



Tealium[®]
University

2017 Course Catalog



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Welcome to Tealium University

Comprehensive Training and Education

For Tealium, making customers and partners successful means more than creating innovative products and services. It also means delivering robust training and education programs that help them maximize their use of Tealium's solutions.

Tealium University focuses on interactive, lab-based training for tag management and unified marketing best practices. Whether you're new to tag management, digital marketing, or a seasoned veteran, Tealium University has training sessions tailored to empower your next-level marketing strategies.

Core Services for Customers and Partners

Tealium University Bootcamp

Our standard curriculum is suitable for all levels of digital professionals who use Tealium Tag Management or Universal Data Hub.

See pages 2-3 for information regarding:

- **1-day bootcamp** in regional hub cities and at Digital Velocity.
- **Partner-only bootcamp** currently offered in select cities world-wide.

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, 2 or 4 day bootcamp
- **Custom:** Let us design a curriculum specific to your unique needs

Tealium University Webinars

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

Tealium University On Demand

Can't attend bootcamp? Please see page 5 for details about our on demand learning platform.

Tealium Learning Community

While visiting the Tealium Learning Community you'll 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 program, 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 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
- Understanding of how visitor data is collected in real time, audiences segmented and enrichments created for the live delivery of actionable customer data

“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

Questions?

If you have any questions regarding Tealium University Bootcamp, please contact the Tealium Registration Team at tealiumuniversity@tealium.com.

Tealium University Partner Bootcamp

Tealium University Partner Bootcamp is an intensive program designed just for our partners. It 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.

Partner Bootcamps are offered twice per year, and certifications are valid for one year. In order for an agency to become certified, two staff members are required to pass the exam, and will need to re-certify each year to maintain their status. Tealium Certified Agency Partners are eligible to have their logo listed on the Tealium Partner page, and more. For AudienceStream certification, an additional trial period will be required.



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?

Each Tealium University Partner Bootcamp is 2-5 days and includes training materials, a live-demo site, access to online training and a complimentary invitation to the Deployment & Advanced Solutions Certification exam.



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

Questions?

If you have any questions regarding Tealium University Advanced Partner Bootcamp, please contact the Tealium Registration Team at tealiumuniversity@tealium.com.

Webinars

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.

Tealium iQ Tag Management Webinar

Two part webinar suitable for all levels.

- Tealium iQ Tag Management Training Lab 1: Initial Data Layer Design and Deployment
- Tealium iQ Tag Management Training Lab 2: Load Rules, Dynamic Tag Configuration and Extensions

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

Tealium iQ Tag Management Webinar (US)

Two-day webinar held bi-weekly

Tuesday Webinar (US)

Tealium iQ Tag Management Training Lab 1: 8:00 a.m. PST

Wednesday Webinar (US)

Tealium iQ Tag Management Training Lab 2: 8:00 a.m. PST

Tealium iQ Tag Management Webinar (EMEA)

1 day webinar held the first Friday of every month

Friday Webinar (EMEA)

Tealium iQ Tag Management Training Lab 1: 10:00 a.m. BST
Tealium iQ Tag Management Training Lab 2: 11:45 a.m. BST

Tealium AudienceStream Webinar

Two part webinar suitable for all levels.

- AudienceStream Training Lab 1: Overview and Introduction to basic tasks
- AudienceStream Training Lab 2: Taking action -- Working with Connectors and Data Layer Enrichment

Key Outcomes

- Outline AudienceStream Implementation
- Understand ideas, principles, features and workflow of AS
- Understanding of how visitor data is collected in real time, audiences segmented and enrichments created for the live delivery of actionable customer data
- Ability to accomplish common use cases

Tealium AudienceStream Webinar (US)

Two-day webinar held bi-weekly

Tuesday Webinar (US)

AudienceStream Training Lab 1: 8:00 a.m. PST

Wednesday Webinar (US)

AudienceStream Training Lab 2: 8:00 a.m. PST

Questions?

If you have any questions regarding Tealium University Webinars, please contact the Tealium Registration Team at tealiumuniversity@tealium.com.

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 University On Demand for Customers and Partners

This year, we're excited to begin rolling out our On Demand learning platform. Customers and partners who attend Tealium University Bootcamp and Digital Velocity will receive early access to our On Demand platform, where they'll be able to walk through various lessons and exercises. We will be rolling out this platform to all customers towards the end of the year - Stay tuned!

Tealium Learning Community for Customers and Partners

Tealium Learning Community is the digital hub of our ecosystem and is now open to the public. 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

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 and DataAccess (UDH): Concepts	●			
(TMS) Architecture				●
(TMS) Use Case: Initial Implementation	●			
(TMS) Administration	●			
INTERMEDIATE COURSES				
(AS) Omnichannel, Connectors and APIs		●		
(TMS) Use Case: Controlling Conversion Tags		●		
(TMS) Mastering Tealium iQ Order of Operations	●			
(AS) Use Case: Cart Abandoner		●		
(TMS) Use Case: Simple Event Tracking			●	
(TMS) Use Case: Intermediate Load Rules			●	
(TMS) It's all about the Data	●			
(TMS) Event Tracking Best Practices				●
(TMS) Data Layer Enrichment API				●
ADVANCED COURSES				
(TMS) Technical Troubleshooting				●
(TMS) Use Case: AJAX Applications				●
(TMS) Use Case: Tealium iQ Custom Tags				●
(AS) Build Your Own Connector via Webhooks				●
(AS) Understanding AudienceStream Funnels & Timelines		●		

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

This session 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 technical Users.

AudienceStream and DataAccess (UDH): Concepts

If you are focused on customer segmentation strategy and need to get up to speed on Tealium's AudienceStream product, this is the place to start. Geared towards both marketing and Analysts, this course will introduce you to the key concepts in AudienceStream, a detailed tour of the user interface and teach students how to execute the core tasks in AudienceStream.

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 technical 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.

(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.

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) Mastering Tealium Order of Operations

This course is designed to help all users understand how Tealium iQ operates so that they can structure their use cases according to our best principles and to leverage the Order of Operations in their solutions design.

This course is designed for all 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.

(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.

Intermediate Courses (Cont'd)

(TMS) It's all about the Data

Learn about the importance of meaningful, consistent data. You will understand how to determine what data is required for each purpose, each channel and how the meaning of data changes depending on its scope.

This course is designed for all 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.

(TMS) Data Layer Enrichment API

Learn how the Data Layer Enrichment API can help you enhance your dynamic on-page Data Layer with static data uploaded to the Tealium mCDN. You will understand how to structure the data for upload, send the data via APIs, then leverage that data using the Data Layer Enrichment API in Tealium iQ.

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.

(AS) Build Your Own Connector via Webhooks

Tealium has a many built-in integrations for delivery of your event and visitor data. What happens when there is no integration in the Marketplace for the vendor you wish to feed data to. This is where the Webhook comes to the fore. This session will explain how to analyze your requirements, build a webhook template, and trigger data from the UDH.

This course is designed for technical users.

(AS) Understanding AudienceStream Funnels & Timelines

Learn how the Data Layer Enrichment API can help you enhance your dynamic on-page Data Layer with static data uploaded to the Tealium mCDN. You will understand how to structure the data for upload, send the data via APIs, then leverage that data using the Data Layer Enrichment API in Tealium iQ.

This course is designed for the analytics user.



US Headquarters
11095 Torreyana Road
San Diego, CA 92121
(858) 779-1344
tealium.com

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

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