



Tealium Customer Data Hub

Improve customer experience using complete, actionable, accessible, and real-time customer data



*Named a Leader in
The 2024 Gartner® Magic
Quadrant for Customer
Data Platforms™*

The Tealium Customer Data Hub works across teams to maximize the value of customer data, and deliver data-driven customer experiences. With capabilities to manage the full data supply chain (including capture, unification, and activation), Tealium works with the tools you already have to make them more effective and efficient with better data. Tealium constructs rich, high-quality customer profiles in real-time from event-level data as the foundation for audience segmentation to power customer engagement and analysis.

A Forrester Consulting Total Economic Impact™ Study Commissioned by Tealium found that businesses using Tealium's Customer Data Hub received 363% ROI.

Why do our customers love the Customer Data Hub?



Outsized results through data-fueled, real-time personalized experiences across all channels

- A neutral approach that works with any vendor, AI solution, marketing cloud, or data warehouse
- No fixed or required data schema, so you can define your customers unique to your business
- The largest integration marketplace of packaged and customizable integrations

Tealium's Customer Data Hub helped Barceló Hotel Group collect customer data, ensure data quality, and send it anywhere, delivering a **37% revenue increase in two years**.



A collaborative, trusted platform efficiently bringing together business and IT teams for CX

- Define and automate data orchestration translating technical requirements into CX results
- User-friendly UI for less technical users, with powerful developer tools for customization
- Enterprise-grade reliability, system administration, and deployment options

Using Tealium to implement a data privacy first approach supports Kmart's personalization engine, driving a **200% increase in Kmart's consenting customer base**.



The most innovative and experienced customer data management partner

- Extensive track record of innovation and success in the most challenging industries
- Robust customer success program with truly caring experts who are always there for you
- A full suite of educational, support, and community resources to equip you for success

With Tealium's Customer Data Hub, MitoQ attained a **200% improvement in profitability** via direct to consumer channels **within 6 months**.

Use Cases

AI	CDP
<ul style="list-style-type: none">• Product Recommendations & Personalization• Next Best Experience• Customer Service & AI Agents• Decisioning• Privacy & Regulatory Compliance	<ul style="list-style-type: none">• Customer Data Management• Real-Time View of Customer• Audience Segmentation & Activation• Customer Journey Orchestration• Customer Privacy & Preference Management

Key Benefits

- 01** Flexible and comprehensive data collection in one central hub
- 02** Rationalize tech stack investments and reduce tool overlap by ensuring all tools are acting on a common foundation
- 03** Increase operational efficiency by automating event, customer, and audience management operations
- 04** Understand customer behavior more deeply with a cross-channel, real-time view of behavior that complements the historical view of customers in data warehouses, CRM, or other systems
- 05** Relieve IT bottlenecks and quicken time to value launching data-driven campaigns
- 06** Make data more accessible and aligned across teams and technologies
- 07** Build a differentiated data asset maximizing the value of first-party data as a foundation for differentiated CX
- 08** Reduce regulatory, compliance, and customer trust risks by leveraging consent data and automating practices
- 09** Efficiently deliver a relevant, timely, and trusted customer experience that acquires new customers and drives loyalty from existing customers

Key Products

The Tealium Customer Data Hub is a modular suite of customer data management solutions flexible enough to fit into any data ecosystem, with costs optimized to your business.

Tealium iQ for tag-based event data management

As a foundation of Tealium's Customer Data Hub, Tealium iQ enables you to control and manage customer data and tech vendors through tags (client-side data). With Tealium iQ you can streamline data operations by deploying and managing tech vendor tags, integrating data through the data layer, testing new technologies, and taking control of your technology stack.

Tealium EventStream for cloud-based event data management

Tealium EventStream is an event data collection and delivery solution that enables you to seamlessly unify all your cloud-based (server-side) data from one central hub so you can orchestrate informed and relevant customer experiences and analysis.

Tealium AudienceStream for real-time customer profiles and segmentation

With AudienceStream you can use event-level data to 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 or AI projects with the same high-quality data.

Tealium Predict ML for propensity scoring and insights

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

Tealium DataAccess for data storage, auditability, and analysis

The rich stream of data collected, standardized, and enriched by Tealium is a treasure trove of insights. DataAccess allows you to capture that cleansed and correlated dataset for reporting and dashboarding in our embedded business intelligence feature, for auditability, and for integration with other enterprise infrastructure.

“As the mainstay of our marketing intelligence, Tealium has empowered L'Oréal to transform into a digital-first company that prioritizes trust and transparency throughout the retail beauty experience. In turn, L'Oréal can look to the future with confidence as we reap the rewards of data-driven innovation in a Web 3.0 era.”

- **Souparna Bose**, IT CRM Product Manager, CRM Technologies – L'Oréal

For more information, visit tealium.com