PREPARING FOR SIGNAL LOSS

with Tealium's Unique Ad Platform Integrations

Introducing Tealium's Suite of Conversion APIs (CAPI)

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Customers are becoming more aware of their data privacy rights and demanding companies respect their consent preferences. This has led to companies having to simultaneously find different ways to market in the face of third party signal loss. Regulation changes and evolving customer expectations have been a top priority for leading businesses for many years. Major technology platforms like Google and Apple, as well as new government regulations like CCPA and GDPR, are prohibiting the collection and tracking of non-consented third party user data, making it difficult for advertisers and marketers to deliver seamless, personalized experiences that meet consumer expectations.

In conjunction with customers' desire for more data privacy, Google will phase out third party data by 2024. The subsequent signal loss poses a huge challenge for marketing teams who rely on third party data to expand their customer base and generate interest in their products.

Moving on from this loss, it is essential to ask how data can be used to grow customer acquisition, drive loyalty and retention, and how paying attention to customer preferences will affect your organization.

Learn how Tealium, in lockstep with Google, Meta, TikTok, Snapchat, LinkedIn, Pinterest, Spotify, and others are utilizing Conversion APIs to help shift reliance away from the third party pixel to consented first party data to deliver personalized customer experiences in a privacy-centric way. Conversion APIs also help you better measure ad performance and attribution across the entire customer journey. With Tealium this is strengthened even more through the collection of both server-side and client-side data, unifying online and offline insights.

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Tealium's 4-Step Guide to Signal Loss

01

Focus on partnership

As customer expectations evolve, we see a huge opportunity to accelerate value for our clients by easily connecting them with the experts in the Tealium Partner Network. We are committed to forming reciprocal relationships that drive growth, value, and an exceptional experience for you and your clients.

02

High-quality data in lieu of third party data

Having clean high quality data is critical to the success of your organization. With high-quality data, you can easily and accurately gain a deeper understanding of your customer base as well as the individual themselves.

03

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.

04

Increase your Return-on-Ad-Spend

Of course, you want to ensure you're seeing ROI from your marketing initiatives and campaigns. With Tealium Conversion APIs, 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.

The Power of Conversion APIs

Conversion APIs 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.

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

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Benefits of Tealium's Conversion APIs

Data Privacy Control:

Control the data you share and when you share it. Conversion API gives advertisers added control over what data they share. Advertisers canchoose to append insights like product marginsdiscreetly or include historical information like customer value scores.

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 Pixel, like CRM data, lower funnel events including qualified leads, or multi-site conversion paths.

Less Data Loss:

Strengthen how you share data with platforms. Data sharing through Conversion API is more reliable than browser-based methods; as the Conversion API is designed to be less susceptible 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 at in the lifecycle and trigger actions that produce a better result.

Benefits of Tealium's Conversion APIs

Establish Control of Your Data:

Advertisers can decide what data to share and when to share it, as well as include more meaningful data, such as a customized customer value score or each step/action taken in a conversion journey on a website.

Future Proof your Measurement:

The Google eCAPI reduces the reliance on third party cookies and allows you to be better equipped to handle shifts in the measurement ecosystem.

Enhance Your Incrementality Measurement:

The Google Enhancced Conversion API (eCAPI) 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.

Strengthen How Data is Shared with Big Tech Platforms:

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

Benefits of Tealium's Conversion APIs

Our Conversion APIs improve agility and testing of messaging, offers, and creativity. They help ingest and standardize data across all platforms and applications, via mobile (for optimization efforts), multi-touch, and multi-channel data consumption through our streamlined data collection operations. The CAPIs also improve data security and governance by removing sensitive data and live links present in client-side tags. And they also improve speed performance through our high-speed functionality and performance tests across desktop and mobile sites by leveraging integrations.

Tealium's Partner Ecosystem Conversion APIs

Tealium offers a multitude of Conversion APIs within our premier partner ecosystem.

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. Leveraging trusted, first party data from across the customer lifecycle, organizations can maximize their media investment while delivering a high-quality advertising experience.

Watch the webinar! Inside Tealium's Unique Integration with Meta Conversions API

Tealium + Google

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

Watch the webinar! Inside Tealium's Unique Integration with Google Enhanced CAPI

Tealium + SnapChat

Tealium's real-time, turnkey, server-side integration for Snapchat Conversions API via EventStream helps our clients benefit from a more reliable, more secure way of sharing the data, and can take advantage of all other integrations in the Tealium Marketplace to future-proof their data collection.

Watch the webinar! Inside Tealium's Unique Integration with Snap Conversions API

Tealium + TikTok

Tealium's Customer Data Hub goes beyond just offering a traditional pixel integration with TikTok by connecting out-of-the-box with TikTok Events API. eMarketer estimates TikTok will generate $18 billion in ad revenue in 2023 and data.ai reports that TikTok is the top global app for consumer spend. The TikTok + Tealium hybrid integration helps preserve advertising measurement by enabling businesses to leverage consented, first party data from across their organization. It also makes more signals available to TikTok to optimize campaign performance.

Watch the webinar! Inside Tealium's Unique Integration with TikTok Conversion API

Tealium Customer Case Study

Golfbreaks uses Tealium's Facebook Conversion API (CAPI) to track inbound customer service calls.

The Story.

Golfbreaks relies on the expertise of its sales staff to provide advice to customers, meaning the call center is the highest converting channel. Being able to track inbound calls (as server side events as a webhook from the phone tracking system) and send those to Facebook, allowed Golfbreaks to get a full picture on conversions.

18%

Ad click through rates improved by 18% from using both the CAPI and the Facebook pixel.

11%

Online sales conversion increased by 11% from using both the Conversions API and the Facebook pixel.

17%

Golfbreaks ad spend ROI increased by over 17%.

Brand Auction and Reach Frequency to Increase Purchase Intent

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

The Solution

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

111MM
Users Reached

440+
MM Impressions

75%
Reach of target audience per flight

Key Use Cases for Getting Started with Conversion APIs

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

Deeper-Funnel Optimization

Many advertisers currently optimize for an event that is only part way down their funnel (for example, a 'lead' event when someone fills out a form). They may want to optimize for a deeper-funnel event such as the actual conversion, but that event is not captured by their browser pixel because it does not happen on their website, or maybe not even on the web at all. Advertisers can use the Conversions API to send a deeper-funnel event and configure their ad to optimize for that new event.

Improving Event Reliability

A significant number of events never fire because of browser default settings, poor network connections, or if the pixel code was not executed before the user navigated away from the page. These events are always captured by the server. These incremental events could be a meaningful percentage of events that could therefore improve ad performance. By sharing events via both the browser and server-side, advertisers can be sure to register the user actions that are not captured by the browser pixel.
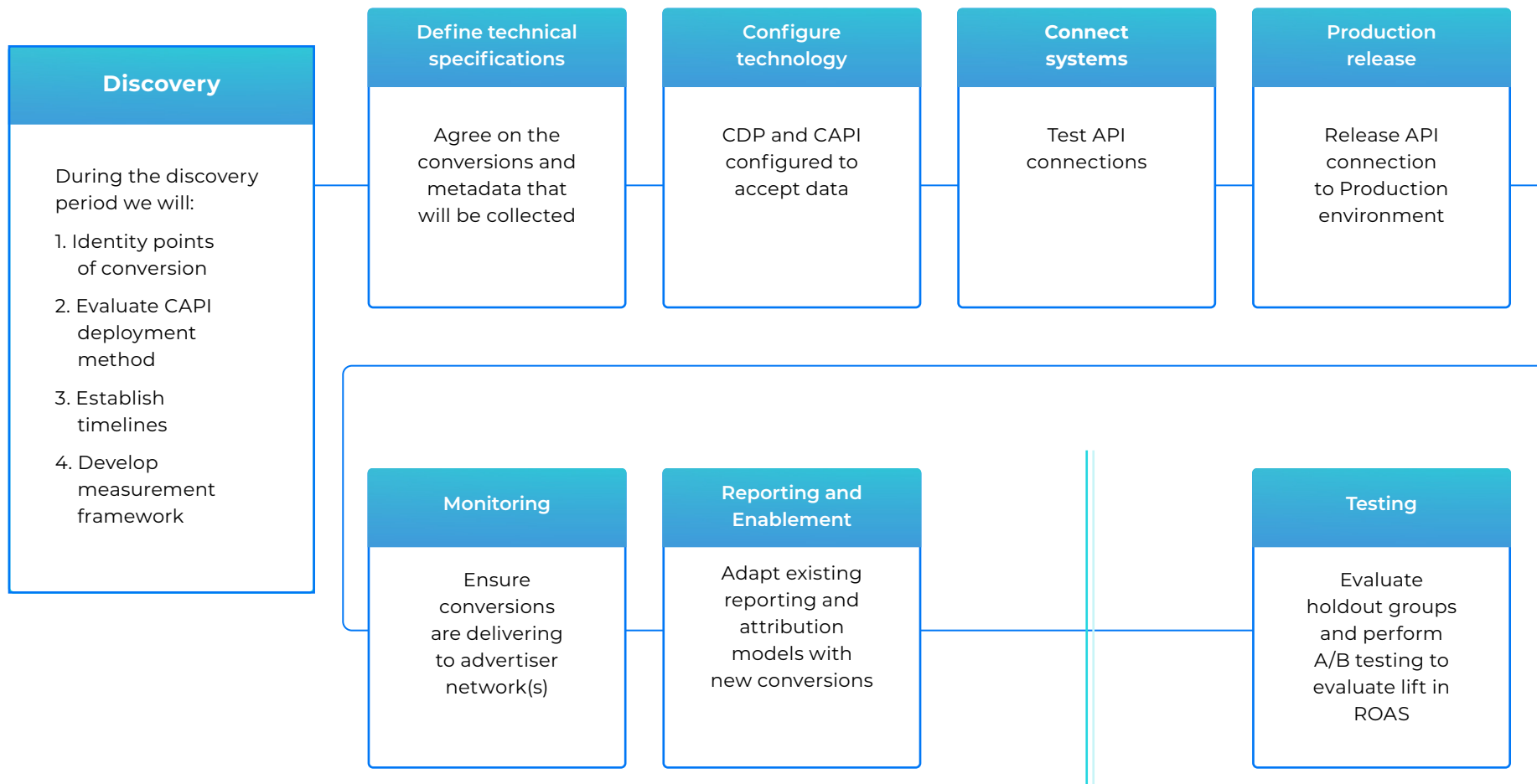
Enhanced Data Sharing

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

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How to Get Started with Conversion APIs

CAPI Deployment - From Ideation to Implementation

Discovery

During the discovery period we will:

1. Identity points of conversion

2. Evaluate CAPI deployment method

3. Establish timelines

4. Develop measurement framework

Define technical specifications

Agree on the conversions and metadata that will be collected

Configure technology

CDP and CAPI configured to accept data

Connect systems

Test API connections

Production release

Release API connection to Production environment

Monitoring

Ensure conversions are delivering to advertiser network(s)

Reporting and Enablement

Adapt existing reporting and attribution models with new conversions

Testing

Evaluate holdout groups and perform A/B testing to evaluate lift in ROAS

We Connect Data So You Can Connect With Your Customers

Tealium connects customer data– spanning web, mobile, offline, and IoT devices—so brands can connect with their customers. Tealium's turnkey integration ecosystem supports over 1,300 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies.

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This report was published by

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For more information, visit
tealium.com