reduction of extraneous JavaScript code and the advantage of using the Tealium multi-CDN network

In today's fast-paced, omnichannel world, it's increasingly important to launch new marketing initiatives and technologies rapidly. Adding a tag management system to your solution set is your secret weapon.

It's common for changes to be made to existing vendor tags to support a new web site or re-platforming project, and developers can waste countless hours searching for, re-implementing, and modifying these tags. By using Tealium iQ Tag Management, you get control over your implementations, as well as peace of mind in knowing that you are making your web site or mobile application more resilient and better performing.

Business Friendly

One of the benefits of using Tealium iQ as the foundation for your website and mobile application is the point and click simplicity of maintaining your tags and the automatic change management documentation and at-a-glance grasp of tag configurations you receive. The powerful Tealium iQ user interface and version control features makes troubleshooting your business rules for tag execution and data distribution a snap.

Data Validation and Alerts

Errant data calculations or processing can be costly when it leads to poor user experiences or communications. Catch these errors before they become a

serious problem by setting alerts when a data element falls outside of expected parameters. For example, if your e-commerce web site displays a price that is clearly wrong, your business defined thresholds can catch this error before hundreds or thousands of users see the same error.

Handy Toolkit of JavaScript Functionality

Custom programming efforts to support data capture, processing, or manipulation are often associated with tag implementations. Tealium iQ contains a library of useful extensions to support common tasks such as creation of lookup tables, traffic splitting, data persistence, encryption, currency conversion and more. These extensions give developers and business users a standardized user interface to create business logic that creates additional value for your data without the need for custom development projects.

Increased Site Performance

Unmanaged tags are often the source of performance issues when they are not properly architected or maintained. Tealium rigorously tests the tags in our tag marketplace library of over 1000 pre-built integrations and often re-writes them to improve speed and quality. Tealium iQ also delivers premier performance through best practices such as removal of redundant data, compression of the tag, asynchronous execution, and delivery of the tags through our best-in-class multi-CDN network.

Access to Your Data

Buying or importing web site behavioral data back from the vendors you use can be a time consuming and messy process. Tealium offers a variety of ways to obtain your visitor interaction data. You can tap into live streams of transaction or customer profile data feeds and store them on your own servers. Alternatively, you may choose to download periodic data files from our hosted repository.

About Tealium

Tealium revolutionizes today's digital businesses with a universal approach to managing the ever-increasing flows of customer data - spanning web, mobile, offline and IoT. With the power to unify customer data from a single source of truth, combined with a turnkey integration ecosystem supporting more than 1,000 vendors and technologies, Tealium's Universal Data Hub (UDH) enables organizations to gain real-time, actionable insights and create richer, more personalized digital experiences. More than 700 global businesses worldwide trust Tealium to power their data strategies and data governance practices. For more information, visit www.tealium.com.



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