



AudienceStream Omnichannel Enrichment

Omnichannel data augments your audience segments to fuel more personalized marketing. The Tealium® AudienceStream™ solution allows marketers to discover, define, and distribute audience data to improve targeting and real-time interactions. AudienceStream helps you enrich visitor profiles based on online behavior, but what if you want to augment visitor profiles using key customer or visitor data from other channels?

Tealium's omnichannel enrichment technology marries your existing AudienceStream data layer with your data from other enterprise sources. This action closes the loop on consumer behaviors that occur in other online or offline channels, enabling highly relevant marketing actions. What was once a tedious, manual, or expensive process is now streamlined, letting you automatically ingest visitor data collected from other channels and map that data to your existing visitor or customer profiles in AudienceStream. This automated process transfers channel-specific data on a periodic basis from your repositories to continually enrich your visitor-based segments and trigger new marketing actions as data is ingested into AudienceStream.

How It Works

As long as your omnichannel data includes a visitor ID, AudienceStream ingests and correlates the previously siloed data to fuel your unified marketing efforts. After setting up the way you want the visitor-based data to be transferred from your servers to Tealium, you define the attribute mappings so the visitor profiles in AudienceStream are continually updated with new data, extending and enhancing your profiles and segments. After upload, AudienceStream also checks to see if the visitor profile is part of an existing audience. Additionally, any predefined triggers are automatically processed to fuel previously defined marketing actions.

Bring your offline data into AudienceStream to fuel smarter marketing interactions

Offline Sales

Although consumers may research products they want to buy online or on their mobile devices, purchases often occur offline. In fact, although e-commerce shopping continues to grow at a fast clip, more than 90% of retail sales still occur in-store. Online advertising and marketing professionals are eager to track online touch points against offline sales. AudienceStream connects your offline purchase data and automatically and continually maps it to the visitor profiles you set up in AudienceStream, closing the loop between the online interactions which drive offline purchases.

Product Returns

It is very common for consumers to make e-commerce purchases but return their products in-store. When this occurs, AudienceStream's omnichannel enrichment technology automatically and periodically receives uploads regarding these product returns and maps that information to the visitor profiles you designated in AudienceStream. This technology provides a more complete and accurate view of customer behavior.

Call Centers

When customers need help or when potential customers have inquiries, call centers often log a rich set of quantitative and qualitative information. Because customer service and inquiry calls are key behavioral touch points, augmenting AudienceStream with call center data can provide a more complete understanding of your visitors or customers.

Loyalty Programs

Retention strategies such as loyalty programs are crucial to repeat business. Information such as in-store purchasing, kiosk transactions, and frequent-buyer reward programs should be integrated with digital behavioral data for the most utility. When visitor profiles of this type of data are paired with AudienceStream profiles, you have an integrated, omnichannel view of each customer or prospect. Having this enhanced profile data will enable you create more relevant customer interactions and campaigns that maximize revenue.

About Tealium

Tealium helps savvy brands bring order to marketing chaos and engage customers in innovative ways. Using Tealium as the foundation for their digital marketing operations, smart marketers can fuel real-time unified marketing initiatives and drive more profitable customer interactions across all digital touch points. Tealium is the recognized leader in enterprise tag management and was recently named one of Forbes' Most Promising Companies in America for 2014. Each quarter, Tealium serves 1.2 trillion tags on behalf of its global clients, representing an estimated \$75B in annual online transactions. For more information, please visit www.tealium.com.



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