

## CASE STUDY

# Gaining Agility with Tag Management

When a major European communications company wanted a vendor neutral tag management solution that would offer them unprecedented marketing agility, they chose market leader Tealium.



### CHALLENGES

- Manually managing vendor tags was increasingly time consuming and inefficient
- The implementation of a single tag could take up to 90 days

### SOLUTION

- The Tealium iQ™ tag management system was implemented with 70 profiles created to support the client worldwide
- Comprehensive training ensured reliance on technical staff was dramatically reduced

### RESULTS

- Time to deploy a vendor tag was reduced to a matter of hours
- Improved productivity through streamlined processes
- Accurately captured data

A Tealium customer and one of the world's best-known communications brands has a portfolio of products and partnership that places it at the cutting edge of the mobile revolution. This customer is active in more than 150 countries worldwide and has nearly 100,000 employees. It possesses a track record of delivering innovative mobile products that shape the market.

### Manual Tagging Headaches

From its headquarters in Europe, a small team was responsible for all data collection initiatives globally, and managing their digital marketing vendor tags was becoming increasingly time consuming and inefficient. For example, deploying a single tag could take up to 90 days. As an extensive user of Adobe SiteCatalyst, they began to see the value of tag management, but required a solution that was both flexible and vendor neutral to ensure they did not become overly reliant on any one vendor. Furthermore, the senior management team needed convincing that tag management could resolve some of these headaches and would deliver on the investment.

The company implemented Tealium iQ, Tealium's enterprise tag management system, in May 2012. The client and Tealium's technical staff worked closely to create more than 70 profiles to manage tags in each of the different markets they operate worldwide. After comprehensive training on the solution, the client's digital marketing teams quickly became less dependent on their technical colleagues for assistance and were able to manage their tags with increased agility and autonomy.

### Tealium iQ Delivers

After implementation, Tealium's client began reaping the benefits. IT teams were immediately less burdened with requests to deploy tags and, more importantly, senior management identified increased productivity from more streamlined working processes.

The company found that the time to deploy a vendor tag was reduced from 90 days before implementation to just one to two hours through Tealium iQ. This allowed the company to increase marketing agility, free up IT resources, and more accurately capture the online data they required. In addition, through Tealium's vendor-neutral approach and extensive ecosystem, the company is better positioned to use best-in-class vendors that make sense for its business.

### About Tealium

Tealium is the leader in real-time unified marketing solutions, helping brands seamlessly integrate their siloed applications and data, and drive more profitable interactions across all digital touch points. Tealium's open platform for tag management and data enrichment enables marketers to bring order to chaos and build better customer experiences. Founded in 2008, Tealium was recently named to the Inc. 500, which recognizes the fastest-growing private companies in America. For more information, please visit [www.tealium.com](http://www.tealium.com).

**"Tealium has changed our way of tagging dramatically, and now we provide the flexibility our organization was waiting for."**

Senior R&D Manager



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