



Modern Data Architecture

Unlock the Value of Your Customer Data



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Architecting a Modern Data Stack

Opening



Your competitors
**have access to the same
resources**



MARKETING
PLATFORMS



AI MODELS



TARGET
CUSTOMERS



RESEARCH &
DATA

WHERE IS THE DIFFERENTIATION?



But only *you* have

Data about your customers

Not just data. The **signals**, **intent**, and **context** that give you an edge when acted on in the moment.



Behavioral Signals

Real-time actions and subtle digital footprints.



Customer Intent

Predicting what they need before they ask.



Governed Consent

Compliant, trusted data ready for AI use.



Unified Context

Connecting the dots across all relationships.



Customer data can be
your most strategic asset.

***Only if it's actionable
when and where it matters.***



Centralization is essential.
But if it becomes a bottleneck or distances you
from action, you're missing the moment.

Tealium bridges this gap.



Your data foundation **must have...**



Intelligent Orchestration

To power distinct customer engagement strategies, without compromise



Flexible Connectivity

To help you efficiently respond to expanding demands from your ecosystem



Governed Interoperability

To give you AI-readiness now and future-proofing for what is yet to come



Comprehensive Customer Engagement Platform

CUSTOMER ENGAGEMENT



Display



Email



SMS



Social



CRM

CUSTOMER CONVERSATION



Website



Mobile App



Point-of-Sale



Call Center



AI Agents



A real-time platform for collecting, enriching, and activating data to power meaningful customer conversations.

- Real-time + Lifetime Profiles
- Integrated Audience Builder
- Activate natively from Data Clouds or Tealium
- Real-time + Batch Integrations for Data Orchestration



CENTRALIZED CLOUD PLATFORMS



Data Lake



Data Warehouse



Customer 360



Analytics / BI



AI Models

What we are going to cover

Learn how Tealium powers modern architectures to unify your data stack and activate insights across your entire organization.



Architecting a Modern Data Stack for Total Connectivity



Module 1: The New “Prism” SDK for Mobile

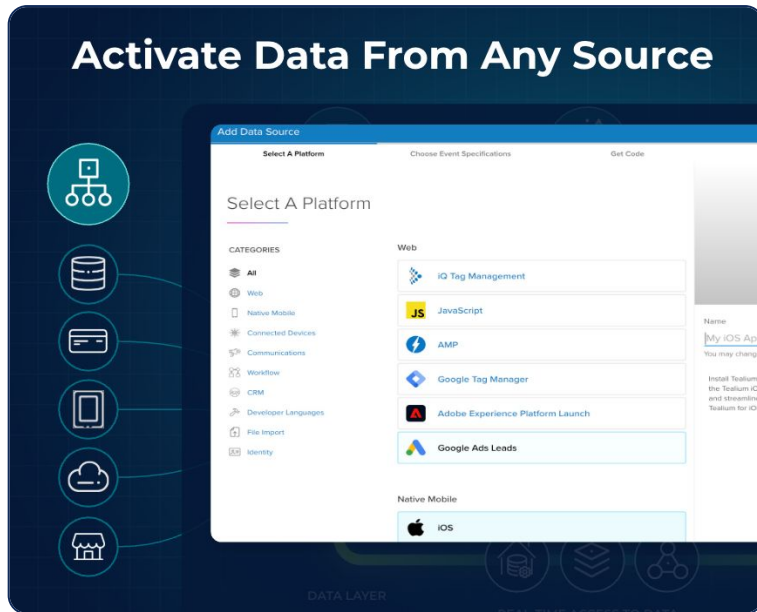


Module 2: Build Audiences Directly in your Data Warehouse



Module 3: Activating Data from your Data Warehouse

Activate Data From Any Source





The New “Prism” SDK for Mobile Module 1

Data Collection, Decisioning, and Activation on the Edge



Mobile

is the most dominant channel
which makes it the best source of
real-time behavioral signals

67.5%

Global Internet Traffic

75%

All ad spend

83%

Social media interactions

72.9%

eCommerce transactions

70%

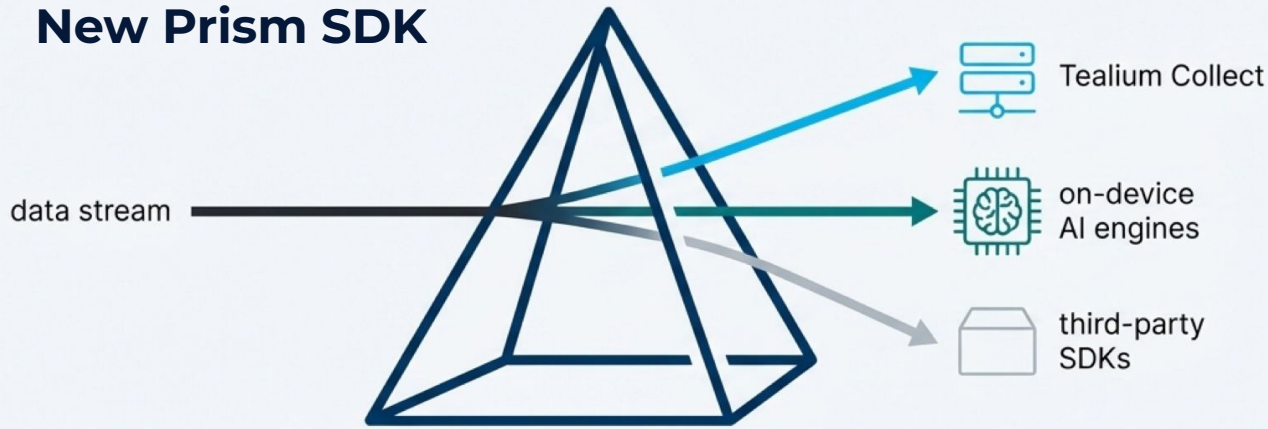
Users aged 18 - 34

Time spent
on mobile
apps vs
web

90%

Prism Mobile SDK

New Prism SDK



- New architecture. No tradeoff between speed and flexibility
- Moments IQ built-in for zero-party data collection & personalization
- Powerful native functionality available via API
- Secure by design - built-in privacy controls

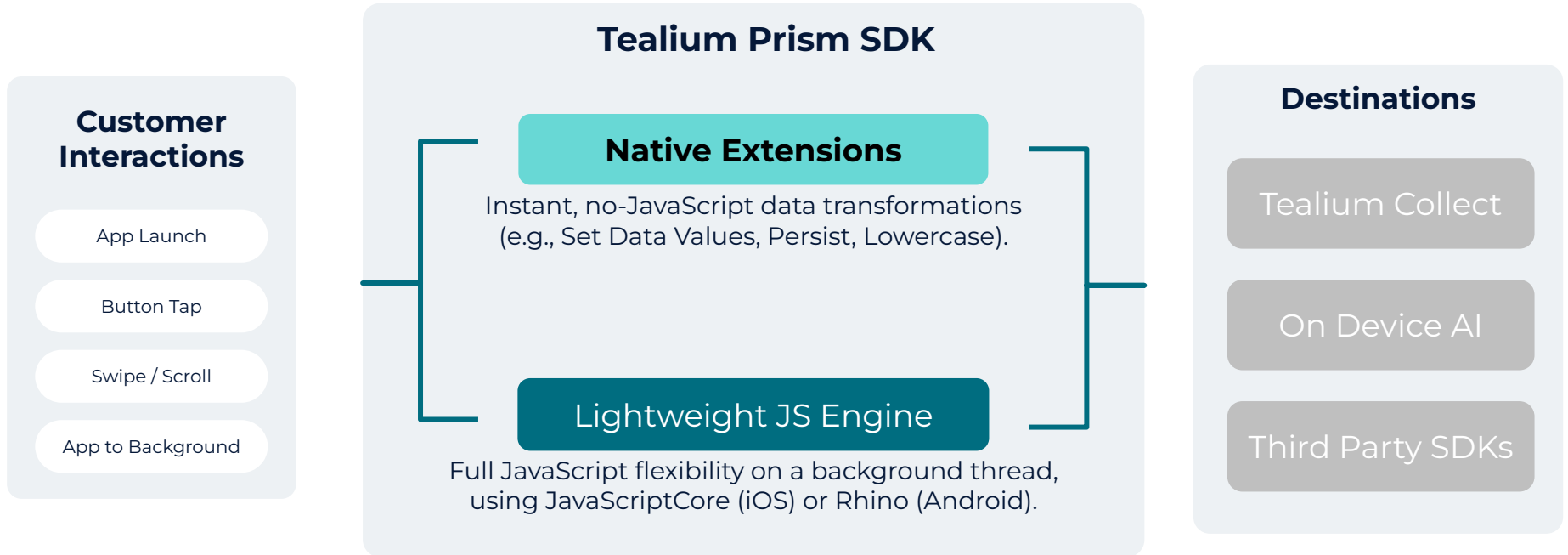
Announcing
industry first -

AI-at-the-Edge
inside Prism
Mobile SDK

Leverage
AI models on
device

Unified Framework for Speed and Flexibility

Prism replaces the heavyweight WebView with a lightweight, background-thread JavaScript engine. This provides the full flexibility of Tealium iQ extensions without competing for main thread resources.



Prism SDK Key Value Drivers

✓ **UI-driven configuration, zero code changes**

Tracking rules, consent behavior, vendor mappings, and activation logic all live in Tealium iQ. Business teams can add events, tweak rules, or change vendor SDKs the same day

✓ **Easy to use on-device AI engine**

Prompt logic and context selection is configured in Tealium iQ. AI output exposed back to the app for in-session personalization.

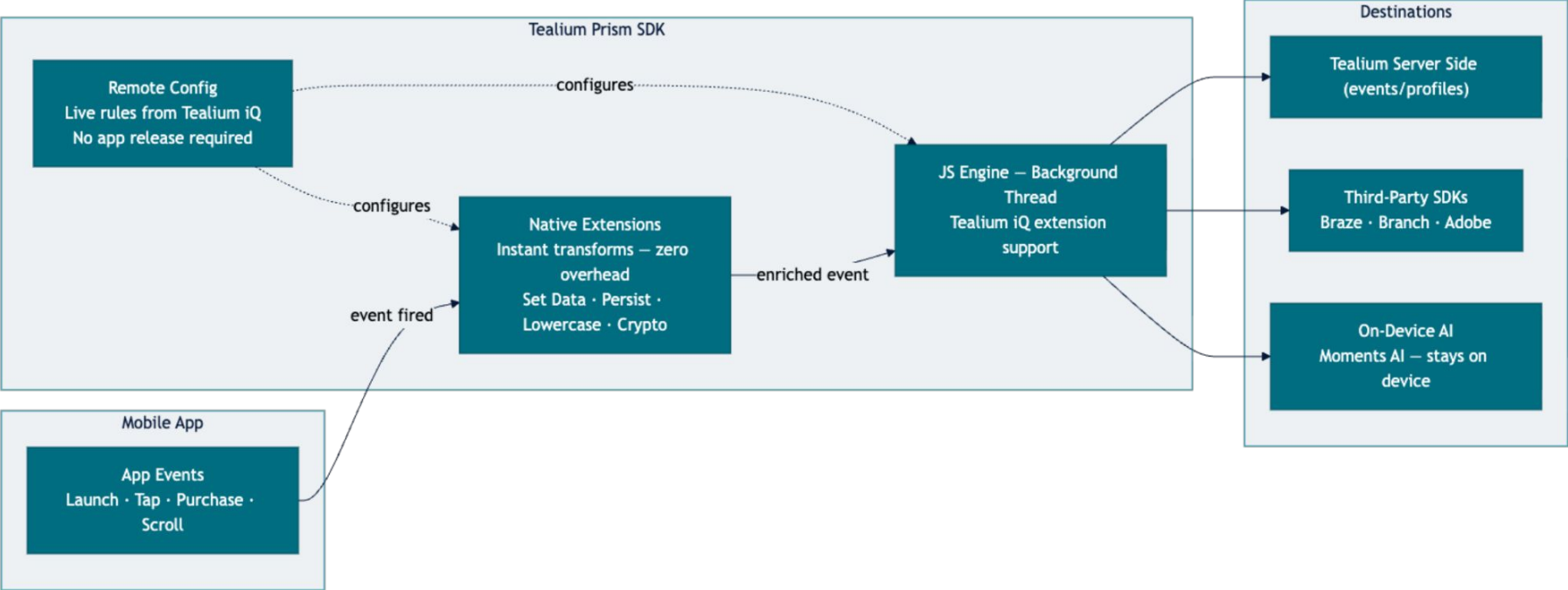
✓ **Guaranteed event delivery**

Built-in barriers and per-dispatcher batching ensure no events are lost during connectivity drops, app backgrounding, or network interruptions, without any custom engineering required

✓ **Consent-first architecture**

Native CMP integrations (OneTrust, etc.) built in using consent integrations in TiQ

Prism SDK Overview

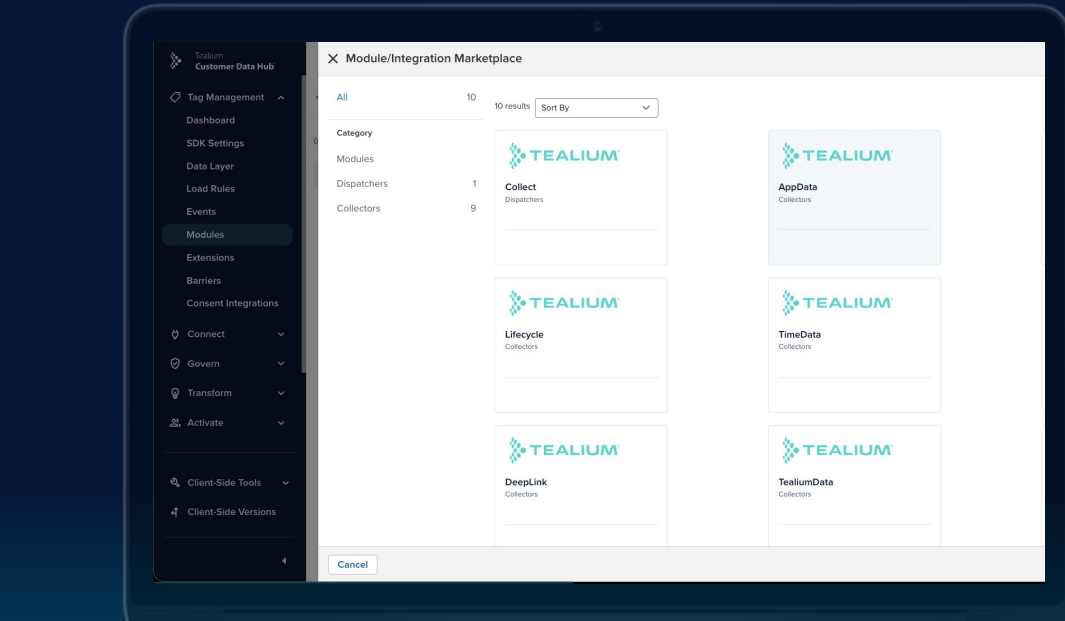


Enterprise Usability: Mobile UI Configuration

New TiQ-like Interface

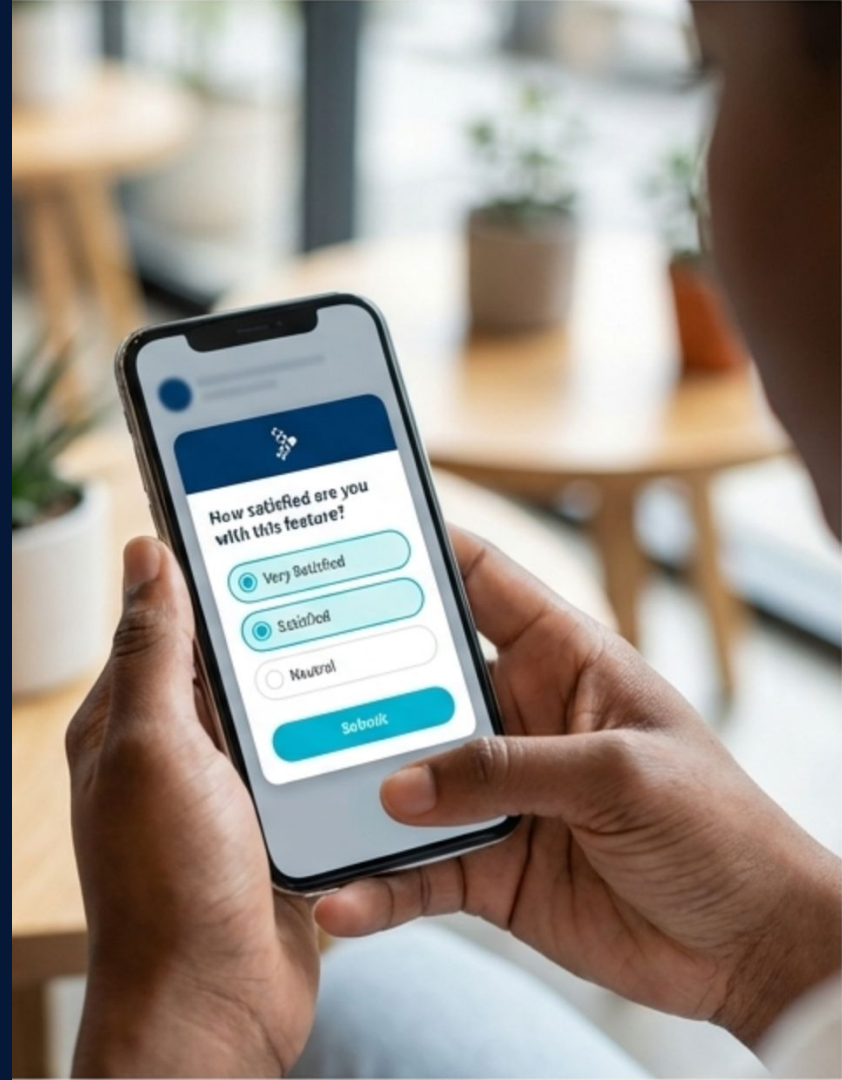
More operational control over SDK settings, modules, third-party SDKs, and extensions

- **Modules** - Instead of Tags users can add, remove, configure each SDK module or third-party SDK
- **Load Rules** - Create rules around when modules and third-party SDKs should run
- **Extensions** - Javascript extensions, set data, persist data, crypto all available
- **Barriers** - Create rules around when to block or modify data collection
- **Consent Integrations** - Use consent integrations in the same way as existing TiQ



Engage in the Moment With Moments iQ

- **Capture user intent and feedback, just as you can with the web**
- **UI base configuration for experiences and load rules**
- **Integration via a simple API or allow Tealium to deliver full overlay**



AI at the Edge

What is AI at the Edge?

✓ **Configurable in the UI**

Prompt logic is configured directly in the Tealium iQ UI. Code changes not needed to update what the model does.

✓ **User privacy focused**

Local behavior is analyzed on-device so that sensitive user data never has to leave the phone.

✓ **Real-time, in-session output**

Uses real-time app events and automatically collected data. React to what a user is doing right now, in the same session.

✓ **No additional infrastructure cost**

On-device models are used instead of sending data to a cloud hosted model (i.e. Cortex, Databricks). Not paying for cloud inference.

Real-Time Output, Securely On the Device



Cache

The SDK stores events locally on the device



Prompt

These events are combined with a custom prompt from the Tealium UI



Inference

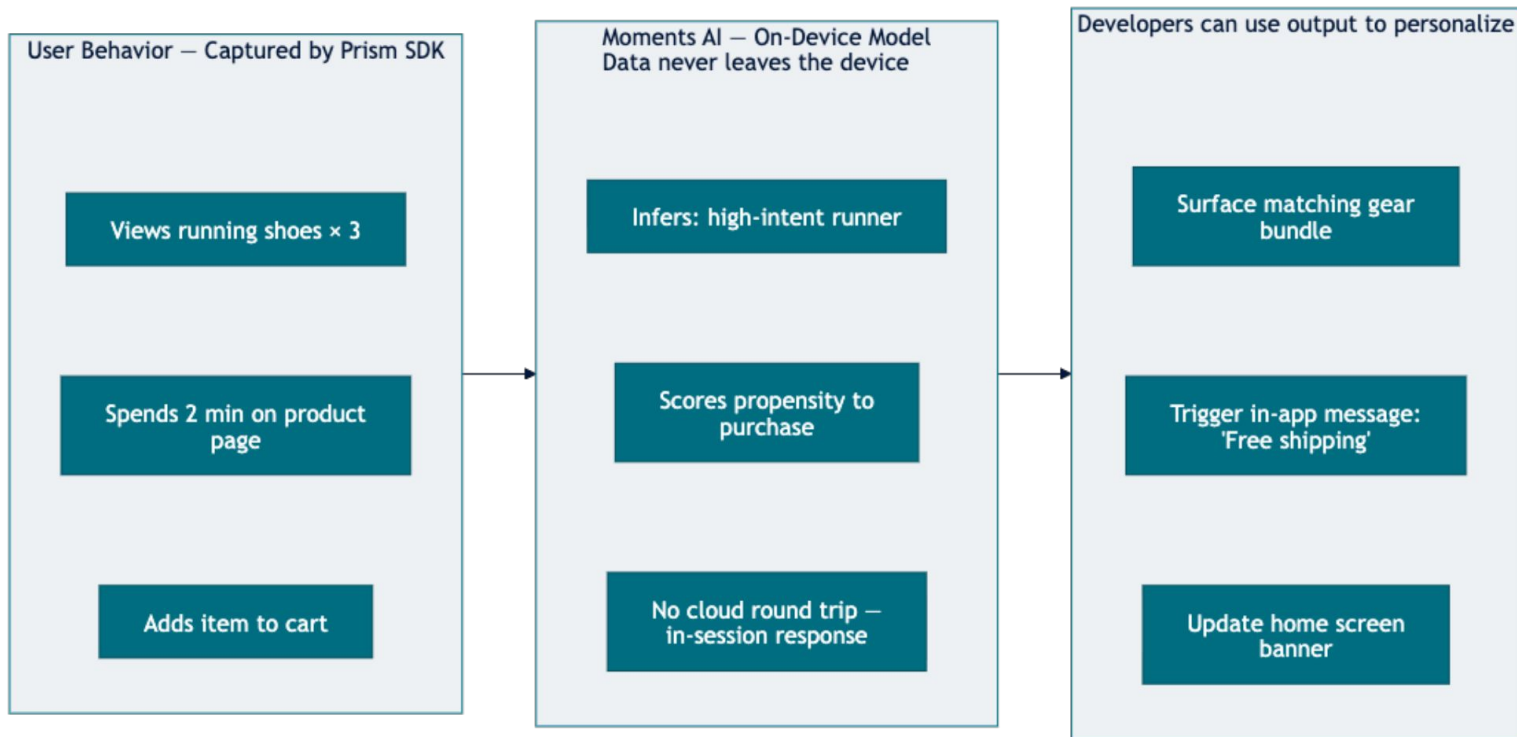
The combined data and prompt are processed by the on-device chip



Output

The model returns an output that the app can use immediately

Moments AI





Cloud Native Audiences

Module 2

Build & Sync Audiences Directly in your Data Warehouse



Snowflake → Tealium
Native App

Audience Discovery and Segmentation

- Free app available in the Snowflake marketplace
- AI + natural language to generate and refine audience SQL
- Supports both engineers and business users via SQL and semantic views
- Outputs audience tables for activation through Tealium

Audience Discovery and Segmentation

- Currently they have to run queries and create a dedicated view to prepare data for the Tealium data source
- The **Tealium Audience Discovery and Segmentation App** is a full featured Snowflake native app which makes this a lot easier.

← Back to Audiences

Create New Audience

Define your audience criteria and activate it for use in Tealium.

- 1 Source Dataset
- 2 Audience Criteria
- 3 Refresh Schedule
- 4 Review & Create

Basic Information

Audience Name *

Description *

Data Source

Point & Click SQL (Advanced) Cortex

Database

Schema

Table / View

← Back

DEMO



An unparalleled and complete suite of options to integrate and activate

Snowflake Data Source	Batch	Inbound data source for ingest
Snowpipe Streaming	Streaming	Real-time Streaming to Snowflake
Cloudstream	Zero-copy	ReverseETL - Direct activation to all Audience destinations
AI Connectors / Functions	AI/ML Activation	Invoke your own model and activate results in real-time
Data Transformation App	Native apps	Inbound - Data Transformation App
Audience Discovery App	Native apps	Outbound - Audience Discovery and Segmentation App
Data Sharing	Zero-copy	Snowflake Data Sharing for activation



Sync Data From Your Warehouse

Module 3

Further Compose your Modern Data Architecture



Why Cloud Data Platforms Matter

- Ideal home for “single source of truth”
- Delivering on the full ‘Customer 360’ vision
- Default center and brain of the MarTech stack
- Customers want to activate this centralized first-party data
- Data Clouds are the anchor tenant of enterprise data architecture

Your Data Stack Shouldn't Dictate Your Strategy

Tealium gives you three flexible data paths so your architecture matches your strategy, not the other way around.

Reverse ETL

Collect → Data Cloud → Activate

Best for:

Organizations with significant warehouse customer data operations and batch campaign strategies.

Hybrid

Data Cloud ↔ Real-Time → Activate

Best for:

Enterprise teams that need both warehouse depth and real-time responsiveness.

Real-time

Collect → Enrich → Activate

Best for:

Real-time decisioning, in-session personalization, behavior driven targeting.

Flexible Architecture To Match Your Strategy

CLOUD PLATFORMS & DATA



Data Lake



Data Warehouse



Customer 360



AI Models

REVERSE ETL

Turn any cloud data warehouse into an activation engine without copying data.

- Audience Builder
- Data Activation & Orchestration
- Scheduled & Automated Syncs

CLOUD DATA SOURCE



Collecting, enriching, and activating data across sources to power meaningful CX.

- Clean, Consented & Enriched Data
- Lifetime + Real-Time Profiles
- Leverage real-time data to trigger the latest user context.

CUSTOMER ENGAGEMENT



Display



Email



SMS



Social



CRM

CUSTOMER CONVERSATION



Website



Mobile App



Point-of-Sale



Call Center



AI Agents

DEMO

Questions / Open Discussion



Turn Data into Context at the Source

AT SCALE. IN REAL-TIME.

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