

**PARTNER BRIEF**

# Tealium & ObservePoint

**EFFICIENTLY ENSURE HIGH DATA QUALITY WITH AUTOMATIC AUDIT TRIGGERS.**

Guarantee data integrity and compliance, while increasing your marketing technologies' return on investment by automatically triggering ObservePoint Audits and Journeys when publishing within Tealium.

**KEY BENEFITS****Create operational efficiency**

by automatically testing your staging environment any time you make changes

**Dramatically reduce** the time required to deploy new sites and campaigns

**Use customer data with confidence**, knowing your data captures are accurate and actionable

**Gain visibility** into your tracking setups to identify and fix tagging errors quickly

**Focus on delivering amazing** customer experiences, not manually and laboriously QA'ing tracking changes

**Identify and resolve** errors before publishing, not after

**SHARED CLIENT SUCCESS / RESULTS**

The best customer experiences are powered with aggregated customer insights built on data collection practices. However, due to the complexity of tracking, it can be hard to know if your data collection is working as expected. Teams spend hundreds of hours validating customer insights, at the expense of generating and using those insights. The combined Tealium and ObservePoint solution automates the process of validating your digital properties to save time and ensure accurate data driven insights.

This integration provides teams with increased efficiency and data governance as they deploy and test tags associated with digital properties and Tealium's 1,200+ integrations. Any time marketing, analytics, or IT teams push updates, ObservePoint will automatically start scanning the Tealium TMS staging code and run a full suite of tests on the associated digital property. These automated scans create a turnkey process for tag testing, as well as the ability to move these tags into production environments; freeing up time and resources.

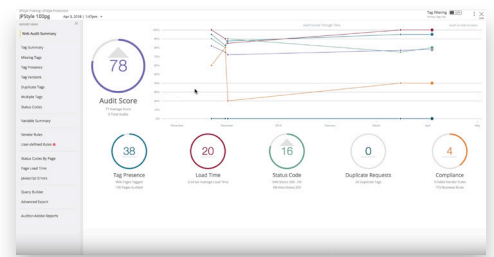
## Tealium iQ Tag Management Capabilities:

As the foundation of Tealium's Customer Data Hub, Tealium iQ Tag Management helps companies more easily launch and manage customer data collection across tag-based technologies and touchpoints. With the industry-leading integration marketplace of over 950 turnkey tags, companies gain operational efficiency, agility and complete control over first-party, customer data infrastructure. Coupled with consent management capabilities, Tealium iQ supplies a critical foundation for generating and executing on customer insights by making client-side data collection and delivery easy.

## ObservePoint Capabilities:

ObservePoint's WebAssurance and AppAssurance enable companies to test and validate all their data collection technologies at scale to ensure accurate data. ObservePoint's Web Audits and Web Journeys use proprietary technology to scan your analytics implementation checking for inaccuracies and alerting you of errors threatening your data collection. These automated scans allow you to more efficiently, monitor and scale your analytics QA testing leading to greater trust in your data.

Now, after their recent acquisition of Strala's technologies—Touchpoints, JourneyStream, and Prism—ObservePoint also helps you standardize your data upfront, gather and unify online and offline customer touchpoints, and generate accurate and actionable insights that drive growth and increased ROI.



A Tealium publish automatically triggers ObservePoint WebAssurance or AppAssurance Audits and Journeys.

## How to Start

To start automatically triggering tag tests, simply go to <https://deploytealium.com/observepoint> and log in with your Tealium Google account.

From there you can create and add new Audit and Journey triggers based on the selected environments. Capitalizing on this partnership is as easy as reaching out to your Tealium or ObservePoint representative.

## About ObservePoint

ObservePoint enables companies to test and validate all their data collection technologies at scale to ensure accurate data. Now, after their recent acquisition of Strala's technologies—Touchpoints, JourneyStream, and Prism—ObservePoint also helps organizations create unified data standards, automate analytics validation and touchpoint management, and generate accurate and actionable insights that drive growth and increased ROI. For more information, visit [www.observepoint.com](http://www.observepoint.com).

## About Tealium

Tealium connects customer data—spanning web, mobile, offline, and IoT devices—so brands can connect with their customers. Tealium's turnkey integration ecosystem supports over 1,200 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies. For more information, visit [tealium.com](http://tealium.com)



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