

Digital Advertiser's Playbook 2025

How to Maximize Advertising
Performance with a First-Party
Data Strategy

Are you leaving money on the table by relying on outdated digital advertising strategies?

Discover how first-party data and Conversions APIs can redefine your campaign success.

Improve return-on-ad-spend
(ROAS) by up to

25%

Increase conversion visibility
by as much as

35%

Improve agility and testing

of more personalized messaging, offers, and creative

Some key lessons in this book

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maturity evolution 18

**Ready to future-proof your
ad strategy? Let's dive in.**

Time for Digital Advertising to Gain New Signals

Digital Advertising is Ready for a Revolution

Sounds like a fantastic recipe for digital advertising success, doesn't it? But those goals can be daunting in today's environment of privacy regulation whiplash and teetering reliability of third-party data.

The resulting "signal loss" for advertisers, combined with heightened consumer expectations, means businesses need a better approach and better data. You will get more return, control, and visibility by creating a first-party data strategy to deliver seamless, personalized experiences that meet and exceed customer demands.

This ebook shows you how. Tealium – in lockstep with Google, Meta, TikTok, Snapchat, The Trade Desk, and other partners – is using Conversions APIs (CAPIs) to shift reliance away from the third-party cookie to consented first-party data to create privacy-centric, personalized customer experiences.

Conversions APIs share customer interaction data (clicks, form completions, downloads, and more) in real time between your web server and your ad platforms, rather than relying on the user's browser to relay information. These APIs reliably capture more signals

to better measure ad performance and attribution across the entire customer journey. With Tealium's Customer Data Platform (CDP) and pre-built integrations, the benefits you gain from CAPI are strengthened even more through the collection of both server-side and client-side data, unifying online and offline insights.

Ready to lose the signal loss, improve your ad spend and delight your customers? Let's dive in.

Tealium's 4-Step Guide to Stopping Signal Loss

01

Move to high-quality, first-party data

Third-party data is less reliable and incomplete. By collecting and applying clean first-party data, you gain a deeper understanding of your customer base, from segments to individuals.

02

Advance your server-side strategy

Enable advertisers to activate conversion events at scale across their media and marketing channels, increasing Return-on-Ad-Spend (ROAS), reducing wasted marketing dollars, and improving the customer experience.

03

Increase your Return-on-Ad-Spend

Of course, you want to ensure you're seeing ROI from your marketing initiatives and campaigns. With Tealium Conversions API integrations, you will be able to better identify which markets and customers you should be targeting, assuring you're putting your budget in the right place.

04

Focus on partnership

As your requirements and expectations evolve, we can connect you with experts in the Tealium Partner Network. We are committed to continually building value for our customers through exceptional quality and relationships.



What Are Conversions APIs, and What is Their Superpower?

Conversions APIs (CAPI) enable businesses to share their data directly from servers, instead of relying on web browsers. They help advertisers drive the outcomes they want using information and data they control, such as interactions with their sites, products, and services. These APIs help businesses maintain data privacy while delivering personalized experiences to their customers, without relying on browser-based tools like cookies. Additionally, Conversions APIs provide businesses with full-funnel visibility, accurate data sharing, and data control.

CAPIs are designed to create a direct and reliable connection between marketing data (including website events, offline conversions, and more) from a brand's server, website platform, or CDP to advertising platforms. This marketing data helps power ad personalization, optimization, and measurement so ads are shown to people who are more likely to find them relevant.



Benefits of Tealium's Conversions APIs Integrations

Tealium's Customer Data Platform (CDP) gives you pre-built integrations with Conversions APIs from your vital advertising partners. Out of the box, these integrations empower advertisers to:



Control data privacy

Control the data you share and when you share it. Conversions APIs give advertisers added control over what data they share. Advertisers can choose to append insights like product margins discreetly or include historical information like customer value scores.



Gain full-funnel visibility

More insights into the people who matter to your business. Advertisers can use a wider array of data to inform their advertising than is currently captured by pixels, including CRM data, lower funnel events including qualified leads, or multi-site conversion paths.



Reduce data loss

Strengthen how you share data with advertising platforms. Data sharing through CAPIs is more reliable than browser-based methods, less susceptible by design to issues like a browser crash or connectivity issues.



Improve your ROAS

Better data can turn into a lift in Return-on-Ad-Spend. Identify where a customer is in the customer lifecycle and trigger actions that produce better results.

More Benefits of Tealium's Conversions APIs Integrations



Collect enhanced data

Advertisers can define new events and collect more meaningful data, such as a customized customervalue score or each step/action taken in a conversion journey on a website.



Future-proof your measurement

Conversions APIs reduce the reliance on third party cookies and allow you to be better equipped to handle shifts in the measurement ecosystem. Adding new advertising partners, or new tools for your analytics or marketing stack? Connecting it all via CAPI is simple.



Enhance your incrementality measurement

Conversions APIs can provide a more holistic representation of user behavior across browsers and has the potential to reach statistical significance faster through inclusion of additional conversions or multi-site conversion paths.



Strengthen data sharing with the major ad platforms

Marketers can help ensure the reliability of the data they share with tech platforms like Meta, Google, TikTok, Snapchat, The Trade Desk, Pinterest, and LinkedIn across their entire media mix using a centralized API Hub to manage.

Accelerate Your AI-Powered Campaigns

More and better signals yield more precise AI insights. CAPI provides accurate, server-side conversion data, crucial for training accurate AI models.

01

CAPI data trains AI to forecast customer behavior, enabling predictive modeling and proactive marketing.

02

AI uses Conversions data to generate targeted ad creative content based on conversion patterns.

03

Tracking comprehensive conversion data via API powers publishers' AI, maximizing campaign performance.

04

Brands' data science teams' in-house AI powers segmentation and campaign coordination, with Tealium to activate insights across your marketing and advertising stack.

Marketers that effectively use their first-party data can generate double the incremental revenue from a single ad placement.

Source: Boston Consulting Group

2x



Build a Future-proofed Measurement Framework

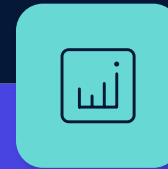
With Tealium, you can implement a future-proofed measurement framework that will help you achieve your business goals. You can add new tools, data sources, and advertising platforms easily now, or in the future – without worrying about coding. Tealium builds and maintains the integrations you need, so you can expand your use cases and customer reach over time.



Build a complete picture with Tealium



Connect and activate your most valuable audiences



Represent your true business goals



Tealium's Partner Ecosystem Conversions APIs

Advertisers can access Tealium's multitude of CAPI integrations within our premier partner ecosystem. Immediately activate CAPI data on your most valued ad and social platforms with Tealium.



Tealium + Google

Tealium's Customer Data Hub and Google Ads Enhanced Conversions help advertisers preserve conversion measurement, improve the observability of conversions lost due to technical limitations, and improve targeting and ad optimization with first-party data from across their organization.

[Watch the webinar!](#) **Tealium + Google: How to Maximize Conversions with a First-Party Data Strategy**



Tealium + Amazon Ads

The Amazon Ads Conversions API enables advertisers to import their conversion data from a wide variety of sources into Amazon Ads for conversion tracking and reporting. Use Tealium's EventStream connector for Amazon Ads Conversions to send both online and offline conversion data to Amazon.



Tealium + The Trade Desk

Tealium's integration with The Trade Desk enables more effective, personalized advertising campaigns. Manage the Trade Desk Tag and use Tealium's The Trade Desk First-Party Data connector to post enriched Visitor Profiles and Audiences.

“

We have Conversions API in EventStream and TiQ which helped to increase the attribution. With AudienceStream we're able to really hone in on what our consumer behavior is and serve up a personalized experience based on the group that they are in.

- Manager of Site Analytics,
Global Footwear Manufacturer

Tealium's Partner Ecosystem Conversion APIs



Tealium + Meta

Tealium's enriched customer profiles, built from online and offline data, enable Facebook advertisers to take action using a complete view of the customer. With trusted, first-party data from across the customer lifecycle, maximize your media investment while delivering a high-quality advertising experience.

[Watch the webinar!](#) Inside Tealium's Unique Integration with Meta Conversions API



Tealium + TikTok

Tealium's Customer Data Hub goes beyond traditional pixel integration by connecting out-of-the-box with TikTok Events API. Preserve advertising measurement, analyze more signals and apply consented first-party data with the TikTok + Tealium hybrid integration.

[Watch the webinar!](#) Inside Tealium's Unique Integration with TikTok Conversions API



Tealium + Snapchat

Tealium's real-time, turnkey, server-side integration for Snapchat Conversions API via EventStream provides a more reliable, secure way of sharing data. Access to all integrations in the Tealium Marketplace future-proofs your data collection.

[Watch the webinar!](#) Inside Tealium's Unique Integration with Snap Conversions API



Advertisers attaining a 'Good' Event Quality Score on web attain 52% increased ROAS and 22% decreased Cost per Purchase compared with advertisers attaining a 'Poor' EQS.

- Sheila Bhardwaj
Revenue Product Partnerships,
Snap Inc.

Tealium's Partner Ecosystem Conversion APIs



Tealium + LinkedIn

The LinkedIn Conversions API (CAPI) creates a direct connection between marketing data from an advertiser's server and LinkedIn for improved B2B campaign performance and measurement.



Tealium + Nextdoor

Tealium's real-time integration with Nextdoor's Conversions API helps advertisers "turn neighbors into customers" by targeting, measuring, and optimizing ads with consented first-party customer data.



Tealium + Pinterest

Tealium's real-time, turnkey, server-side integration for Pinterest's Conversions API helps advertisers preserve conversion measurement, improve the observability of conversions lost due to technical limitations, and drive better targeting and ad optimization with first-party data.



Tealium + Reddit

Tealium's real-time integration for Reddit's Conversions API preserves conversion measurement, improves campaign observability, and drives better targeting and ad optimization across Reddit communities.

“

Tealium's Conversions API solutions are purpose-built to help brands future-proof their performance marketing strategies in a world of signal loss and privacy-first experiences. By enabling real-time, server-side event sharing across the advertising ecosystem, Tealium empowers marketers to recover lost conversions, fuel publisher and in-house AI models, and activate richer insights across every channel. No matter your level of data maturity, Tealium helps you transform consented, first-party data into measurable business growth.

- Matt Gray
Head of Global Partnerships,
Tealium

Tealium Customer Case Study

Glossier wanted to increase brand awareness among core TikTok audiences and leverage it to drive scale

Glossier, the beauty brand, wanted to drive awareness and ultimately sales for its products. As a first step to drive reach, they ran a traditional R&F campaign to reach a wide audience.

After seeing success, they then pivoted to performance campaigns and adopted the TikTok pixel. For their auction campaigns, they initially optimized toward upper-funnel objectives (traffic & reach); however, running a Brand Lift Study showed incremental increases in lower-funnel objectives (e.g. purchase intent).

They then moved towards optimizing purchases and saw amazing results for their bottom line.

3.2%

Increase in
purchase intent

111M

Users Reached

440+

MM Impressions

75%

Reach of target
audience per flight



Tealium Customer Case Study

Tealium + Meta Help TUI Future Proof Social Ad Spend

TUI's goal was to see better tracking, leading to uplifts in results for partners like Trivago and Tripadvisor, which had already shifted their data tracking server side. They also wanted to see higher marketing efficiency, i.e. lower costs and increased conversions.

6%

Cost per booking dropped

29%

increase in Conversion rate
for social traffic across
the platform

18%

increase in TUI's return
on ad spend



Tealium Customer Case Study

L'Oréal bridges digital, physical, and virtual to deliver dynamic customer experiences

World-leading cosmetic company L'Oréal sought to modernize its digital infrastructure in delivering augmented and high-touch retail beauty experiences.

The company unified customer data in Tealium CDP as a single source of truth and an activation platform for marketing interactions. Capturing all customer behavior data in real time resulted in more accurate and relevant two-way customer communications.

L'Oréal prioritizes customer trust and transparency as it works to transform the retail beauty industry.

22%+

media campaign conversion rate

55%

overall click-through rate

26%+

Improvement in click-through rate

100,000+

Monthly customer activations
by L'Oréal brand Lancôme



Key Use Cases for Getting Started with CAPI

Explore some of the valuable use cases the Conversions API is designed to solve.



Deeper-funnel optimization

Many advertisers optimize for an event that is higher in their funnel – for example, a lead generated by a form fill. Deeper-funnel events such as the actual conversion may not be captured by the browser pixel, because that event does not happen on their website. Advertisers can use CAPI to capture and relay these deeper-funnel events and configure ads to optimize for them.



Improving event reliability

Numerous events never fire because of browser settings, poor network connections, or the user leaving that page prior to the pixel code being executed. The server, however, always captures those events. By connecting browser-side and server-side events, advertisers can use these recaptured signals to improve ad performance.



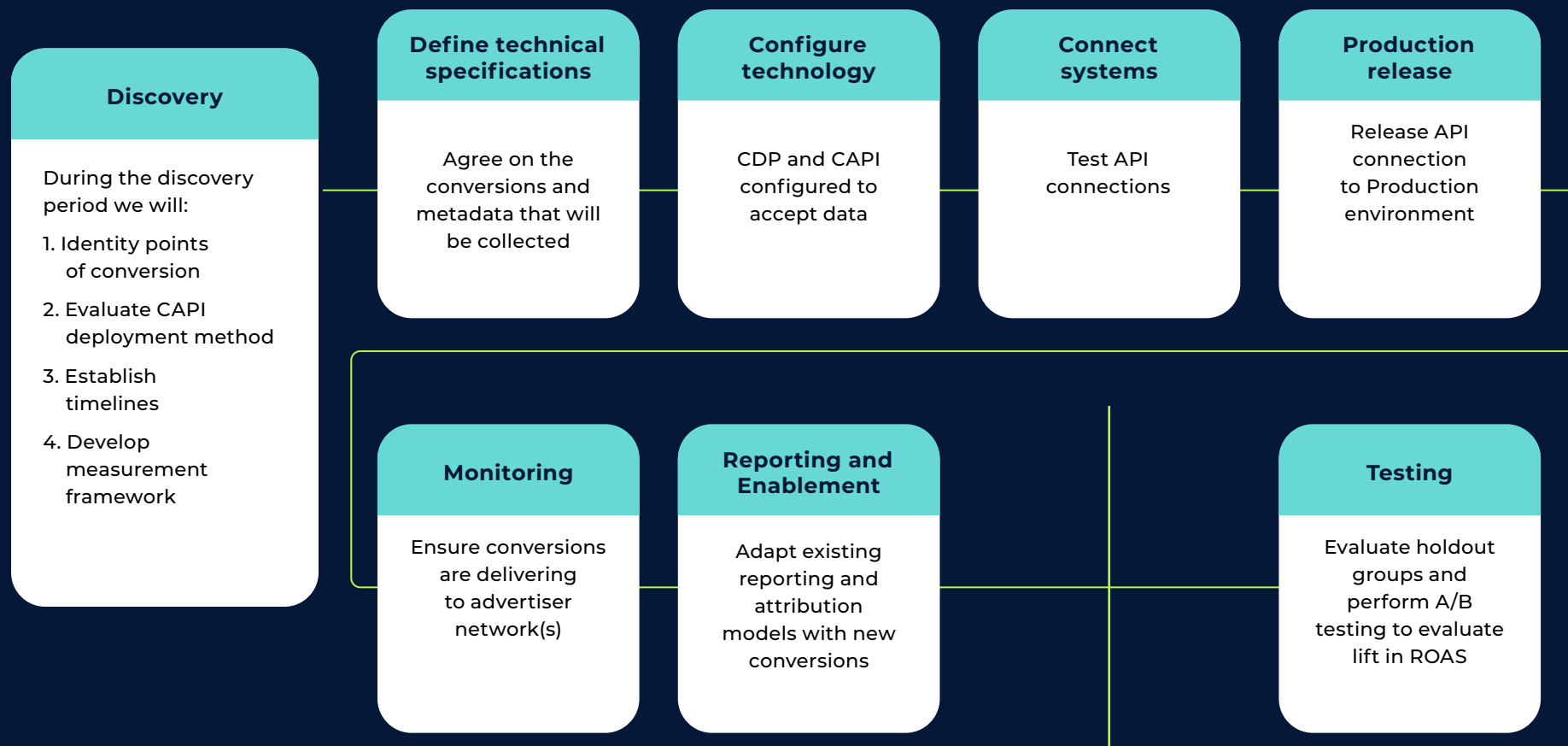
Enhanced data sharing

Publishers can gain flexibility in how they share data with advertisers by establishing user identity or adding meaningful data, such as user scores, before sending events to the advertiser.

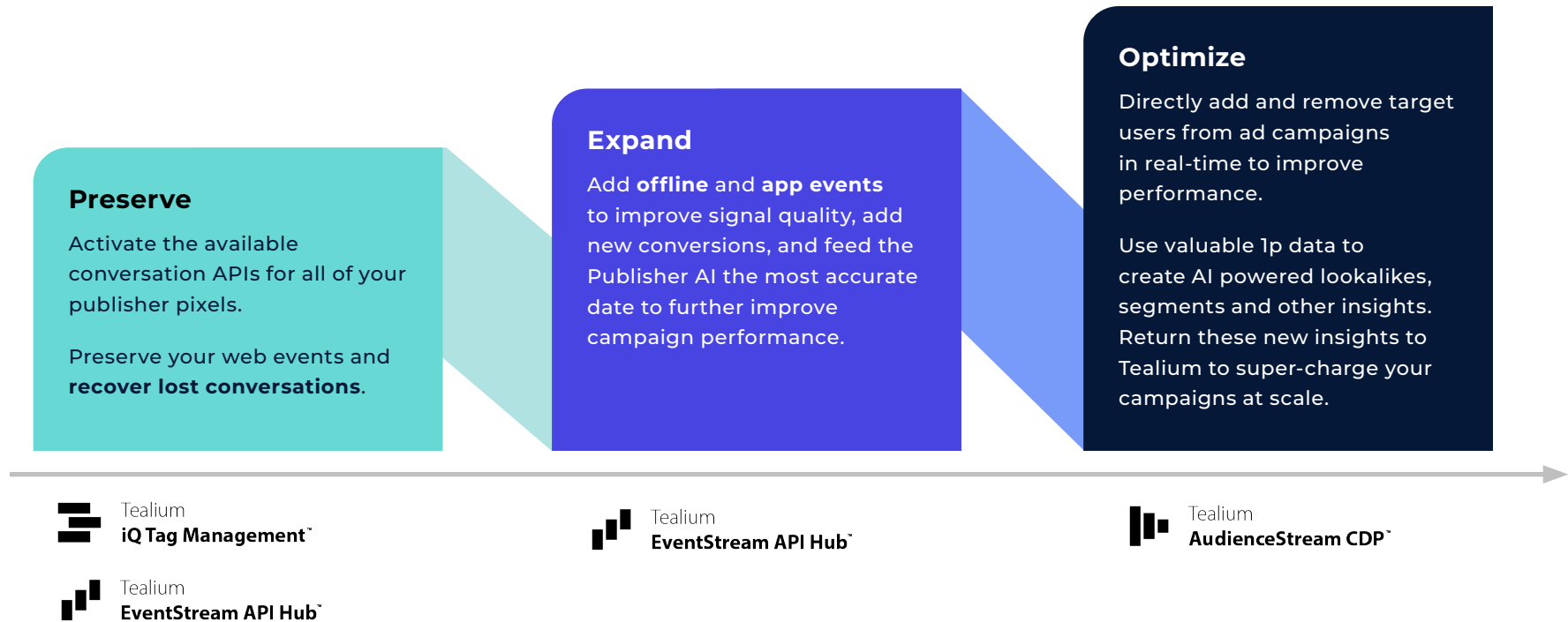
How to Get Started with Conversions APIs

Getting started with turning CAPI connections into better return-on-advertising is a straightforward process. Tealium can support your implementation from discovery to delivery.

CAPI Deployment - From Ideation to Implementation



Three Stages of Digital Advertising Maturity



The Digital Advertiser's Data Maturity Evolution framework provides a strategic approach to improving advertising effectiveness by progressively enhancing data collection, integration, and activation.

From preserving essential web events to expanding data inputs and optimizing campaigns with AI, this framework empowers you to refine ad targeting, recover lost conversions, and drive superior

campaign outcomes. Follow this evolution to harness the full potential of your data to fuel smarter, more efficient advertising strategies.

Stage 1: Preserve – Get Up and Running with EventStream & TiQ

Connecting to your current advertising platforms via CAPI, you'll recapture many of the conversions that are lost due to third-party cookie loss and the deprecation of link parameters. Tealium's EventStream API Hub brings it all together.

Steps

01

Identify which publishers and ad tech platforms the business works with that offer Conversions APIs.

02

Identify the platforms they are activated on (Web, Mobile, Offline, App).

03

Configure server-side events to compliment existing client-side pixels.

04

Set up an uplift study to track and report on performance.



Stage 2: Expand – Enrich Your Data Layer in EventStream

Realize even more value by connecting online and offline: an ever-growing number of publisher CAPIs accept offline data. Adding data and defining new events deepens your understanding and predictive power.

Steps

01

Optimize the data layer in Tealium EventStream for the best possible data hygiene, value for investment, and ROI.

02

Ensure you are achieving the recommended industry standard by maximizing Event Match Quality scores.

03

Roll out event tracking across all online and offline touchpoints: web, apps, call centers, point-of-sale, and more. Defining more events helps maximize conversion rates and feeds publishers' AI targeting algorithms.

04

Stream to a data cloud provider to improve analytics and AI with the cleanest real-time data.



Stage 3: Optimize – Activate Resilient Data Across the Ecosystem

With foundational elements in place, your reliable first-party data now fuels advanced segmentation and personalization, consistent real-time activation across your full marketing stack, and continuous campaign performance improvement.

Steps

01

Combine resilient first-party data signals with other data sources across the ecosystem with AudienceStream.

02

Create a feedback loop of measurement and targeting across the digital ecosystem for attribution modeling, look-a-like targeting, suppression modeling.

03

Activate online + offline data to personalize in-person and digital experiences. Unify in-store, point-of-sale, and call-center data sources with digital sources in real-time.

04

Stream events in real-time to the businesses' enterprise AI platform to create more accurate AI segments. Return these insights to AudienceStream to activate AI insights across ad campaigns and other marketing channels.



We Connect Data So You Can Connect With Your Customers

Tealium helps companies collect, govern, and enrich their customer data in real-time to power AI initiatives and delight customers in the moments that matter. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections from the world's most prominent technology experts. Tealium's solutions include a real-time customer data platform (CDP) with intelligent AI data streaming, tag management, and an API hub. Tealium's data collection, management, and activation capabilities enable enterprises to accelerate operating performance, enhance customer experiences, drive better outcomes, and support global data compliance. Named as a Leader in the Gartner® Magic Quadrant for Customer Data Platforms™, more than 850 leading businesses globally trust Tealium to power their customer data strategies.

For more information, visit
tealium.com