

CASE STUDY

# TomTom Keeps Customers Moving with Tealium iQ

Implementing the Tealium iQ enterprise tag management system enables TomTom to streamline tag deployment and take control of its data collection.



## CHALLENGE

- Implementing a digital ecosystem to better support TomTom in selling products through its digital channels
- The marketing department needed a faster way to implement vendor tags on a new web site and acquire data insights to improve customer experience

## SOLUTION

- The Tealium iQ™ tag management system (TMS) allowed marketers to easily manage tagging requirements in a consistent manner
- A multi-phase approach to implementation with thorough pre-launch testing minimised errors

## RESULTS

- A rapid, phased implementation completed within 2 months
- A clean data layer providing a clear understanding of all data collection
- A simplified solution with defined responsibility for individual tags

TomTom, a global leader in navigation and mapping products, is currently developing a range of innovative new products, including smart watches and action cameras. To better support e-commerce and improved customer experience initiatives, the company took on a strategic shift from selling via third parties to selling directly through TomTom.com. They also expanded their digital ecosystem to include a new web site, new content management system, new digital enablement team, and several new marketing tools.

TomTom's first attempt at a standard implementation of an ad serving solution without a TMS took almost three months. The TomTom team's manual deployment of tags proved inefficient, and they soon began looking for a TMS to streamline and accelerate this process.

### Choosing a TMS

TomTom needed a vendor agnostic TMS that would allow its media partners to implement their tools and provide the required data insights through a reliable platform. After a thorough review of the TMS market, it was clear that Tealium was best positioned to deliver on TomTom's requirements. Following positive references from Vodafone (Netherlands) and LGI, where Tealium iQ had already been successfully implemented, the final selection was made.

TomTom's key goals in implementing Tealium iQ:

- Improve the customer experience through high-level data collection and management
- Achieve an overview of the data being collected at each touch point
- Reduce digital complexity and assign ownership of different tags
- Gain the ability to implement and update tags quickly and easily

### Successful Implementation

Implementing Tealium iQ was phased and took just two months in total. With support from the Tealium technical team, TomTom prepared the tagging plan, outlining which of the existing tags should be migrated to Tealium iQ, and planning for the creation of the data layer.

TomTom was able to trial Tealium iQ during phase one by setting up a complete testing environment and then approving it before going live. This minimised errors on the production side.

Implementing Tealium iQ has reduced the complexity and increased ownership of data collection for TomTom. Their previous manual implementation of 17 tags provided no overview of which tags collected data from which location. The Tealium iQ deployment has transformed TomTom's approach to data governance and reduced the number of tags to three. TomTom now knows which data is being collected at each point and can distribute it to different platforms, making rapid adjustments where necessary.

Tealium has also provided TomTom with an overview of the data object within its data layer, allowing the team to set up load rules to determine which tags should be loaded at different times. Within those tags, the TomTom team can determine which data they want to share with a particular vendor, so they have a complete view of input processes and the output of tags.

Different business units within TomTom currently have their own control over different sections of the web site, making it difficult to create standardisation, but Tealium iQ has regulated the collection of data across all environments.

### About TomTom

At TomTom (TOM2) our mission is to make technology so easy to use, that everyone can benefit from it.

We created easy to use navigation devices, helping millions of people to get where they want to be. Today, we continue to simplify the complex, making technology more accessible for everyone.

We have four customer facing business units: Consumer, Telematics, Automotive and Licensing.

We make easy to use navigation devices, sport watches and action cameras for consumers. We enable businesses with vehicles to more easily manage and improve fleet efficiency whilst increasing overall business performance with our Telematics solutions. We also offer a world leading real-time map platform that is powering innovative location based services and helping to make automated driving a reality for the automotive industry.

Founded in 1991 and headquartered in Amsterdam, we have over 4,600 employees worldwide and sell our products worldwide.

### About Tealium

Tealium is the leader in real-time unified marketing solutions, helping brands seamlessly integrate their siloed applications and data, and drive more profitable interactions across all digital touch points. Tealium's open platform for tag management and data enrichment enables marketers to bring order to chaos and build better customer experiences. Founded in 2008, Tealium was recently named to the Inc. 500, which recognizes the fastest-growing private companies in America. For more information, please visit [www.tealium.com](http://www.tealium.com).



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