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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 customer 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 reduced 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 personalized customer journeys