Tealium iQ for Web Analytics Professionals

With the expansion of digital interaction points, including mobile channels, data-driven marketing professionals are faced with a challenging set of measurement requirements. In almost every case, getting results depends on strong analytics.

The IT development cycles required to manage analytics vendor tags are slow and costly, limiting how quickly you can capture new data points, or improve outdated implementations. Tealium® empowers you to manage analytics tags on your own, without requiring ongoing assistance from technical resources which may be overloaded. With Tealium, you can streamline enterprise analytics deployments and create a robust and unified set of digital data, so you can measure and report with confidence.

Simplified Web Analytics Deployments
We streamline complex web analytics deployments, including enterprise solutions such as Adobe SiteCatalyst, Webtrends, IBM Coremetrics, Google Analytics, and others. You can define and map key data elements with point-and-click simplicity, without requiring web developers to adjust any code on the web page. We provide convenient toolboxes for each major web analytics vendor, making it easy to get up and running with the latest version of that solution. You can also identify and start collecting new data points — through Web Companion, a browser plug-in — while browsing the actual web page itself.

Measure at Will
Measurement changes often get delayed or de-prioritized when running through traditional web development cycles. Because of these delays, You risk missing the time window for turning your digital data into beneficial action. Tealium iQ™ puts you in control of your measurement, allowing you to make on- the-fly changes to analytics implementations by yourself, without requesting assistance from IT staff. This results in better and faster measurement, and improved ROI.

SIGNS YOU NEED TEALIUM

- Constant changes to web analytics and digital marketing tags that require IT assistance

- Poor or outdated implementations leading to inaccurate reporting

- Reduced measurement designs to fit implementation cycles

- Limited reporting from web analytics vendors

- Tag changes are low priority items for the development team
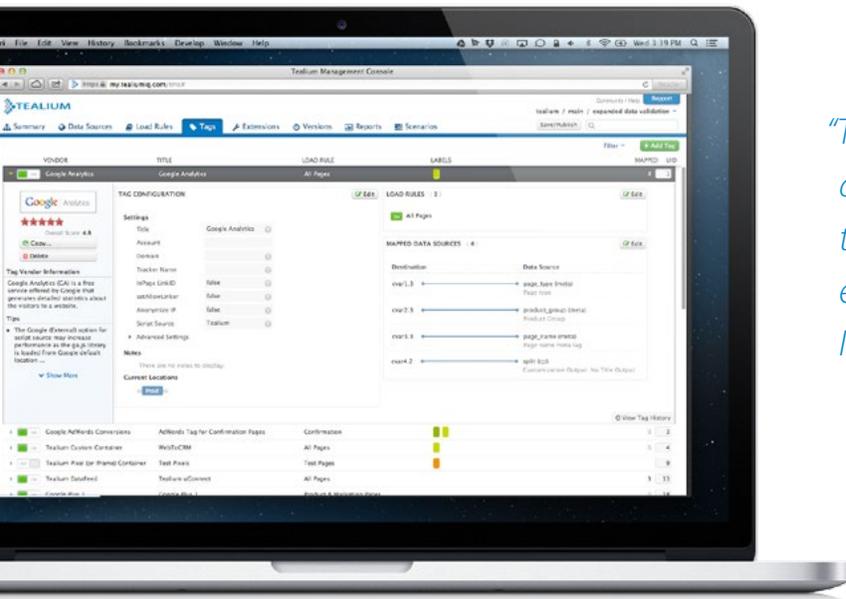
Tealium®

"The goal of tag management is to give marketing and measurement professionals direct control over their digital measurement infrastructure, and to eliminate the need for costly and time-consuming IT cycles. Tealium does a superb job of that."

— Gary Angel, Ernst & Young

Testing Vendors Has Never Been So Easy

Want to leverage tools to gauge visitor behavior? How about customer feedback tools? With a simplified approach for adding and managing tags, we make following through on such proof of concept ideas and testing new vendors easy. You can test your strategies or vendors against each other, evaluate performance, and choose the vendor or strategy that best fits your needs.

Data You Can Rely On

By standardizing and validating the analytics implementation, web analysts can rest assured that the data they are collecting is accurate and reliable. In addition, Tealium makes collecting site and visitor-level data a simple exercise. Web analytics managers can empower their big data initiatives and collect unified online interaction data alongside offline data, to gain a single view of the customer and make decisions based on a clear understanding of holistic visitor behavior.

Data, When You Need It

Many web analytics managers are forced to wait at least 24 hours before collecting visitor-level data from their vendors. Tealium understands that data-driven teams need timely access to how online visitors are interacting with them so they can make fast, informative analysis on how to improve their marketing campaigns and conversions. Tealium Event Store provides web analytics managers with an hourly feed of all of their rich event-level data that can easily be integrated into any data warehouse.

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. The company's award-winning solutions are used by hundreds of global enterprises, including Cathay Pacific Airways, Domino's Pizza, HanesBrands, Kimberly-Clark Corp., Lamps Plus, Lincoln Financial Group, Party City, Univision, and Wet Seal. For more information, visit www.tealium.com.

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