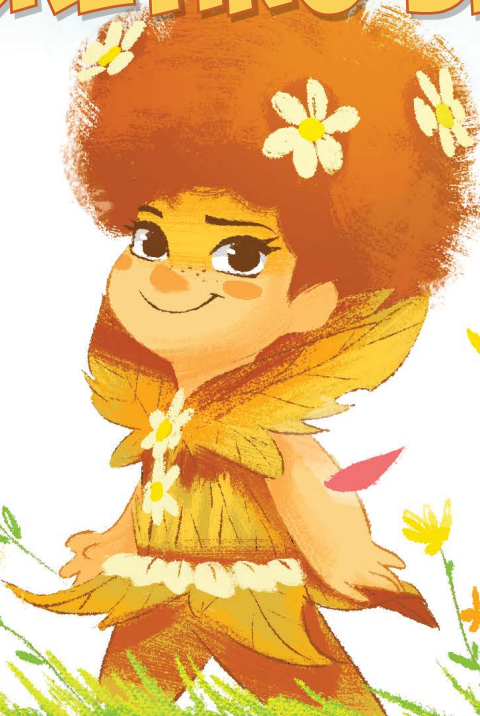




TAMING THE DIGITAL MARKETING BEAST



The background of the entire page is a light blue color, decorated with a pattern of various-sized blue circles. Some circles are solid blue, while others are hollow with a blue outline. Interspersed among the circles are thin, wavy, light blue lines that create a sense of movement and depth. In the center of the page, there is a white rectangular area with a blue border, which contains the text.

This Tealium Book
belongs to

TAMING THE DIGITAL MARKETING BEAST

Illustrated by Nicola Sammarco



© 2014 Tealium, Inc. All rights reserved.

11085 Torreyana Road
San Diego, CA 92121

tealium.com

[@tealium](https://twitter.com/tealium)

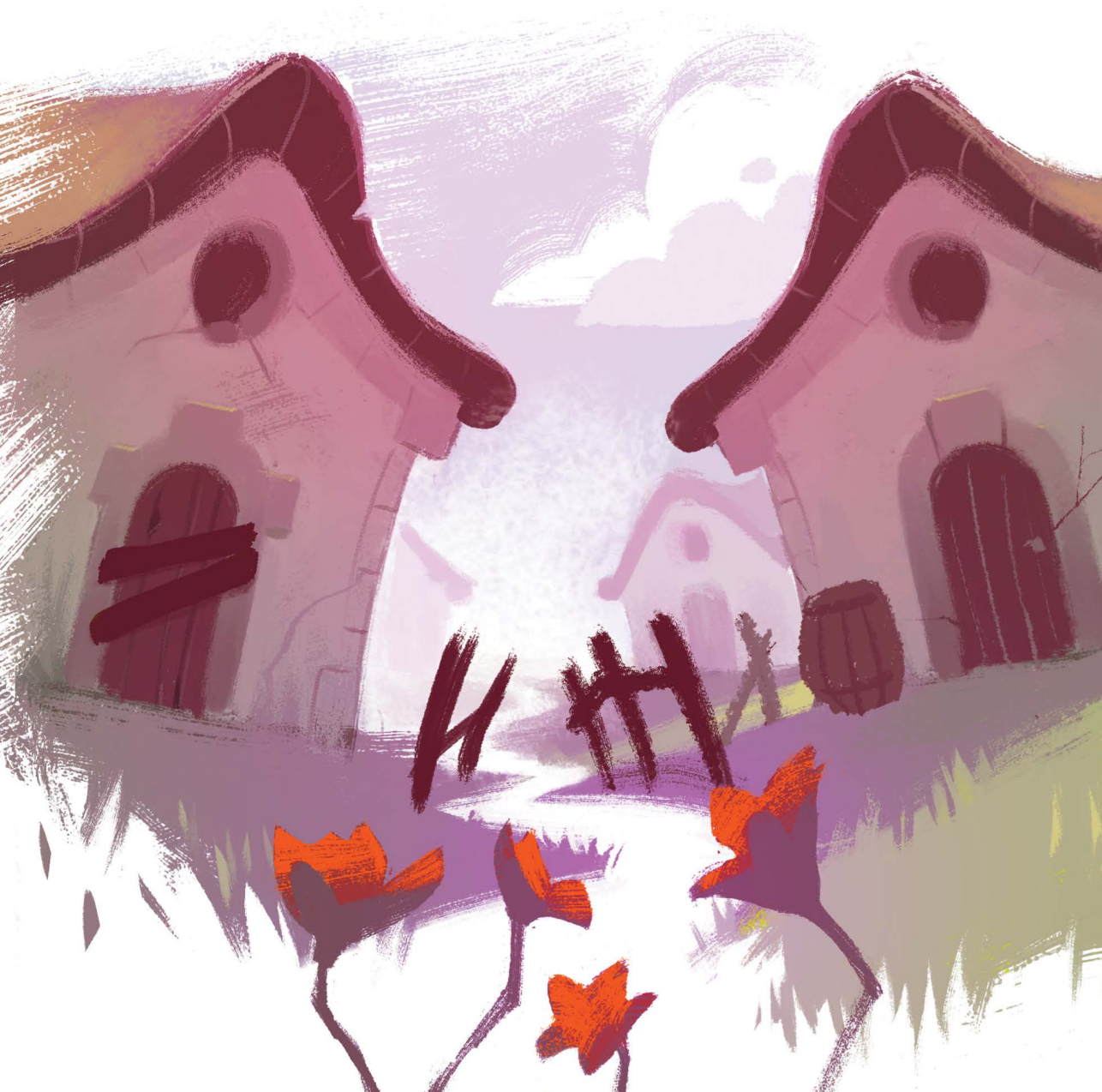
844-TEALIUM

The once beautiful land of Marktopia has fallen on dark times. A mysterious beast has been a source of trouble for everyone.



The beast hides in the forest and creates misery in the land.

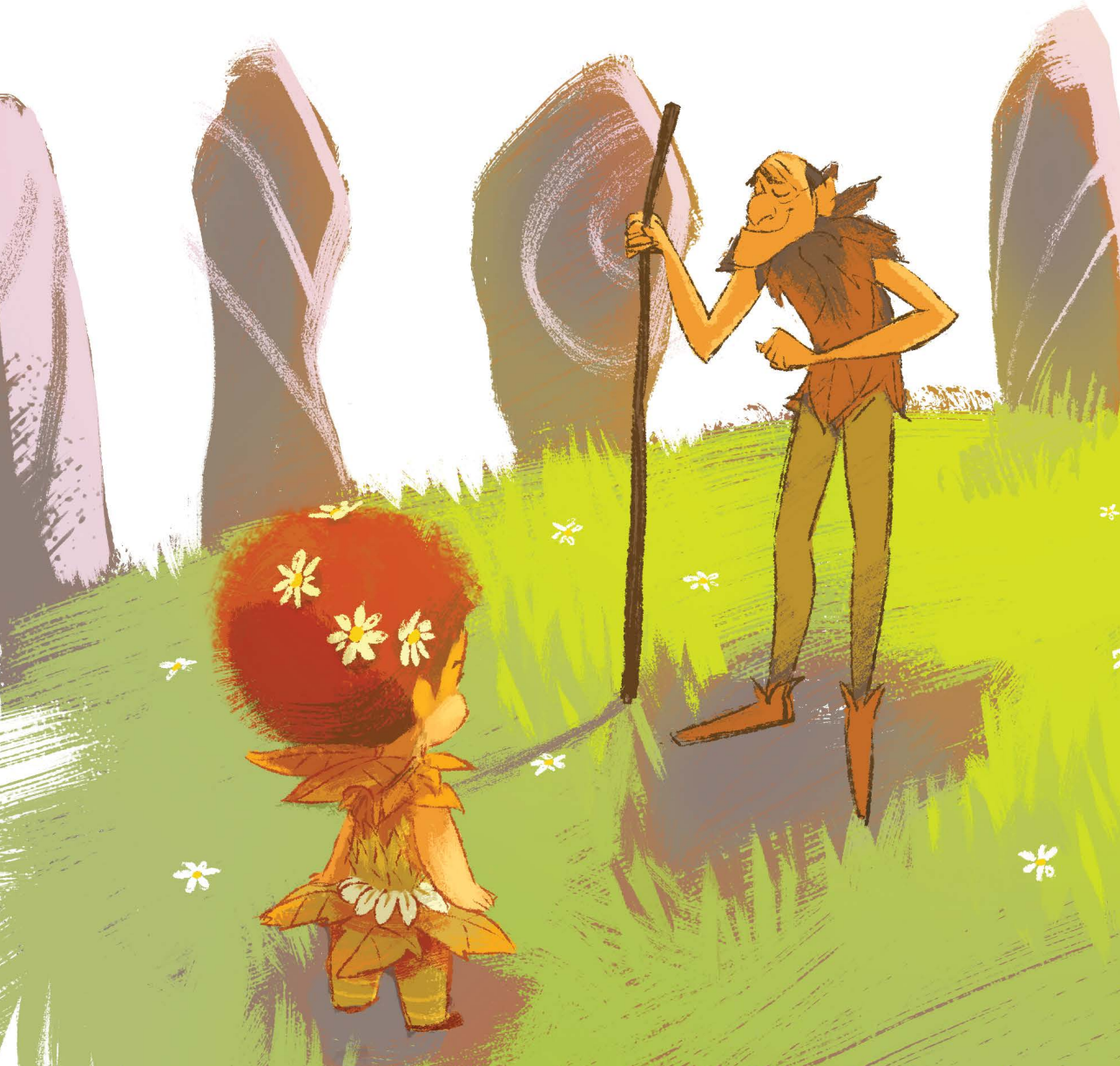
Most Marktopians live in confusion and
hopelessness.





Little Margaret is different.
She dreams of clear skies and
colorful gardens. She dreams
of better times for everyone.

One day, Margaret hears a story about a magical source of power called “Tealium,” which was stolen and now lies in the Data Lair, beyond the Clouds of Confusion. Since that time, Marktopia has suffered.

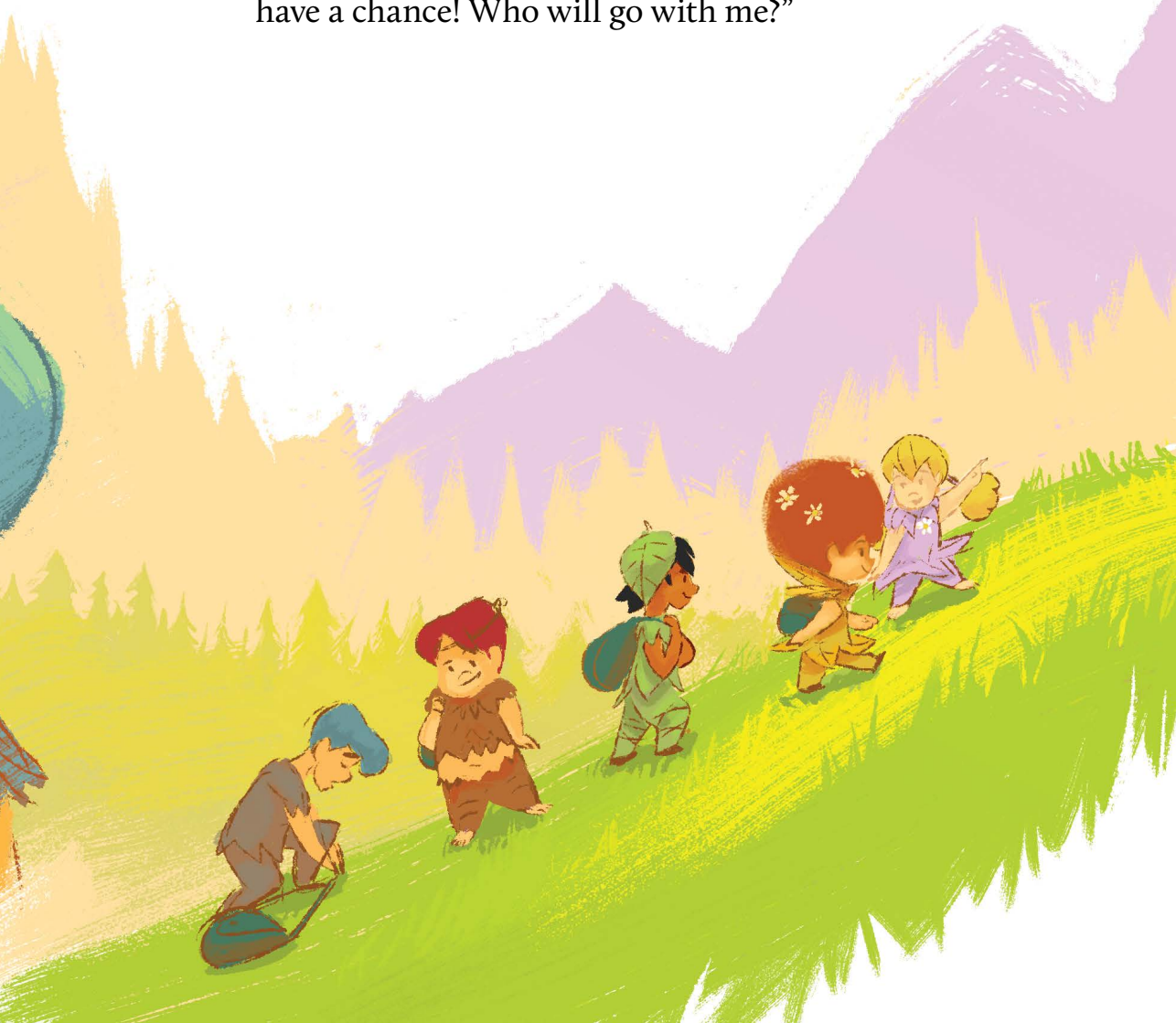


Margaret tells the story to all of her friends.
“Everyone here seems so unhappy, but nobody is doing anything about it,” exclaims Margaret. “Let’s go find the magic Tealium.”



Her friend Sanjeev tells the others, “Everyone knows that the beast will stop us before we find the magic Tealium.”

Margaret says, “Yes, but if we all work together, we have a chance! Who will go with me?”



The four bravest little Marktopians—Ansel Advert, ‘Big’ Danny Data, Sanjeev Surch, and Sasha Soshal—agree to join Margaret on the quest.

So with great purpose and bravery, the five young
adventurers embark on their journey.



As they start out, the adventurers come upon a signpost in the forest.



Sasha says, “It’s the signpost of Chaos.”

“We can split up and go in different directions but we will get separated,” Danny suggests.

“Let’s just stay together,” urges Margaret.

Not far down the path they see a huge mountain.
There is something dark and scary about this
mountain.

“Oh my! It’s a mountain of tags!” says Danny.

“I never imagined there could be so many tags!”
agrees Sanjeev.



Just then, the beast creates an avalanche of tags that separates Ansel from the others.

Margaret yells, “Don’t worry Ansel! Stay here for now, we will come back for you.”



After a little while, the Marktopians feet start getting stuck in a strange goo.

Sasha exclaims, “Oh, no! We’re stuck in the Data Bog!”

“We can’t keep going in this direction, it’s too slow,” Margaret cautions. “I know: Let’s be agile and walk on our tippy-toes.”



'Big' Danny cries, "I can't get out. I'm stuck! I'm no good with tippy-toes." After spending quite a while trying to free 'Big' Danny, the other adventurers agree that the only way to help him is to continue their quest and find the magic Tealium.

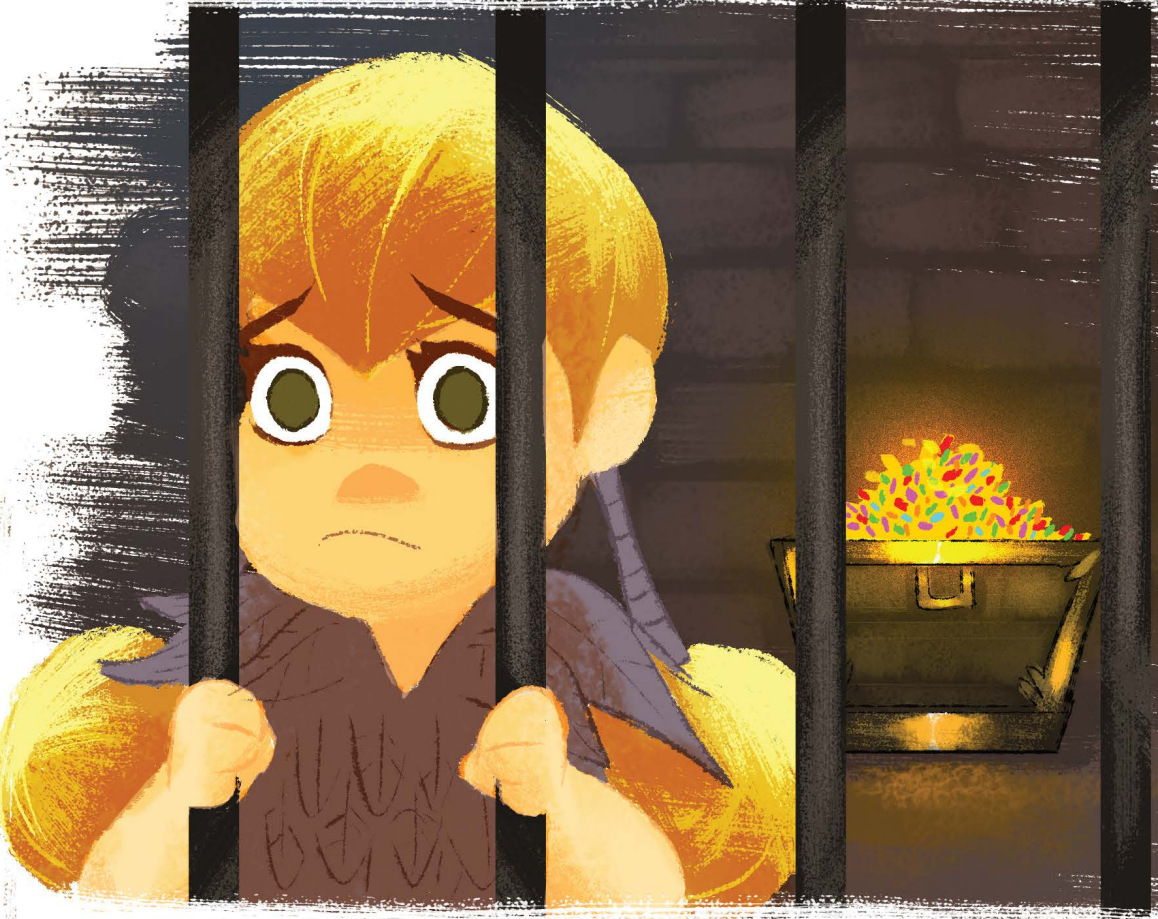


Hours later, they enter the land of Vendora and see an abandoned fortress.

“I’m starving. Let’s go inside and look for some food,” insists Sasha.



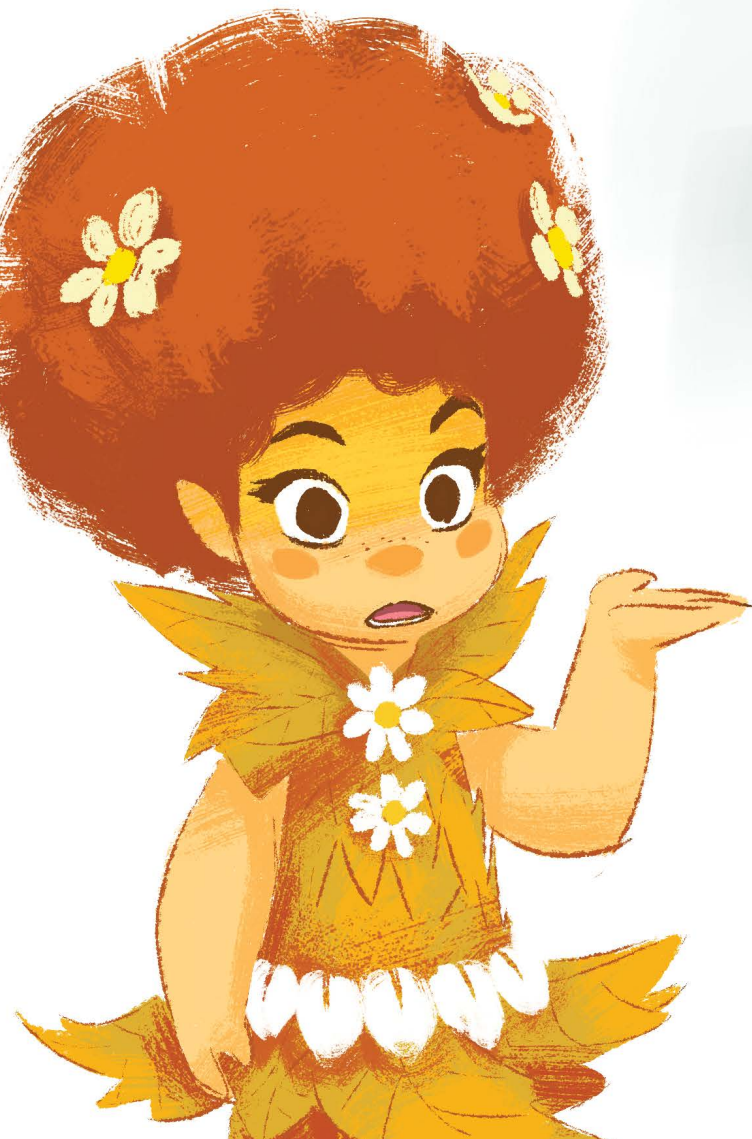
Inside the three friends find a room with a wooden chest glowing in it. Sasha squeals, “Look! It’s filled with yummy candy!”



Then, she runs toward the candy, and, before the others can stop her, an iron gate closes behind her.

Margaret gasps, “The beast has tricked us again! Now Sasha is locked in the Vendora Fortress.”

Sanjeev and Margaret decide the best way to help Sasha and the other Marktopians is to continue to look for the magic Tealium.



Not long after leaving the fortress, a thick fog covers Sanjeev and Margaret.

“Where are you Margaret?” Sanjeev shouts. “I can’t see you! This cloud is really, uh...cloudy.”



Suddenly the two adventurers hear the beast.

“You’re in my cloud now! Nobody can find you here,”
he snorts.

Margaret senses the beast getting closer.



Just when she and Sanjeev think that all hope is lost,
Margaret sees something in the distance.

But the beast is closing in.

“I will trap you just like I trapped your friends,” he
bellows.



While running from the beast, Margaret trips over a fancy-looking staff and thinks, “Maybe this is the magic we’ve been looking for!”



She waves the staff wildly in all directions, but nothing happens, and the beast continues to get closer.



Meanwhile, Sanjeev has found the Data Lair and something glowing inside.



Separated from Sanjeev, and with the beast bearing down, Margaret is now terribly frightened.

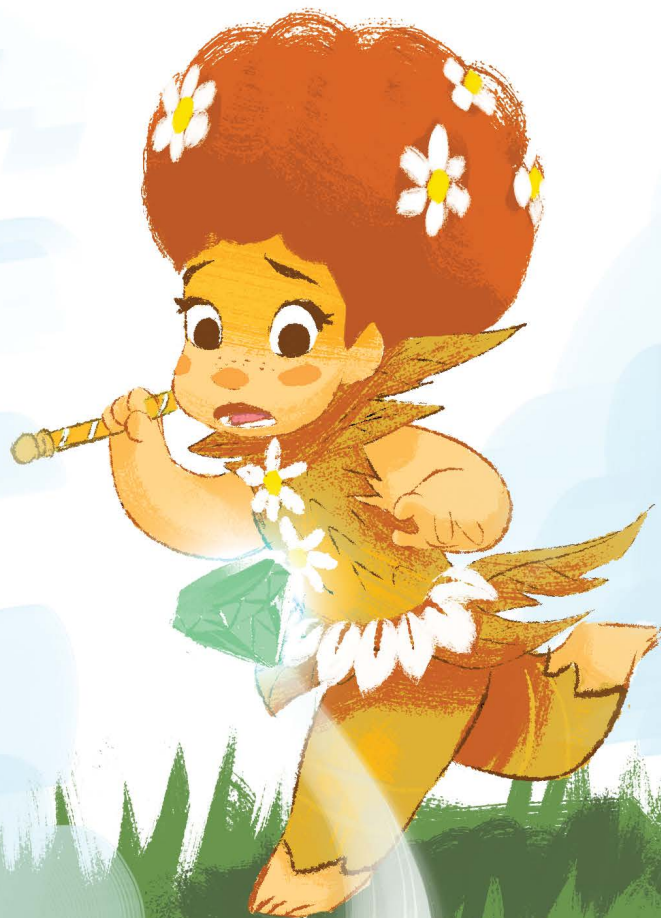


The beast is just about to capture Margaret when, out of the corner of her eye, she sees something flying toward her.

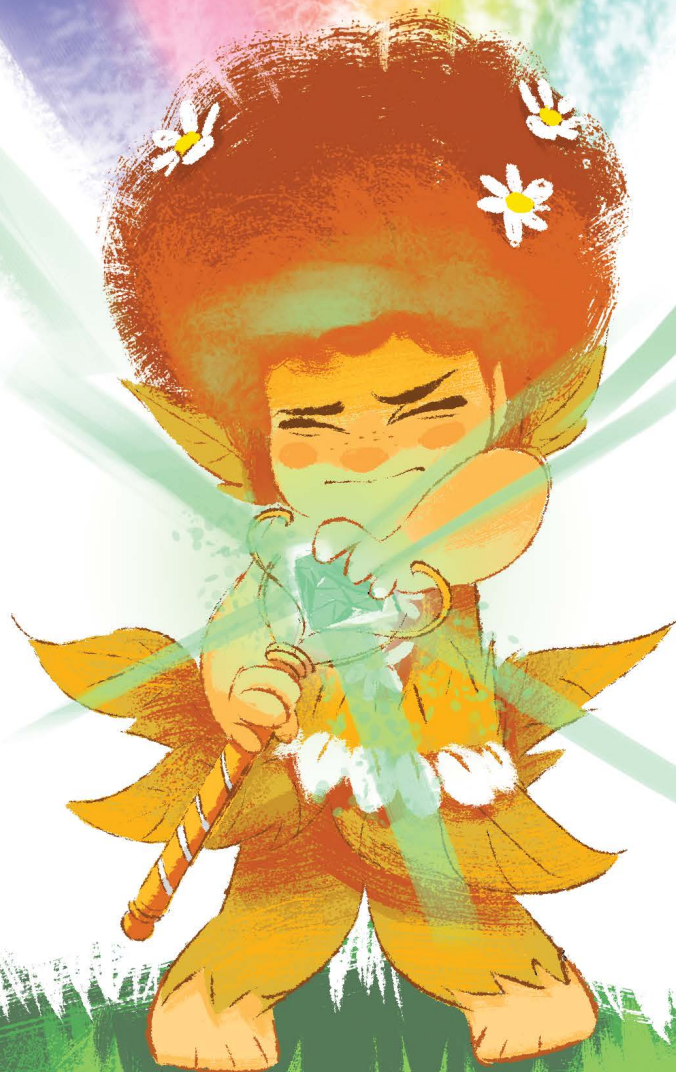
Sanjeev is throwing a glowing stone in her direction!



“Put this on the staff,” he hollers. “I think it’s the magic Tealium!”



He is right! As soon as Margaret places the glowing stone on the staff, a bright colorful light shoots out in all directions.



Blinded by the light, Margaret and Sanjeev hear a deep, calming voice: “Thank you both,” it says. “I have been trapped under this Spell of Uncertainty for so long that I thought I would never be free again.”



As the bright light fades and the Clouds of Confusion disappear, Margaret and Sanjeev see that it's the beast talking, but he looks very different now.

He holds his hand out for the staff and says,
“Children, you have freed me from this terrible spell.
Allow me to thank you and to free all your friends.”



As Margaret hands the beast the magic Tealium, an even more powerful light blinds them for a moment.



In real time, everything has transformed. The land that was so gray and barren is now colorful and full of hope.



The magic Tealium has brightened the land and brought happiness back to the Marktopians. The adventurers are reunited and the happy beast is a welcome friend.

The End



So, did you get all the tag management and unified marketing references?



The Marketing Beast

He represents the confusion and complexity felt by many digital marketers as they grapple with more technology and data sources than ever before.



The Signpost of Chaos

The signpost represents the siloed customer data that prevents marketers from reaching their multi-channel marketing goals.



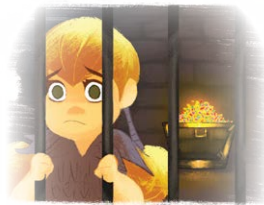
Tag Mountain

The average web site has 15-30 JavaScript tags. Managing these tags without a tag management system can drain IT resources and delay key marketing initiatives.



The Data Bog

The bog signifies how fragmented data can slow a marketer down. Marketing agility is one of the key benefits of tag management.



Locked in Vendora Fortress

Vendor lock-in prevents digital marketers from using the best solutions for their needs. Tag management makes switching to a new vendor a snap.



The Clouds of Confusion

Deciding which cloud-based digital marketing solutions to use can be a daunting and confusing task. Tag management can unite applications to create a new kind of “unified marketing.”



The Data Lair

One of the reasons why tag management is so strategic to digital marketing is that it helps standardize the data that is transferred to each vendor. This “data layer” helps unify marketing applications and data.

Want to learn how Tealium can help your organization tame the marketing beast and achieve amazing results?

Visit tealium.com/beast to learn more!



How many of these Tealium books have you read?

A Wonderful Web of Data
Are You There Data? It's Me, Margaret
Big Tricks with Mud Bricks
Blackout Monday
Cloudy with a Chance of Data Fail
Data Everlasting
Data Potter and the Sorcerer's Cloud
Donner Party Redux: The Terrible Code
 Freeze of 2010
Driving Miss Data
Freddie and the Data Cake
From Tags to Riches
Game of Marketing Clouds
Guess How Much I Love Data
Journey to the Center of the Data Layer
Little Data Meets Big Data
Little Tag, Big Cloud
Margaret and the Holy Grail of Marketing
Mr. Tag, You're It!
Of Tags and Men

Ones and Zeroes are our Heroes
Raiders of the Lost Data
Tags and Data and Clouds, Oh My!
Teal Eggs and Ham
The Audience in the Stream
The Day Data Became Too Big
The Diary of a Marketing Beast
The Incredible Tag Machine
The Little Tag That Could
The Marketer, The IT Guy, and the Data
 Layer
The Mighty Marketer and the Magic of
 Tealium
The Spy Who Tagged Me
The Very Hungry Database
When Mark Met Sal
Where the Taggy Things Are
Who Ate My Cookie?
Who's Your Data?
Ziggity Zaggity Quickity Taggity



© 2014 Tealium, Inc. All rights reserved.

tealium.com

@tealium

844-TEALIMUM



We at Tealium are not only technologists, but storytellers at heart. If you enjoyed this book, keep an eye out for some of our other characters.

Why not have a little fun while you tackle your marketing challenges?

