PRODUCT

Tealium AudienceStream

Tealium's industry leading customer data platform enables organizations to create an actionable single view of the customer across all touchpoints and business teams. Harness known and unknown customer data from everywhere and use that data to drive experience anywhere, in real time.
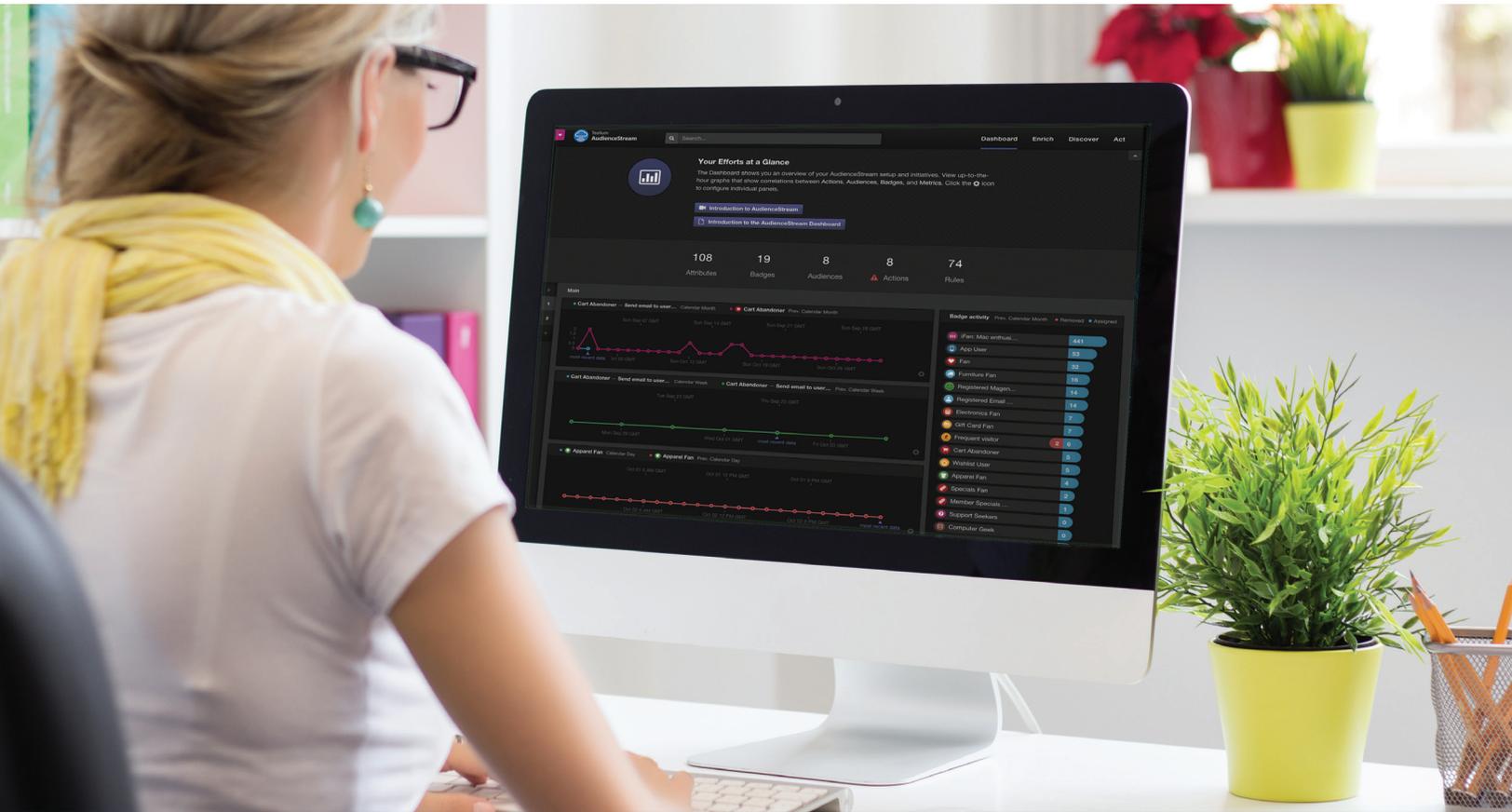
KEY BENEFITS

- Increase campaign effectiveness by targeting high-value audience segments and excluding low-value audiences

- Lower customer acquisition costs with more targeted marketing

- Maximize existing relationships through smarter interactions with customers who are in your web and mobile channels *right now*

- Create a unified customer profile to drive customer experience delivery

- Trigger automated marketing actions in real time based on audience behavior

What is a Real-time Customer Data Platform?

A real-time customer data platform focuses on influencing visitor activity leading to conversion, retention and loyalty by using powerful, enriched first-party visitor data in true real-time. The power of a real-time customer data platform goes well beyond traditional data management platforms that specialize in third-party, anonymous data and suffer from data accuracy and latency issues.

The Tealium AudienceStream™ real-time customer data platform makes it easy for you to do something remarkable: deliver timely, personalized customer interactions across any digital touch point. Use AudienceStream to create highly granular, persistent unified customer profiles of your visitors; enrich these profiles with powerful additive data; and then leverage the data anywhere within your marketing technology stack to trigger real-time marketing actions.

Tealium's CDP, AudienceStream, creates a central data hub for customer experience delivery

Campaign Vendors
Google facebook salesforce AdRoll zendesk

Experience Data Sources

- Define & Govern
- Business Rules
- Create Audiences
- Stitch Visitors
- Enrich Data
- Take Action
- Privacy & Security

Analytics / BI
tableau Adobe Analytics

Data Warehouse
Redshift

Streaming Data
Amazon Kinesis
Google Cloud Platform
Microsoft Azure

Metadata Sources
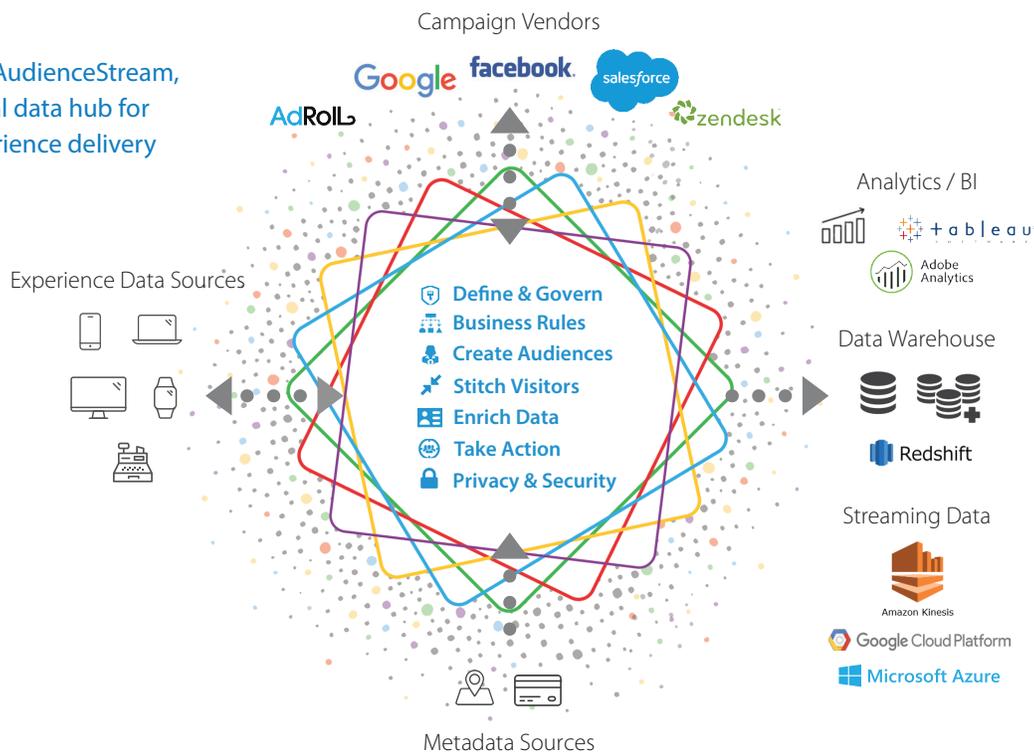
Get a True Single View of Your Customer

The integration between AudienceStream and Tealium iQ™ Tag Management enables businesses to correlate audience-specific data across all digital touch points, providing a comprehensive view of your customers. This universal profile can be used to personalize content in real time and dramatically increase results. For example, create a segment around visitors who seem lost—such as those conducting searches or engaging in live chat—and promote your self-service knowledge base to help them find what they need.

Take Action to Increase Revenue

Using powerful data connectors with major digital marketing vendors, AudienceStream lets you orchestrate your existing marketing initiatives and create automated marketing actions based on real-time user behavior. This includes vendor integrations with e-mail service providers, retargeting solutions, display advertising, and more.

Additionally, enriched data can be sent to the visitor browser for integration with your site personalization tools. For example, content can be personalized on the home page based on the audience's affinities or propensity to convert.

Data Unification Delivers Power

Comprehensive data integration is needed to fuel all of your customer experience efforts across web, mobile, offline and off-site customer data. Traditionally, marketers and data analysts have been forced to create data integration projects that are costly, time-consuming, siloed and prone to failure. AudienceStream puts the power of an advanced data warehouse in the hands of digital marketers and all data stakeholders, who can easily create and leverage high-value customer data via intuitive, graphical controls.

Integrate Offline Data Sources

AudienceStream allows you to collect and correlate data about how an audience interacts with your brand off-site or offline, such as call center data and point-of-sale information and add it to your online data for a universal, 360-degree profile of your customer. These universal profiles can be used to dramatically increase the relevance and effectiveness of customer acquisition and retention campaigns.

Visitor Profile Enrichment

AudienceStream makes your visitor data a living source of insight, expandable over time through powerful marketer-defined business rules. Defining new profile attributes such as content affinity, lead scoring, and lifetime value put you in control of the metrics that are most applicable to your business.

Real Time End-to-End

Many businesses struggle to obtain fresh visitor data from their vendors or legacy data processing infrastructure. AudienceStream provides true real-time data collection, segmentation, enrichment and live delivery of highly actionable customer data at a fraction of the cost of traditional data warehouse solutions. Real-time collection and correlation enables you to leverage real-time insights and create automated marketing campaigns based on up-to-the-second audience behavior.

Cross-Device Visitor Stitching

Tealium tackles a common challenge for most marketers: how to map visitor IDs to their multi-device use. Our visitor stitching technology enables you to map a consumer's journey across all of their devices for a unified view that is crucial to campaign planning and analysis. When visitors, their behaviors, and their devices are stitched together, AudienceStream allows you to take action using these key insights and create unique, compelling omnichannel campaigns that may begin on a tablet and continue to a user's desktop computer.

> "What Tealium AudienceStream allows us to do is actually standardize the definition of our segments across all of our marketing channels and create a truly unified view of our customers for the first time."
>
> *Ancestry.com*

Single View of Customer with Cross-Device Visitor Stitching
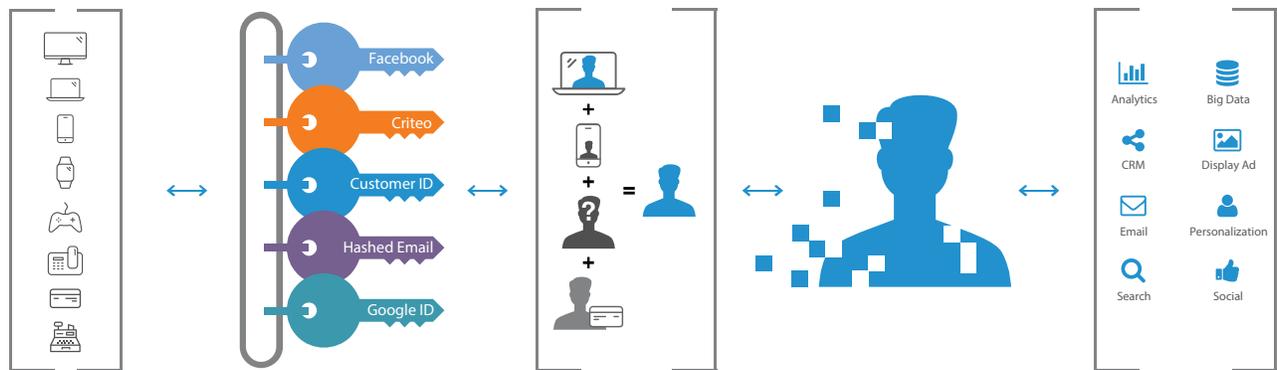
| 1st & 3rd Party IDs from Interactions added to Profile | Deterministic ID Key Ring | Visitor Stitching of Profiles Across Sessions & Devices (+ MatchUnknown-to-known) | More IDs Captured... More Profiles Stitched... More Complete Visitor Profile | More Accurate Customer Info & Better Targeted Customer Experiences |

Tealium can track visitor behaviors across several devices using any known identifiers, including Facebook, Amazon, Twitter, LinkedIn, and Google Plus IDs.

Live Connectors to Key Marketing Technologies

Ultimately, rich visitor insights are only valuable when leveraged for timely, relevant interactions. AudienceStream supports a number of live integrations to best-in-class email, marketing automation, online advertising, and customer relationship management (CRM) systems. These live conduits share rich visitor data with the technologies you already use for engagement and nurture of your key audiences.

Cross-Channel Delayed Action and Frequency Capping

While real-time marketing is powerful, there are times where delayed action makes sense. For instance, an immediate email offer upon cart abandonment may not elicit the desired response from your customers who think that's a bit to fast. Instead, you can choose to delay or cap the frequency of actions to your customers using AudienceStream's powerful action capping and prioritization features.

About Tealium

Tealium revolutionizes today's digital businesses with a universal approach to managing the ever-increasing flows of customer data - spanning web, mobile, offline and Internet of Things devices. With the power to unify customer data into a single source of truth, combined with a turnkey integration ecosystem supporting more than 1,000 vendors and technologies, Tealium's Universal Data Hub enables organizations to leverage real-time data to create richer, more personalized digital experiences across every channel.

Tealium AudienceStream offers "powerful enrichment and segmentation capabilities combined with a solid tag management product supported by a knowledgeable, dynamic and energetic team."

AutoAnything.com

TEALIUM

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