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Driving Global Data Standards to Better Understand Customers at Scale

Results

Challenge

A global pharmaceutical company, wanted to develop and implement a data strategy that not only elevated the quality of their patient and healthcare provider data but would result in more comprehensive and actionable data for their global organization.

Solution

Using Tealium iQ Tag Management and Tealium EventStream API Hub, they were able to build a comprehensive (and standardized) data collection foundation across more than 600 global properties, enabling them to reduce development time and increase insight into customer behavior.

- With a standardized view on data, they were able to reduce form fill tracking development time from 2 months to 1 day

- Using EventStream API Hub and Salesforce Marketing Cloud, the organization was able to send data about content consumption to help develop personalize customer journeys in real-time

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The Challenge

A global pharmaceutical company, wanted to develop and implement a data strategy that not only elevated the quality of their customer data but would result in more comprehensive and actionable data for their global organization. To make this a reality, they needed to collect and analyze data across their 600 digital properties in a secure manner to better understand their consumers and their digital engagement experience. The were challenged with having to manually wrangle disparate customer data in many sources leading to inconsistent views of customers and poor customer experiences. Without a standardized view on data, form fill tracking development time was manual and took an entire day.

The Solution

Using Tealium iQ Tag Management and Tealium EventStream API Hub, they were able to build a comprehensive (and standardized) data collection foundation across more than 600 global properties, enabling them to reduce development time and imrprove insight into customer behavior. With Tealium's data collection tools the were also confident they data was in compliance with privacy and consent laws. Additionally, the integrated EventStream and Salesforce Marketing Cloud, so they could send data about content consumption to help develop personalized customer journeys.

AWS Services:
CloudFront CDN, Kinesis, EC2, S3, and some Route 53, EC2, DynamoDB, Kafka, Load Balancers, ElastiCache Redis, and CloudWatch