



Tealium[®]
University

2015 Course Catalog



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Welcome to Tealium University

Comprehensive Training and Education

For Tealium, making customers successful means more than creating innovative products and services. It also means delivering robust training and education programs that help customers maximize their use of Tealium's solutions. In 2012, Tealium announced two major customer and partner initiatives: Digital Velocity, the company's signature annual user conference; and Tealium University, the industry's most comprehensive training program for tag management and unified marketing.

Core Services for Customers and Partners

Tealium University Bootcamp

- **1-day customer bootcamp** in regional hub cities and at Digital Velocity. For more information about our customer bootcamp, please see page 2.
- **2-day partner-only bootcamp** currently offered in London, UK, or San Diego, CA, USA. Partners, please see page 3 for more information.

Tealium University Webinars

Tealium University offers customers weekly Webinars for tag management and digital data distribution. See page 4 for more information.

Tealium University Direct (Onsite or Virtual)

Receive our standard curriculum or create a custom curriculum to meet your team's needs. See page 5 for more information.

- **Standard curriculum:** 1- or 2-day bootcamp
- **Custom:** Let us design a curriculum specific to your unique needs

Tealium Learning Community

Customers and partners visiting the Tealium Learning Community will find:

- Product documentation
- In-depth how-to's
- A robust Q&A engine supported by Tealium staff and our community of clients and partners

See page 5 for more information.

Tealium University is the engine that brings the only formalized tag management training program to your front door. Our expert staff will share best practices and give Tealium users hands-on product training to maximize digital marketing efficiency and results. Visit www.tealiumuniversity.com/events to view the schedule and register for a training event near you.

"Tealium University taught me so much and now I know I am going to be much more self-sufficient."

Lyndsey Albertson, Fox

Bootcamp for Customers

Receive comprehensive, hands-on product training and learn best practices on how to use Tealium's market-leading solutions to drive marketing effectiveness and ROI. Attendees will participate in an all-day training program lead by Tealium experts. Tealium University is lab-based and interactive. By the end of the day, attendees will have built solutions to some of the most common use cases and be able to apply them in their own digital marketing practice.



Who should attend?

Tealium customers looking to unify their marketing and increase results with Tealium iQ and Tealium AudienceStream.



How much does it cost?

Each Tealium University event (excluding Digital Velocity) is only \$499, which includes training materials, a live-demo site, and access to online training.



Where will it be?

Tealium University is offered at our Digital Velocity events (San Diego and London) and hub cities such as New York, Atlanta and Los Angeles. Check our website for the current calendar.

Key Outcomes

- Understand fundamental concepts of tag management
- Understand fundamental concepts of unified marketing
- Successfully configure a working tag management profile with data, tags, load rules and extensions on a live website
- Learn how to address some of the most common use cases in tag management and unified marketing

Sample Bootcamp Agenda

Tealium University Bootcamp always includes training on the fundamentals of tag management and audience segmentation and action.

Time	Room 1	Room 2
8:00 a.m.–9:00 a.m.	Registration and Breakfast (Foyer)	Registration and Breakfast (Foyer)
9:00 a.m.–9:50 a.m.	Tag Management (TMS): Concepts	AudienceStream (AS): Concepts
10:00 a.m.–10:50 a.m.	Tag Management: Designing Your Data Layer	(AS) Use Case: Cart Abandoner
11:00 a.m.–11:50 a.m.	(TMS) Use Case: Initial Implementation	(AS) Omnichannel, APIs and Data Layer Enrichment
12:00 p.m.–1:00 p.m.	Lunch	Lunch
1:00 p.m.–1:50 p.m.	(TMS) Use Case: Controlling Conversion Tags	(TMS) Architecture
2:00 p.m.–2:50 p.m.	(TMS) Use Case: Scheduling Tags	(TMS) Use Case: Integration and Prototyping
3:00 p.m.–3:50 p.m.	(TMS) Use Case: Simple Event Tracking	(TMS) Use Case: Using Tealium iQ Custom Tags
4:00 p.m.–4:50 p.m.	(TMS): Workshop	(TMS) Tealium Tools Introduction and Workshop
5:00 p.m.	Tealium University Close	Tealium University Close

Bootcamp for Partners

Tealium University Partner Bootcamp is a two-day intensive program that prepares agency teams for the deployment and advanced solutions certification exam. It's designed to quickly get agency teams up to speed on the most important facets of Tealium's suite of solutions.



Who should attend?

Agency staff who are responsible for deploying tag management and digital data distribution solutions on behalf of their clients and are seeking Tealium partner certification.



How much does it cost?

Contact your partner channel manager for pricing information.



Where will it be?

Tealium University Partner Bootcamp is currently offered as a custom onsite training, at our headquarters in San Diego, CA and London, England.

Key Outcomes

- Understand fundamental concepts of tag management
- Understand fundamental concepts of digital data distribution
- Understand the Tealium architecture and how to optimize Tealium iQ for performance
- Understand how to align Tealium solutions with internal deployment processes
- Best Practices for data layer design and implementation
- Best Practices for successful deployment of Tealium iQ and Tealium AudienceStream
- Best Practices for advanced technical tag management implementations
- Troubleshooting strategies and tips
- Certification exam preparedness

Sample Partner Bootcamp Agenda

Time	Day 1	Day 2
8:00 a.m.–9:00 a.m.	Registration and Breakfast (Foyer)	Registration and Breakfast (Foyer)
9:00 a.m.–9:50 a.m.	Tag Management (TMS): Concepts	(TMS) Data Layer Plugins Introduction
10:00 a.m.–10:50 a.m.	Tag Management: Designing Your Data Layer	(TMS) Event Tracking Best Practices
11:00 a.m.–11:50 a.m.	(TMS) Use Case: Initial Implementation	(TMS) Use Case: AJAX
12:00 p.m.–1:00 p.m.	Lunch	Lunch
1:00 p.m.–1:50 p.m.	(TMS) Architecture	(TMS) Tools Introduction and Workshop
2:00 p.m.–2:50 p.m.	(TMS) Administration	(TMS) Testing and Troubleshooting
3:00 p.m.–3:50 p.m.	(TMS) Use Case: Custom Tags	AudienceStream (AS): Concepts
4:00 p.m.–4:50 p.m.	Day 1 Review	(AS) Use Case: Re-Engage Shopping Cart Abandoner
5:00 p.m.	Tealium University Close	Tealium University Close

Webinars for Customers

While we hope that everyone has the opportunity to attend Tealium University in person, we also understand that may not be possible. We offer weekly instructor-led webinars that introduce you to the fundamental concepts and usage of Tealium products.



Who should attend?

Anyone new to Tealium and its solutions, or anyone needing a refresher.



How much does it cost?

Tealium University's weekly webinars are complimentary for current customers and partners.



Where will it be?

Tealium University Webinars are virtual training sessions offered weekly. Dates and times may be found in the Tealium Learning Community or by contacting your account/partner manager.

Key Outcomes

- Understand fundamental concepts of tag management
- Understand the Tealium iQ application interface
- Manage key tasks such as tag configuration, data mapping and the use of Tealium extensions
- Ability to accomplish common use cases

Tuesday Webinar (US)

- Tealium iQ Training Lab: Initial Data Layer Design and Deployment, 7:30 a.m. and 10:00 a.m. PST

Wednesday Webinar (US)

- Tealium iQ Training Lab: Load Rules, Dynamic Tag Configuration and Extensions, 7:30 a.m. and 10:00 a.m. PST

Every Other Friday Webinar (EMEA)

- Tealium iQ Training Lab 1: 10:00 a.m. BST
- Tealium iQ Training Lab 2: 11:30 a.m. BST

“Tealium takes the pain out of managing vendor tags and will allow us to be more nimble and efficient, while freeing up valuable IT resources. We will be able to launch more revenue-generating campaigns, faster and easier. Tealium will also help improve our web site performance, increasing conversions and providing a better customer experience.”

Jason Stuempfig, Director of Online Marketing, Petco

Direct Onsite or Virtual Training for Customers and Partners

If you're unable to travel to a Tealium University Bootcamp, we can come to the location of your choice and deliver either our standard curriculum or a custom one designed to meet the needs of your team.



Who should attend?

Anyone in the organization that will be working with Tealium's solutions.



How much does it cost?

Onsite: \$2,000/day + travel expenses
Virtual: \$250/hour



Where will it be?

Virtual via GoTo Training or onsite at your location of choice.

Tealium Learning Community for Customers and Partners

Tealium Learning Community is the digital hub of our ecosystem. From product documentation to in-depth how-to's, there is something for everyone. Tealium Learning Community includes a robust question and answer engine where the most knowledgeable users, whether they are staff, agency partners or other customers, are quick to jump in and provide you with the answers to the questions you have.

Key Features

- Product documentation and how-to's
- Find content by category, tag or keyword search
- Follow interesting people, topics and content
- Ask the community questions and get quick responses from Tealium staff and community experts

Access

A valid Tealium iQ login is all that's needed to join the Tealium Learning Community.

Course Descriptions

The following pages provide a description of all the currently available training sessions that are used in Tealium University Bootcamps or Direct.

Customers attending Tealium University get to choose which sessions to attend. Design your curriculum around the topics that are most important to you. You are welcome to attend any session, however you may find a session more challenging than described if you are not part of the target audience.

See the at-a-glance chart below for an overview of our course offerings, then refer to the following pages for complete course descriptions.

Course Title	All Users	Analytics Users	Business Users	Technical Users
INTRODUCTORY COURSES				
Tag Management (TMS): Concepts	●			
Tag Management: Designing Your Data Layer	●			
AudienceStream (AS): Concepts	●			
(TMS) Architecture				●
(TMS) Use Case: Initial Implementation	●			
INTERMEDIATE COURSES				
(AS) Omnichannel, Connectors and APIs		●		
(TMS) Use Case: Controlling Conversion Tags		●		
(TMS) Use Case: Integration and Prototyping				●
(AS) Use Case: Cart Abandoner		●		
(TMS) Use Case: Simple Event Tracking			●	
(TMS) Use Case: Advanced Load Rules			●	
(TMS) Administration	●			
(TMS) Introduction to Data Layer Plugins				●
(TMS) Event Tracking Best Practices				●
ADVANCED COURSES				
(TMS) Technical Troubleshooting				●
(TMS) Use Case: AJAX Applications				●
(TMS) Use Case: Tealium iQ Custom Tags				●
(TMS) Workshop			●	

Introductory Courses

Tag Management (TMS): Concepts

Regardless of your professional role, if you are new to tag management and Tealium iQ, this is the place to start. In this session, we'll define tag management and concepts such as the Data Layer and Data Mapping. We'll also take a walk through the Tealium iQ interface so that everyone is properly oriented for the day.

This course is designed for all users.

Tag Management: Designing Your Data Layer

In this session, we will expand on the data layer concept and you will learn how to decide which information you need in your data layer and how to quickly implement it within your web site.

This course is designed for all users.

AudienceStream (AS): Concepts

If you're an analyst, marketing optimization expert or data scientist and you are just starting out with AudienceStream, this session will introduce and define the key concepts of the product and orient you within the AudienceStream interface.

This course is designed for all users.

(TMS) Architecture

This session is designed for developers, operations and analytics staff. We'll start by examining the architecture of Tealium iQ and demonstrate how it can be customized according to your needs.

This course is designed for all users.

(TMS) Use Case: Initial Implementation

In this use case, we'll look at the best practices for your initial tag management deployment. We'll see how easy it is to configure a tag and map specific data points from the Data Layer to a tag. Along the way, you'll learn about best practices for publishing.

This course is designed for all users.

Intermediate Courses

(AS) Omnichannel, Connectors and APIs

For the more technically-inclined, we will take a peek under the hood of AudienceStream and discuss best practices for omnichannel enrichment and using AudienceStream connectors.

This course is designed for analytics users.

(TMS) Use Case: Controlling Conversion Tags

Learn how to control when and where your conversion tracking tags fire. In this session, we show you how to configure a conversion tracking tag, when it's allowed to fire (using a combination of extensions and load rules) and which data is sent to the vendor.

This course is designed for analytics users.

(TMS) Use Case: Integration and Prototyping

For initial TMS integration and prototyping, we'll look at best practices for your Data Layer, the tools Tealium provides to help and the CMS integrations available to make implementing Tealium iQ into your websites as painless as possible.

This course is designed for technical users.

(AS) Use Case: Cart Abandoner

In this session, we'll utilize one of our most popular use cases to explore building attributes, enrichments and actions in AudienceStream: to re-engage a cart abandoner.

This course is designed for analytics users.

(TMS) Use Case: Simple Event Tracking

Occasionally, you'll discover something that should be tracked but is not. This lab will show you how to use Tealium extensions to quickly fill in a gap in your tracking. We'll use the example of an analytics app that's missing data from a specific button and needs to be fixed ASAP.

This course is designed for business users.

Intermediate Courses (Cont'd)

(TMS) Use Case: Advanced Load Rules

This session will show you how to manage and leverage your tags by deciding when and where they will fire on your web site. Learn how to fire tags based on a single data point, multiple conditions, or based on a schedule, such as during a development cycle. You will learn how to set load rules using the visual interface of Tealium's Web Companion.

This course is designed for business users.

(TMS) Administration

Learn about all the features Tealium iQ has available to align it with your internal development processes and policies. From user permissions to resource locking and workflow, Tealium iQ has tools available to make sure it works within your organization's development flow.

This course is designed for all users.

(TMS) Introduction to Data Layer Plugins

Tealium iQ supports turnkey integrations to several popular CMS and E-Commerce systems. We will review the available integrations and the most common challenges seen when successfully connecting Tealium iQ to these systems.

This course is designed for technical users.

(TMS) Event Tracking Best Practices

Not all events that are important are page views. In this technical session we will explore the tools available within Tealium iQ to track non-page view events and the best practices for successfully integrating the tools into web pages.

This course is designed for technical users.

Advanced Courses

(TMS) Technical Troubleshooting

Things can and will go wrong. In this session, we will dive into the code behind Tealium iQ to look at common issues, breakpoints and troubleshooting techniques that are a key component of any successful deployment.

This course is designed for technical users.

(TMS) Use Case: AJAX Applications

Having looked at event tracking best practices, this use case explores how to successfully apply them to an AJAX environment. Whether it's an entire AJAX application or a static web page with AJAX elements we will work through how to configure Tealium iQ for this situation and integrate the TMS into the AJAX framework.

Prerequisite: Event Tracking Best Practices. This course is designed for technical users.

(TMS) Use Case: Tealium iQ Custom Tags

While Tealium has over 750 tags in its library, you might encounter one that we don't currently support. Learn how to use one of Tealium's custom tags to quickly implement an unsupported tag using Tealium Solutions best practices.

This course is designed for technical users.

(TMS) Workshop

Attendees in this session will be divided into groups and given a tag management problem to solve with their newly acquired skills. One or more of the solutions (depending on time and the number of groups) will be presented at the end of the session and discussed.

This course is designed for business users.



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Tealium has offices worldwide. Phone numbers and addresses are listed on the Tealium web site at tealium.com/contact.

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