



Tealium AudienceStream Customer Data Platform (CDP)

Build cross-channel customer profiles and power real-time audience engagement with a data-first customer data platform



Tealium AudienceStream CDP puts your view of the customer at the center of everything you do. With AudienceStream you can build a cross-channel view of your customers that's unique to your business and available in real time. These customer profiles become the foundation of intelligent, real-time experiences by segmenting your customers into dynamic audiences— and simultaneously fueling analytics and data science projects with the same high quality data.

Why Do Our Customers Love AudienceStream?



Ultimate Flexibility to Optimize Value for the Most Diverse Data Ecosystems

- No fixed or required data schema, meaning you can define your customers unique to your business
- The largest marketplace of packaged and customizable integrations
- Vendor-neutral approach frees you to build the best quality data foundation without fear of vendor lock-in



A Trusted and Future-proof Foundation for Your Customer Data

- Reliable consent and preference management to reduce risk, build trust, and comply with geo-based regulations
- Pedigree of 3rd party security and privacy certifications including HIPAA, ISO 27001 and 27018, and SSAE18 SOC 2 Type I & II
- Enterprise-grade reliability, system administration, and deployment options



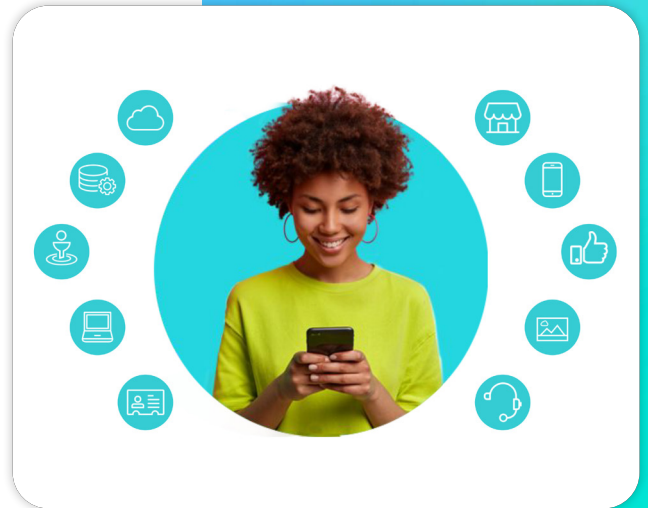
A Relentless Focus on Producing Results and Value

- An unparalleled customer services team of data experts that are highly responsive and focused on value
- Expertise born from 10+ years of industry innovation since AudienceStream was released and named best new technology
- Channel-agnostic management of your view of the customer, so the focus is always on the value of the outcome

Key Features

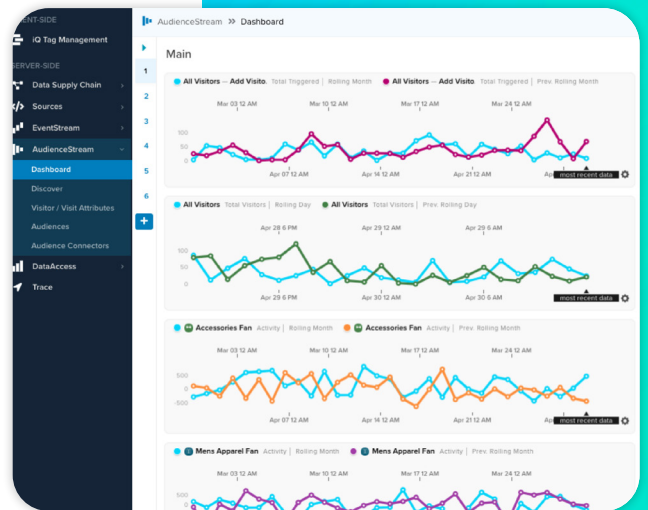
Configurable Identity Resolution and Enrichment

Gain complete freedom to define and access your cross-channel customer view how you want. Identity resolution is configurable based on your business requirements. Use any incoming data to create a rich, insightful view of your customers that you can activate across your tech stack.



Real-time Audience Exploration, Management, and Activation

Segment customer profiles into dynamic audiences to orchestrate data for powering customer experience or further analysis. Simplify managing audience segments across your tech stack for more operational efficiency, and a more powerful customer experience.



Industry-leading Integration Ecosystem

Your data foundation is only as powerful as your ability to put it to work. Tealium has the industry's largest native, turnkey integration marketplace. Use Tealium's integrations to collect data from wherever it lives and activate or analyze it wherever you want to drive value.

“Tealium AudienceStream is fantastic. In a world where first party data is currency, Tealium is the best exchange.”

- Jonathan Carroll, Director Learner Insights & Opportunity, Arizona State University

ML-powered Insights and Propensity Scoring

With Tealium Predict ML, a premium feature of AudienceStream, you can harness machine learning insights to optimize data-driven CX. Predict ML scores the likelihood of your users completing your most important actions. Use this score to define audiences and trigger actions.

Built for the Enterprise

AudienceStream CDP is business-friendly and developer-powerful. Use no-code user interfaces for less technical resources or more powerful developer tools for customization. All teams benefit from consistent, uniformed data to achieve their diverse objectives. Also includes enterprise-grade reliability, administration, and support.

Key Benefits

01

Understand your customers with a cross-channel, real-time view of their behavior

05

Rationalize tech stack investments and reduce tool overlap by ensuring all tools are acting on a common foundation

02

Build a relevant, timely, and trusted customer experience that creates new customers, increases customer value, and drives loyalty

06

Increase operational efficiency by automating customer data and audience management operations

03

Differentiate yourself against competitors by leveraging your most valuable asset—customer data

07

Relieve IT bottlenecks and quicken time to value when launching data-driven campaigns

04

Increase accessibility of first party data assets across teams and technologies, and more fully tap the value of third party investments

08

Reduce regulatory, compliance, and customer trust risks by leveraging consented data and automating practices

For more information, visit tealium.com