Navigating the Complexity of Life Sciences Data

Implementing Successful Tag Management with the Tealium Data Layer

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Data-driven decision-making is the cornerstone of a successful marketing strategy. With the exponential growth of digital interactions, efficient collection and management of data has become crucial for life sciences brands to gain a competitive edge and deliver personalized experiences to healthcare professionals (HCPs) and patients.
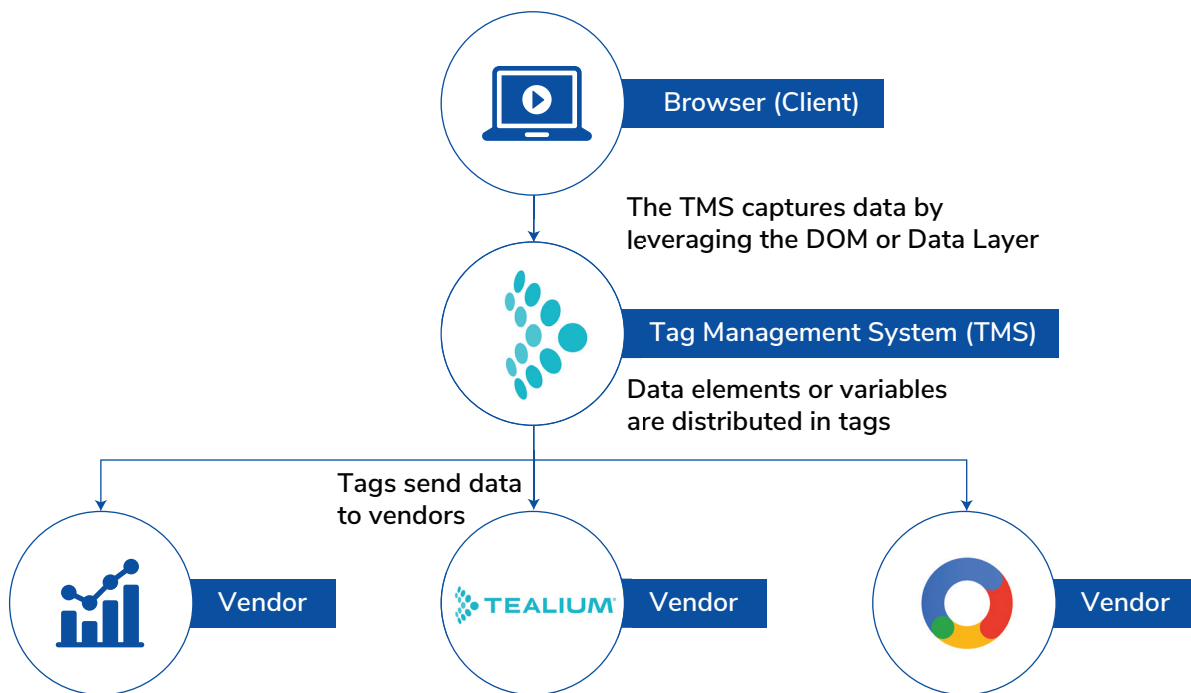
This is where the data layer plays a pivotal role in the MarTech infrastructure. Acting as a structured conduit for data flow, the data layer enables real-time capture of user interactions, preferences, and behaviors across various platforms and touchpoints. This data wealth empowers life sciences brands to fine-tune their messaging, tailor their content, and optimize their engagement strategies for both HCPs and patients. As a result of this, the data layer not only enhances the accuracy of decision-making but also forms the bedrock for the establishment of enduring relationships that are built on relevant and valuable interactions, fostering brand loyalty and credibility in the life sciences domain.

Amidst various data layer options, the Tealium data layer has emerged as a powerful tool to streamline data collection and integration, providing a unified view of HCP or patient interactions across various touchpoints while offering powerful encryption and permissioning. In this white paper, we will embark on a journey to explore the significance of the Tealium data layer in successful tag management. We will delve into planning its implementation, the prerequisites for seamless integration, common challenges, and user consent considerations in the life sciences industry, as well as look at a practical example of a successful implementation of the Tealium data layer.

An Introduction to the Tealium Data Layer

Picture a large ship sailing through a vast sea of digital interactions, picking up valuable data as it journeys through the online landscape. This ship represents your website, and the data layer is the net that keeps all the data together. The Tealium data layer acts as a bridge between the front end and the back end, providing a standardized and centralized data structure. This structure simplifies the communication between your website and third-party marketing tools, enhancing data collection and analysis. By organizing data in a structured format, the Tealium data layer ensures seamless tag management and streamlines marketing efforts.

Browser (Client)

The TMS captures data by leveraging the DOM or Data Layer

Tag Management System (TMS)

Data elements or variables are distributed in tags

Tags send data to vendors

Vendor

Vendor

Vendor

Before we dive a little deeper and discuss how we plan the implementation of the Tealium data layer, its prerequisites, and common challenges with its implementation, let us look at why the Tealium data layer is the right option for life sciences brands among all available market options.

Seamless Integration

Tealium's integration capabilities are extremely mature. The Tealium data layer seamlessly integrates with a wide range of marketing tools and platforms, reducing the complexities of cross-platform data exchange that other options might struggle with.

Scalability

As life sciences brands grow, their data need to evolve. The Tealium data layer is designed to scale seamlessly, accommodating increased data volume and complexity without compromising performance.

Real-Time Data Capture

The Tealium data layer excels in real-time data capture, providing an up-to-the-minute view of HCP and patient interactions. This real-time insight enables quick decision-making, empowering brands to respond swiftly to changing market dynamics.

Active Community and Support

Tealium boasts an active community and excellent customer support. Life sciences brands can tap into a wealth of resources, knowledge, and best practices shared by fellow users, ensuring successful implementation and ongoing optimization.

Comprehensive User Consent Management

In the life sciences industry, user consent is paramount. Tealium's robust consent management features ensure compliance with regulatory standards. It allows brands to effectively capture, manage, and respect user preferences, which is a crucial advantage in maintaining ethical data practices.

Innovative Features

Tealium continually introduces innovative features to enhance data management and customer engagement. Life sciences brands benefit from staying ahead of the curve with cutting-edge tools that adapt to evolving marketing trends. For example, life sciences brands rely on data encryption, masking, and granular roles and permissions to achieve Health Insurance Portability and Accountability Act (HIPAA) compliance.

Now that we understand why the Tealium data layer is a perfect fit for life sciences brands, let us look at how to plan the implementation of the Tealium data layer in further detail.

Planning the Implementation of the Tealium Data Layer

It is crucial to approach the implementation of the Tealium data layer with a well-structured plan. Start by defining your data requirements, objectives, and key performance indicators (KPIs) to ensure a comprehensive data layer. Engage stakeholders, including Marketing teams, developers, and data analysts, to establish a unified vision for data collection and utilization. Let us explore the critical steps involved in planning the implementation of the Tealium data layer to ensure a seamless and successful integration into your digital ecosystem.

Defining Objectives and Requirements

The first step in planning the implementation of the Tealium data layer is to clearly define your objectives and requirements. Determine the specific data points that you want to collect, the analytics and marketing tools that you want to integrate with, and the KPIs that you wish to measure. Engage with stakeholders from Marketing, Analytics, IT, and other relevant teams to identify their data needs and align the objectives with your overall business goals.

Identifying Data Sources

Once you have defined your objectives, the next step is to identify all the data sources across your website or application that need to be integrated into the data layer. These data sources could include page views, events, user interactions, content downloads (downloadable content accessed by HCPs and patients, such as white papers, case studies, and brochures), form submissions, video views (engagement with the video content on the website, such as product demos and educational videos), and more. Work closely with your Development team to create a comprehensive inventory of data sources and prioritize them based on their relevance to your marketing and analytics initiatives. Identifying data sources early in the planning stage sets the foundation for a robust and efficient implementation of the data layer.

Structuring the Data Layer

The structure of the Tealium data layer is a crucial aspect that directly impacts the effectiveness of data collection and management. It is essential to create a well-defined and standardized data model that outlines the format and naming conventions of data attributes. This structured approach ensures consistency in data organization and facilitates seamless integration with downstream marketing and analytics tools. Collaborate with your Development team to design a data model that aligns with best practices and is easy to maintain and expand as your data needs evolve.

Data Privacy and Compliance

Data privacy is of utmost importance, especially in the life sciences industry, where sensitive HCP and patient information is involved. Before the implementation of the Tealium data layer, life sciences brands must ensure that their data collection practices comply with relevant data protection regulations, such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Implement mechanisms to obtain explicit consent from HCPs and patients for data tracking and provide options to unsubscribe or withdraw their consent as per regulatory requirements.

Collaboration and Communication

The effective implementation of the Tealium data layer requires seamless collaboration and communication among various teams, including Marketing, Analytics, IT, and Web Development teams. Establish regular meetings and discussions to share progress, address challenges, and ensure that all stakeholders are aligned with the implementation plan. Encourage open communication channels to facilitate the exchange of ideas and best practices. Effective collaboration streamlines the implementation process and helps resolve any potential roadblocks proactively.

Testing and Quality Assurance

Testing is a critical phase in planning the implementation of the Tealium data layer. Rigorous testing is necessary to ensure the accuracy and reliability of data collection and validation processes. Develop a comprehensive testing plan that covers data mapping, tag firing, and data flow to downstream marketing and analytics tools. Conduct both manual and automated testing to identify and resolve any issues or discrepancies. Prioritize quality assurance to deliver a seamless and error-free data layer that drives reliable data insights.

Training and Documentation

As you proceed with the implementation of the Tealium data layer, invest in training sessions for your teams to ensure that they are well-versed in the Tealium data layer and its capabilities. Provide comprehensive documentation that outlines the data layer structure, data attributes, and guidelines for data updates and maintenance. Well-documented processes enhance the efficiency of data management and facilitate knowledge sharing among team members.

Common Challenges and Mistakes in the Implementation of the Tealium Data Layer

While sailing toward successful tag management, you might encounter rough waters. Implementation of the Tealium data layer may present challenges, such as inconsistent data mapping and incomplete data sources. Some of the common challenges and mistakes that organizations may encounter during the implementation of the Tealium data layer are as follows:

Inconsistent Data Mapping

One of the most common challenges faced during the implementation of the Tealium data layer is the lack of standardized data mapping across different parts of a website or an application. Inconsistent data mapping can lead to discrepancies in data collection and hamper the accuracy of analytics and reporting. To overcome this challenge, it is essential to establish a clear and comprehensive data mapping strategy early in the implementation process. Work closely with your development and marketing teams to ensure uniformity in data attributes and values, aligning them with your business objectives and reporting requirements.

Tag Container Updates Impacting Data Mapping

Tag containers are instrumental in delivering data to various marketing and analytics tools. However, frequent updates to tag containers can inadvertently affect existing data mapping. When new tags are added or existing tags are modified, it is essential to assess the impact on data mapping and conduct thorough testing to ensure data continuity. Prioritize regular audits and testing of the data layer to identify and rectify any issues arising from tag container updates.
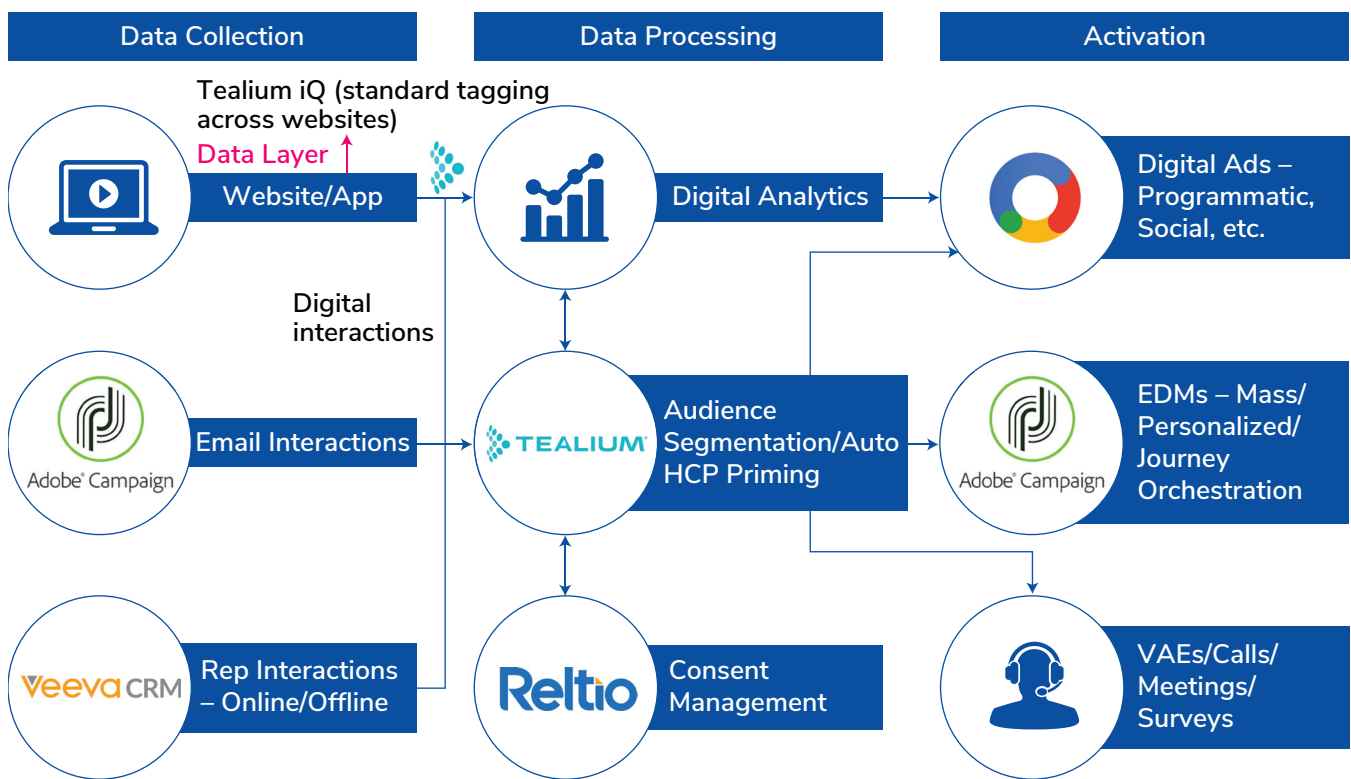
Lack of Governance and Documentation

Proper governance and documentation are vital components for the successful implementation of a data layer. In the absence of clear guidelines and documentation, miscommunication and misunderstandings may arise, leading to data integrity issues. Establish a governance framework that outlines data ownership, data definitions, and data management processes. Regularly update and maintain documentation to ensure that all stakeholders have a comprehensive understanding of the data layer structure and its role in data management.

From the Trenches: Implementation of the Tealium Data Layer at a Leading Global Life Sciences Brand

As your ship sails toward the successful implementation of a data layer, we encounter a shipmate who shares their experience working with Indegene to set up the Tealium data layer. This shipmate's company, a leading life sciences brand, aimed to leverage the Tealium data layer to improve data collection for personalized marketing by maximizing the tracking of website interactions for HCPs who have signed and verified consent.

Data Collection	Data Processing	Activation
Website/App	Digital Analytics	Digital Ads – Programmatic, Social, etc.
Email Interactions (Adobe Campaign)	TEALIUM — Audience Segmentation/Auto HCP Priming	EDMs – Mass/Personalized/Journey Orchestration (Adobe Campaign)
Rep Interactions – Online/Offline (Veeva CRM)	Reltio — Consent Management	VAEs/Calls/Meetings/Surveys

Tealium iQ (standard tagging across websites)
Data Layer

Digital interactions

Challenge
Understanding the Consent Puzzle

The challenge at hand was multifaceted. HCP interactions were a treasure trove of insights, crucial for tailoring engagement strategies and delivering pertinent information. However, despite possessing signed and verified consent from HCPs, tracking these interactions was difficult. The source of this challenge lay in the HCPs' behavior, with some actively clicking on the "Don't allow cookies" option on the website's cookie consent banner.

Solution
Unleashing the Power of Tealium

In collaboration with the life sciences brand's team, we embarked on crafting a solution that would navigate this complex landscape and enable comprehensive tracking of HCP interactions. Our partnership with Tealium, combined with our domain and solutioning expertise, helped address the finer details of consent management and data tracking.

With the Tealium data layer, we were able to leverage the signed and verified consent status of HCPs as a Tealium data layer variable. This enabled us to dynamically adjust the triggering mechanism on the website's cookie consent banner.

Execution
Customizing Consent

With a well-defined plan in place, our team initiated the implementation process. HCPs who had already granted signed and verified consent were spared the intrusive cookie consent banner during their website visits. Instead, the "Tealium Verified Consent Data Layer Variable" served as the guiding beacon, ensuring a seamless browsing experience.

For HCPs who had not yet granted consent, the cookie consent banner remained an essential touchpoint. Their interactions were meticulously tracked in alignment with the consent obtained through this channel. This strategic bifurcation empowered the brand to respect the preferences of both segments of HCPs while maximizing data collection and analysis.

Impact
Illuminating Insights and Empowering Engagement Strategies

The results of this strategic Tealium-powered maneuver were transformative. The life sciences brand was now equipped with a comprehensive and granular view of HCP interactions on their website. By synchronizing verified consent with the cookie consent banner mechanism, the brand's analytics engine roared to life, generating illuminating insights that shaped personalized engagement strategies.

Through clever and thorough utilization of Tealium's capabilities, we overcame the challenge of tracking HCP interactions, irrespective of their consent pathway. This harmonious symphony of technology and strategy not only resolved the core business challenge but also ushered in a new era of data-driven engagement and empowerment in the organization. As the healthcare landscape continues to evolve, expert solution providers such as Indegene can help life sciences organizations design and create a truly seamless, compliant, and insightful digital ecosystem.

Conclusion

As our journey exploring the Tealium data layer concludes, we can confidently assert that it is a key element in successful tag management. Its ability to centralize, standardize, and organize data empowers businesses to make data-driven decisions effectively. Businesses can harness the full potential of the Tealium data layer by carefully planning its implementation, adhering to prerequisites, considering user consent, and overcoming common challenges. As you navigate the waters of tag management, remember that a well-implemented data layer is the key to unlocking the full potential of your marketing endeavors.

Indegene's consulting, architecting, and solutioning expertise equips life sciences industries with the capabilities needed to thrive in an omnichannel and privacy-conscious world. From enterprise data and MarTech strategy to customer data platform (CDP) implementation and operations, Indegene ensures that your marketing technology investments hit the ground running and deliver positive returns on investment. **Reach out to us** to get started on your journey.

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About Indegene

We are a digital-first, life sciences commercialization company. We help biopharmaceutical, emerging biotech and medical device companies develop products, get them to the market, and grow their impact through the life cycle in a more effective, efficient, and modern way. We bring together healthcare domain expertise, fit-for-purpose technology, and an agile operating model to provide a diverse range of solutions. These aim to deliver, amongst other outcomes, a personalized, scalable and omnichannel experience for patients and physicians. It's what drives our team and our purpose to enable healthcare organizations to be future ready.
To learn more, visit www.indegene.com

About Tealium

Tealium connects customer data across web, mobile, offline, and IoT so businesses can better connect with their customers. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections, empowering brands to create a complete, real-time customer data infrastructure. Tealium's solutions include a customer data platform with machine learning, tag management, an API hub and data management solutions that make customer data more valuable, actionable, privacy-compliant and secure. More than 850 leading businesses throughout the world trust Tealium to power their customer data strategies.
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