TEALIUM

Tealium iQ Tag Management

Fuel your marketing initiatives and customer experiences with Tealium iQ Tag Management.

As the foundation of Tealium's Customer Data Hub, Tealium iQ helps organizations unify disparate data sources and drive consistent customer experiences. Equipped with an ecosystem of over 1,300 turnkey vendor integrations offered via tags and APIs, you can easily deploy and manage vendor tags, test new technologies, and finally take control of your marketing technology stack.

Why do our customers choose Tealium iQ Tag Management?

Real-Time Data Collection

- Maximize performance on high traffic sites with Tealium's global Content Delivery Network (CDN) architecture

- Filter and monitor client-side data streams for richer, high-quality customer data - in real-time

- Out of the box extensions that let you host data layers and standardize data

Data Privacy and Protection

- Provide website visitors with convenient opt-in and opt-out choices

- Audit the data collection of all marketing vendors

- Enforce privacy preferences across your whole tech stack

Integration Ecosystem

- 1300+ integration marketplace with the world's largest media partners

- End-to-end customer data collection and activation

- Integrations are easy to set up. No coding required

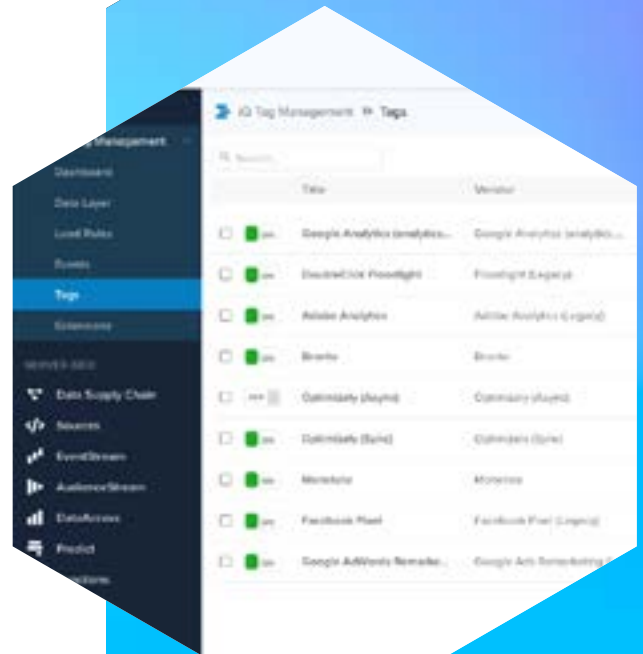TEALIUM®

Key Features

Unified Data Sources

Through the powerful Tealium iQ data layer, transform your digital data to a consistent and accurate source of event and transaction information that is shared with your marketing applications. Think of the data layer as a digital "thesaurus" that lets your data work in any of your vendor applications.

Profile Libraries

Disseminate and standardize configurations including tags and the data layer consistently across all your implementations. Gain control of your digital marketing world and ensure productivity, security, and quality of your deployments. Inherit properties across site profiles, assign user level permissions to key functions, or set up multiple deployment environments for testing are a few of the ways Tealium iQ gives you command and control of your data.

TiQ Events

TiQ Events gives you the ability to track web events such as video plays, scroll tracking or mouseover interactions without writing any JavaScript. Using the out-of-the-box Event Listeners, enhance and manage your first party data collection with just a few clicks. Decrease the amount of custom code being written and reduce the time it takes to implement web tracking.

"From building a data layer to implementing the Tealium JS tag on your site, the product is very easy to use. With its host of integrations, Tealium covers all the essential marketing and analytics providers to get your site tagged up. The ease of updates and site changes makes it easy for non-tech people to start managing tags, mappings, and load rules."

-Justin H., Enterprise Account

Extensions

Tealium iQ includes a library of prebuilt modules that help you build upon its core functionality without the need for custom programming. Use these extensions to modify content, transform data, test vendors, and collect custom data without modifying the page source code.

Integrations Marketplace

With Tealium iQ you have access to hundreds of turnkey integrations (tag/pixel/JavaScript) to consent management platforms, analytics, CRM, marketing automation, digital advertising tools and over 50+ extensions.

Key Benefits

01 Unite all your marketing technologies with common definitions and nomenclature

02 Real-time data collection and activation with the fastest tag delivery network

03 Reduce ongoing data maintenance costs

04 Increase sales, improve customer experience, and reduce website abandon rates

05 Reduce integration development & maintenance costs

06 Create a more complete view of customer behaviors

07 Data governance to unify IT, legal, and marketing

For more information, visit **tealium.com**