



The 2027 Digital Advertiser's Playbook

Six practical plays for solving the data problems that limit paid media performance.



PAID SOCIAL



SEARCH



RETAIL MEDIA



PROGRAMMATIC



STREAMING TV

CONNECT THE DATA THAT MATTERS WITH THE MOMENTS
THAT MATTER.

Put more complete customer data to work across paid media

A completed sale never reaches the platform optimizing your campaign. A recent purchaser stays in a retargeting audience. Two teams build different versions of the same customer segment. Each gap affects what you spend, who you reach, and how confidently you can assess performance.

The data needed to close these gaps often exists across websites, apps, commerce systems, call centers, stores, and customer platforms. Using it across paid social, search, retail media, programmatic, and streaming TV requires shared definitions, usable identifiers, and permissions matched to each destination.

A shared data foundation helps teams send more complete conversion events, maintain consistent audience rules, and make later or offline outcomes available for measurement. Each destination still controls how it matches, attributes, and activates that data.

This playbook covers six common data problems. Each play explains the requirements, the data flow, a first implementation to scope with your team, and the measures that show progress. Start with the problem that matters most to your media plan and can be tested with the data you can access.

CONTENTS

The state of digital ads	3
The foundation: Fix the data problems every play depends on	4
Play 1: Recover missing conversion signal	5
Play 2: Connect advertising to offline revenue	6
Play 3: Make retail media easier to measure	7
Play 4: Keep programmatic audiences current	8
Play 5: Connect CTV exposure to customer outcomes	9
Play 6: Stop rebuilding audiences by channel	10
Find your starting play	11
Your first 90 days	13
Where Tealium fits	14

Three shifts are changing how advertisers use customer data

The media mix is changing, buying is becoming more automated, and privacy requirements continue to shape what data can be used. Together, these shifts raise the value of a governed first-party data foundation.

1

More media is moving into environments with their own rules

Retail media, streaming, and clean rooms expand the opportunity, but they also add new identity and measurement requirements.

EMARKETER's H2 2025 forecast put US retail media ad spend at approximately \$69 billion in 2026^{MR A}. IAB's 2026 outlook projects 13.8% growth in CTV spend^{MR B}. As investment expands, shared customer definitions and conversion events help teams work across environments with different identity and measurement rules.

2

Automated buying depends on better inputs

Two-thirds of surveyed ad buyers are focused on agentic AI for media buying and campaign execution in 2026^{MR B}.

Advantage+, Performance Max, Amazon DSP optimization, and emerging agentic tools work from the conversion signals and audience inputs available to them. If those inputs stop at clicks or form fills, the platform will optimize toward those outcomes. Qualified leads, confirmed bookings, margin, offline sales, and other meaningful events offer a better representation of business value. As media buying becomes more automated, the quality of the data behind it matters more.

3

Consent affects both reach and usability

Customer data is useful for advertising only when its permitted use and the destination's requirements are understood.

Capture the customer's preferences and define how they apply to collection, audience membership, and activation. A change in preference needs a clear path through those workflows. Permissions determine eligibility for an intended use; identifier coverage, formatting, and freshness affect how much eligible data a destination can match.

As media fragments, the advertiser's own data becomes the connective layer. Shared definitions and governance make it easier to compare results even when channels use different identity and measurement rules.

THE FOUNDATION

Fix the data problems every play depends on

PROBLEM 1

Consent cannot be applied consistently

Consent should be captured with the customer interaction and made available to the systems that govern collection and activation. Policies determine which events, attributes, and destinations are permitted for each purpose, including how a preference change will affect future use.

PROOF

Selfridges put consent orchestration at the center of its data strategy, then used offline conversion APIs to improve measurement and support real-time personalization ^{CS 5}.

PROBLEM 2

Customer activity cannot be connected

Identity resolution connects activity that belongs to the same person or household according to the organization's rules. When the necessary identifiers and permissions are available, it can connect anonymous research to a later identified event. Without that context, a customer who researches across several sessions and purchases later may appear as unrelated interactions.

200%

Kmart reported a 200% increase in its consenting customer base after bringing consent status into customer profiles and applying more than 90 business and technical rules across 33 user flows ^{CS 4}.

Before customer data can improve media performance, teams need reliable permissions, identities, timing, and definitions.

First-party data is difficult to activate when it sits in separate systems, uses inconsistent names, or lacks the identifiers and permissions a destination requires. An activation-ready foundation addresses those problems before they become separate channel projects.

PROBLEM 3

Data arrives after the useful moment

Freshness should match the use case. A nightly update may work for a monthly planning audience but not for cart abandonment or post-purchase suppression. The destination still controls its ingestion and activation timing, so measure both delivery time and the time required for an update to become usable.

PROBLEM 4

Teams and platforms use different definitions

Platforms require different payloads, identifiers, and taxonomies. Maintain clear internal definitions of events such as qualified lead, confirmed booking, or high-value customer, then map them to each destination. This reduces duplicate logic and makes performance easier to compare.

HOW TO USE THE PLAYS

Start with the plays that match your media mix and measurement gaps. Confirm the permissions, identifiers, event definitions, and validation owner needed for the first use case. Extend that foundation as you add plays.

01

Your ad platforms are missing conversions

THE PLAY: Server-side conversions for paid social and search

Server-side conversion data gives platforms a more complete view of performance without relying solely on browser signals.

CUSTOMER STORY

18%

increase in return on ad spend

TUI moved conversion data server-side to Meta's Conversions API and reported an 18% increase in return on ad spend, a 29% increase in conversion rate for social traffic, and a 6% reduction in cost per booking ^{CS 6}.

THE PROBLEM

Browser restrictions can reduce pixel-based measurement coverage. Some destinations receive server-side events while others still rely mainly on browser signals. Even an existing conversion API may carry only an early event, such as a form fill, without the later outcome that represents business value.

WHAT YOU NEED

Server-side activation requires event collection, identifiers the destination can match, consent information, and a way to deduplicate browser and server signals. It can also include deeper outcomes such as a qualified lead, confirmed booking, order margin, or completed offline sale.

WHAT TO MEASURE

Implementation health: Track eligible source events, accepted delivery, duplicate handling, and match quality. Document reporting differences caused by attribution windows, consent, timing, or modeling.

Business impact: Evaluate cost per completed outcome; use a holdout or conversion-lift study where feasible.

HOW THE DATA FLOWS

Customer events pass through collection and consent checks, then destination-specific mapping and delivery. Where browser and server feeds report the same event, follow the destination's deduplication requirements. Deeper CRM or commerce outcomes can enter the same governed workflow.

FIRST IMPLEMENTATION

Choose one confirmed purchase event and one destination. Agree on the eligible source population, test browser/server deduplication, and reconcile accepted events with that population before changing spend.

WHERE TEALIUM FITS

Tealium provides collection, event mapping, consent filtering, and prebuilt conversion API integrations. Teams can reuse an event definition while configuring each destination's payload and monitoring delivery.

Purchase event



Consent and validation



Destination mapping



Conversion API

Consent checks precede delivery; the destination applies its own deduplication and attribution rules.

02

Transactions happen outside the browser

THE PLAY: Offline and call conversions

Offline conversion data connects media activity with outcomes that happen in stores, call centers, or later in the sales process.

CUSTOMER STORY

110%

improvement in contact-center close rates

DIRECTV used Invoca PreSense to give sales agents context from callers' digital journeys and reported a 110% improvement in contact-center close rates. This illustrates the value of connecting digital and call activity; it is a call-experience result, not a measured lift from uploading offline conversions^{CS 3}.

THE PROBLEM

Customers may research online and complete a sale through a call center, store, dealer, or CRM. When the final outcome stays outside the advertising platform, bidding and reporting may rely on an earlier proxy, such as a lead.

WHAT YOU NEED

Start with an authoritative outcome record, a conversion timestamp, usable identifiers, appropriate permission, and a supported delivery endpoint. Confirm how late-arriving outcomes, cancellations, and reporting windows will be handled.

WHAT TO MEASURE

Implementation health:

Measure the share of eligible offline outcomes delivered and accepted, identifier coverage, and reporting delay.

Business impact: Compare cost per lead with cost per completed sale; use a suitable comparison or lift test to assess incremental impact.

HOW THE DATA FLOWS

The digital interaction is collected with its available identifiers and campaign context. When the call, store purchase, or CRM outcome occurs, it is associated with the relevant record and sent to selected platforms. Those platforms use the information for matching, attribution, reporting, and bidding according to their rules.

FIRST IMPLEMENTATION

Choose one CRM sales stage and one campaign destination. Connect completed sales to the available identifiers, test a sample through delivery, and document accepted records, unmatched outcomes, and reporting delay.

WHERE TEALIUM FITS

Tealium can collect offline and digital events, apply identity rules, and map eligible outcomes to supported conversion endpoints. Source connections still need configuration, but teams can reuse event definitions and delivery logic.

Digital interaction

+

Completed CRM sale

→

Identity and permission checks

→

Offline conversion endpoint

→

Platform reporting and bidding

Late-arriving outcomes and cancellations follow the agreed reporting window; the platform controls matching and attribution.

03

Retail media is difficult to measure beyond the platform report

THE PLAY: Retail media and clean rooms

Clean-room analysis can connect your first-party outcomes with available media signals to answer a specific campaign question.

CUSTOMER STORY

23%

Incremental revenue

Barceló Hotel Group used Tealium with Amazon DSP and AMC to improve audience activation and measurement for its hotel business. Its partner Jakala reported 23% incremental revenue and 21% greater consideration-stage efficiency. The published release does not specify the test methodology^{CS 2}.

THE PROBLEM

Retail media networks define audiences and report performance within their own environments. Advertisers need to understand what those reports count, how they relate to business outcomes, and what additional analysis is possible with their own data.

Skai reports that about two-thirds of surveyed organizations use clean rooms in some capacity. Turning that access into useful analysis still requires a defined question and a path to apply the findings^{MR C}.

HOW THE DATA FLOWS

In Amazon Marketing Cloud, advertisers can combine pseudonymized first-party inputs with available Amazon Ads signals and receive aggregated analytical outputs. Insights and supported audiences can inform activation. A DSP separately handles campaign buying and audience activation under its own requirements.

WHAT YOU NEED

Choose an environment and an analytical question, then confirm access to the required media signals and first-party data. Agree on usable identifiers, permissions, time windows, and the outputs the environment allows.

For example, identify which Amazon Ads audience strategy is associated with completed bookings on your site. An incrementality question additionally requires an appropriate comparison or experimental design.

FIRST IMPLEMENTATION

For one Amazon Ads campaign, combine permitted booking events with available campaign signals in AMC. Compare paths to completed bookings, then document one audience or budget decision the analysis supports. Treat the finding as descriptive unless a valid lift test is in place.

WHAT TO MEASURE

Implementation health: Track eligible records, match coverage, analysis cost, and time to a usable result.

Business impact: Evaluate the campaign decision informed by the analysis. Report attributed outcomes separately from any estimate of incremental revenue.

WHERE TEALIUM FITS

Tealium prepares and delivers eligible audience and conversion data to supported environments. Teams retain their business definitions while configuring each destination's identifiers and formats.

First-party outcomes

+

Available Amazon Ads signals

→

AMC analysis

→

Campaign decision

AMC returns aggregated outputs under its permissions and time windows; the DSP buys and activates under its own requirements.

04

Stale programmatic audiences waste impressions

THE PLAY: Current audiences and dynamic creative

More frequent audience updates reduce suppression lag and keep creative closer to current customer behavior.

CUSTOMER STORY

1,000

creative combinations tested

SPRING, the digital arm of Axel Springer, tested 1,000 creative combinations across calls to action, colors, headlines, and subheads in personalized programmatic campaigns. This demonstrates the scale of audience and creative testing; the figure is not a measure of suppression speed^{CS 7}.

THE PROBLEM

DSP audiences often depend on periodic list uploads. Customers can remain in retargeting pools after converting, while recent intent arrives too late to influence the campaign. Static creative adds another disconnect when customers at different stages of consideration receive the same message.

WHAT YOU NEED

This play requires audience rules that respond to new customer activity, a destination that accepts audience updates, useful profile attributes, and a suppression rule connected to conversion. Dynamic creative also requires a platform configured to choose among approved variants.

WHAT TO MEASURE

Implementation health: Track delivery, audience-update acceptance, and suppression timing using the destination's available diagnostics.

Business impact: Monitor post-conversion impressions and spend; compare creative performance within a consistent audience definition.

HOW THE DATA FLOWS

Customer behavior updates the profile and triggers an evaluation of the relevant audience rules. When someone qualifies or no longer qualifies, Tealium sends that membership change to the configured destination. The platform then processes the update according to its own ingestion schedule.

Profile attributes can also guide the audience or creative strategy. The DSP or creative platform decides which approved creative to serve.

FIRST IMPLEMENTATION

Choose one retargeting audience and one DSP. Add a confirmed-purchase exclusion, validate a test membership change through the destination, and compare suppression lag with the previous process.

WHERE TEALIUM FITS

Tealium evaluates audience rules as activity arrives and sends supported membership changes and approved attributes to programmatic destinations. The DSP controls ingestion, bidding, and creative delivery.

Purchase



Audience exclusion rule



DSP update



Suppression applied

Measure two intervals separately: delivery time (purchase to DSP update) and destination processing time

05

Connect CTV investment to measurable customer outcomes

THE PLAY: Connect streaming exposure with downstream outcomes

Bring available exposure signals and customer outcomes into a defined measurement approach.

OWNED-STREAMING EXAMPLE

For organizations operating streaming properties, A&E Networks illustrates engagement collection across web, mobile, and Roku for measurement systems. This is an owned-video collection example ^{CS 8}.

THE PROBLEM

Reach and frequency describe delivery. Evaluating later site visits, calls, or sales also requires access to exposure signals or an aggregate test design. An advertiser buying CTV inventory may not have access to person-level exposure data.

Agree with the media or measurement partner on what can be observed, at what identity level, and within which time window. Matched activity can show an association; a suitable comparison is needed to estimate lift.

HOW THE DATA FLOWS

The buying platform or measurement partner supplies permitted exposure signals or aggregate delivery data. Your business supplies eligible site, call, or sales outcomes. The measurement environment joins or compares them using agreed identity, geography, and time rules. Play 2 supplies offline outcomes where needed.

WHAT YOU NEED

Choose one outcome and a measurement partner or platform that supports the required analysis. Confirm exposure-data access, outcome records, permissions, matching or geographic units, and a feasible holdout or matched-market design.

WHAT TO MEASURE

Implementation health:

Validate exposure and outcome coverage, delivery delay, and the comparison population.

Business impact: Report reach and frequency alongside cost per completed outcome and the lift estimate, uncertainty, and limitations where a valid test is possible.

FIRST IMPLEMENTATION

Scope one campaign and one completed-sale outcome with your measurement partner. Confirm data access and test feasibility before launch, then document when the outcome window and sample will support a decision.

WHERE TEALIUM FITS

Tealium prepares eligible first-party audiences and outcomes for supported DSP and advertising destinations. Exposure access and lift analysis depend on the buying platform or measurement partner.

Platform exposure signals + First-party outcomes → BI Tools → Analysis and test result

Identity level, geography, and time window are agreed with the partner in advance; the owned-streaming example at left is a separate collection flow.

06

Media teams are working with different versions of the same audience

THE PLAY: Shared audience definitions across channels

Shared audience definitions give media teams a consistent starting point, even when platforms match and activate differently.

CUSTOMER STORY

67%

higher return on ad spend

Radisson Hotel Group reorganized media around shared audiences. Campaigns using CDP-built audiences recorded 67% higher return on ad spend and 127% higher conversion rate than similar campaigns without them. Its first production use case launched within three weeks of project kickoff^{CS1}.

THE PROBLEM

Paid social, programmatic, CRM, and onsite teams often maintain separate versions of high-value customers, recent purchasers, or lapsed buyers. New campaigns begin with manual data requests, and suppression logic changes from one channel to another. Performance becomes difficult to compare because each team started with a different audience.

HOW THE DATA FLOWS

As customer behavior changes, the profile updates and the relevant audience rules are evaluated again. Tealium sends membership changes to each configured destination, where the platform performs its own identity match and activation.

Reachable audiences differ because destinations use different matching rules. Shared source definitions make those differences easier to inspect and keep lookalike seeds, retargeting pools, and exclusions aligned with a common strategy.

WHAT YOU NEED

Start with centrally governed audience definitions built from resolved profiles, along with consent and suppression rules for each destination. Predictive attributes such as propensity, churn risk, or expected lifetime value can extend those audiences beyond past behavior when the models and use cases are properly governed.

FIRST IMPLEMENTATION

Define recent purchasers once, with an agreed time window and eligibility rules. Activate the exclusion in two channels, verify additions and removals, and document the reachable population and update timing in each.

WHAT TO MEASURE

Implementation health: Track definition-to-launch time, destination match rates, and differences between source and reachable audiences.

Business impact: Evaluate conversion rate, return on ad spend, and post-conversion spend using consistent definitions and documented attribution rules.

WHERE TEALIUM FITS

AudienceStream evaluates audience rules over unified profiles and sends supported membership updates. Predictive scores can extend audience definitions when appropriate. Consent conditions must also be configured for audience activations.

Shared audience definition



Destination eligibility & mapping



Channel A/B exclusion

One source definition, two reachable audiences of different sizes; each destination applies its own match rules and update timing.

Which problem should you solve first?

Find the problem that affects meaningful spend, has a clear measurement gap, and can be tested with accessible data. Use the first-evidence column to define an implementation milestone before assessing business impact.

IF THIS SOUNDS FAMILIAR

START WITH

EVIDENCE OF PROGRESS

Eligible conversion events are missing or rejected, reporting differences are unexplained, or channels still rely mainly on pixels.

1 Recover missing conversion signal

Eligible events arrive reliably; reporting differences are documented.

A meaningful share of revenue closes through a store, call center, dealer, or CRM and never reaches the advertising platform.

2 Connect advertising to offline revenue

More offline outcomes are matched to media.

Retail media reporting tells you what the retailer attributed, but not whether the campaign created incremental demand or how it compares with other channels.

3 Make retail media easier to measure

Required data and a valid comparison method are in place.

DSP audiences are updated through periodic uploads, recent purchasers remain in retargeting pools, or creative does not reflect current behavior.

4 Keep programmatic audiences current

Activation and suppression lag decrease.

CTV reporting stops at reach and frequency, with little connection to search, site, call, dealer, or store activity.

5 Connect CTV exposure to customer outcomes

Downstream outcomes can be evaluated through a defined lift test.

Paid social, programmatic, CRM, and onsite teams use different definitions of the same customer audience.

6 Stop rebuilding audiences by channel

Audience launch time decreases and definitions stay aligned.

FIND YOUR STARTING PLAY

How to prioritize when several problems apply

For each applicable play, first estimate the media spend affected and rate your measurement confidence as high, medium, or low. Then, check data access, destination access, a responsible owner, and enough outcome volume for the proposed test. Finally, prioritize a high-spend, low-confidence problem that passes those readiness checks.

USE THESE RULES

- 1

If conversion data is incomplete, address Play 1 or Play 2 before asking platforms to optimize more sophisticated audiences.
- 2

If conversion measurement is reliable but audience operations are slow or inconsistent, begin with Play 4 or Play 6.
- 3

If the largest uncertainty sits inside a specific channel, begin with Play 3 for retail media or Play 5 for CTV.

FOUNDATION CHECKPOINT

Confirm the consent purpose, identifiers, system of record, and validation owner for your selected use case. Resolve missing essentials through the foundation work on [page 4](#) before activation.

WORKSHEET

Your starting play

Selected play

Media spend affected

Measurement confidence

☐ High ☐ Medium ☐ Low

Data and destination access

Responsible owner

First implementation milestone

Business outcome and comparison method

Expected outcome volume and decision timing

Start with one measurable use case

Scope one use case against a clear baseline. Radisson launched its first production use case within three weeks of project kickoff^{CS1}. Timing varies with data readiness, access, review, and resources. Treat day 90 as a decision point; some sales cycles and tests will need longer.

WEEKS 1 TO 2

Choose the play and the outcome

Choose a play tied to meaningful spend and a feasible test. Name the owner, confirm access, and define a primary business outcome plus separate implementation-health measures. Design the comparison, required outcome volume, and observation window before implementation.

WEEKS 3 TO 5

Define the data and permissions

Agree on the required events, attributes, identifiers, and system of record. Document conversion or audience definitions, permissions, destination policies, and reporting windows. Capture the baseline and resolve access gaps.

WEEKS 6 TO 8

Connect and validate

Configure collection, identity rules, and delivery. Validate formatting, duplicate handling, consent enforcement, acceptance, and errors. Reconcile eligible source records with delivery diagnostics and document attribution differences. Launch the agreed test when validation passes.

WEEKS 9 TO 12

Measure and decide

Assess implementation health and read business results only when the agreed sample and outcome window are sufficient. Record improvement, no detected effect, or remaining uncertainty. At day 90, decide whether to expand, revise, stop, or continue measurement to a defined review point.

A COMMON SEQUENCE

A common sequence starts with Play 1 for incomplete conversion coverage or Play 2 for missing offline outcomes. Choose Play 3 or Play 5 when the largest uncertainty is channel-specific. Use Play 4 or Play 6 when reliable measurement is already in place and audience operations are the main constraint.

One data foundation for every play

Tealium gives media, data, and customer teams a shared place to define events and audiences, connect source systems, and configure delivery. As new channels are added, teams can reuse that foundation while adapting to each destination's requirements.

Collect

Connect web, app, server-side, and offline sources to a shared collection layer. Configure each source and capture the identifiers, timestamps, and permission signals the use case requires.

Standardize

Define a completed sale or recent purchaser once, validate the required fields, and map that definition to each destination. This reduces repeated interpretation across teams.

Enrich

Resolve activity into customer profiles under the organization's identity rules. Add calculated attributes or governed model scores when they improve an audience or decision.

Orchestrate

Evaluate event and audience rules as signals arrive. Event-level consent orchestration centrally governs supported event activations; AudienceStream activations require manually configured consent conditions.

Activate

Configure supported connectors, destination mappings, and audience updates across Tealium's integration ecosystem. Monitor delivery and errors, then check destination acceptance and usability. Platform matching, attribution, and activation timing remain destination-specific.

TEALIUM AT A GLANCE

- 850+ enterprise customers
- 1,300+ prebuilt integrations across tags and APIs
- Real-time event collection and delivery

Explore how to connect the data required for your first paid-media use case.

[Get a Demo](#)

[Watch the Product Tour](#)

EXAMPLE INTEGRATIONS

Conversion APIs

Conversion endpoints

Meta Google TikTok Snap Pinterest LinkedIn
Reddit Microsoft Amazon Ads ChatGPT

Programmatic

Audience destinations

The Trade Desk DV360 Amazon DSP

Cloud data platforms

Cloud connections

Snowflake Databricks BigQuery Redshift

Streaming collection

Owned-streaming collection

Roku Android TV tvOS

Integration types do not all support the same actions. Confirm the selected connector action and destination requirements before implementation.

References

CUSTOMER CASE STUDIES

- CS 1** **Radisson Hotel Group**, Travel & Hospitality. Campaigns using CDP-built audiences recorded 67% higher ROAS and 127% higher conversion rate than similar campaigns without them. First production use case launched within three weeks of project kickoff. [Case study](#) · [Digital Velocity London 2026](#)
- CS 2** **Barceló Hotel Group**, Travel & Hospitality. Jakala reported 23% incremental revenue and 21% greater consideration-stage efficiency. The release does not specify the test methodology. [Press release](#) · [Case study](#)
- CS 3** **DIRECTV & Invoca**, Digital-to-call context. Invoca reports a 110% improvement in DIRECTV contact-center close rates using digital-journey context for agents. This supports the digital-to-call example, not a claim of lift from offline-conversion delivery. [Invoca source](#) · [Omnichannel session](#) · [DIRECTV case study](#)
- CS 4** **Kmart**, Retail. 200% increase in consenting customer base; more than 90 rules across 33 user flows. [Case study](#)
- CS 5** **Selfridges**, Retail. [Digital Velocity London 2026 session](#) · [Event recap](#)
- CS 6** **TUI**, Travel & Hospitality. 18% increase in ROAS, 29% higher social conversion rate, 6% lower cost per booking. [Case study](#)
- CS 7** **SPRING / Axel Springer**, Media & Publishing. 1,000 creative combinations tested. Evidence of testing scale, not suppression-speed improvement. [Case study](#) · [Proof-point page](#)
- CS 8** **A&E Networks**, Media & Entertainment. [Customer video](#): "Tracking Video from Mobile to Roku"

Markers in the text: CS = customer case study · MR = market research

MARKET RESEARCH

- MR A** EMARKETER, Retail Media Ad Spending Forecast and Trends H2 2025. Forecast for 2026 US spending: \$69.33 billion. [Read the EMARKETER forecast](#)
- MR B** IAB, 2026 Outlook Study. Projected CTV spend growth: 13.8%; two-thirds of buyers focused on agentic AI for buying and campaign execution. [Read the IAB outlook](#)
- MR C** Skai, The 2025 State of Data Clean Rooms in Retail Media. Reports approximately 66% of organizations using clean rooms in some capacity. [Read Skai's clean-room analysis](#)

We connect data so you can connect with your customers.

Tealium delivers trusted data for AI at enterprise scale through its customer data orchestration platform. As a foundational data layer, it powers a hybrid CDP for composable architectures and real-time activation, with real-time collection, a customer context API, custom enrichment, and warehouse-native cloud activation. With 1,300+ pre-built integrations and a growing AI ecosystem, Tealium delivers enriched, consented data that accelerates AI performance, improves efficiency, and powers meaningful customer experiences.

Get a Demo