

PARTNER BRIEF

Tealium and Contentsquare

BETTER UNDERSTAND AND ENGAGE YOUR CUSTOMERS WITH CONTENTSSQUARE AND TEALIUM

Contentsquare's bi-directional integration with Tealium iQ Tag Management and Tealium AudienceStream CDP adds unique visitor data from Contentsquare to the visitor profiles in Tealium. With more comprehensive data in the visitor profile, organizations achieve deeper customer insights and the ability to directly trigger actions in other integrated systems.

KEY BENEFITS

Combine offline and online data sets

to get a full picture of the customer experience, allowing for richer insights through the Contentsquare platform.

Add session replay links directly to

visitor profiles in the Tealium Customer Data Hub (CDH), enabling individual sessions to be watched with a single click.

Access more robust data within

existing tools to enable data-driven decisions that lead to enhanced user experiences.

Analyze lost customers by reviewing session replays from Contentsquare within visitor profiles in the CDH, allowing for targeted review of user behavior within cohorts.

Leverage Contentsquare's behavioral

signals to identify key indicators and subsequently trigger actions across any vendor connected to Tealium's AudienceStream Customer Data Platform.

Deliver key insights from Tealium

AudienceStream to Contentsquare analytics to enhance user profiling, analysis, and segmentation efforts.

SHARED CLIENT SUCCESS

One joint customer — a popular apparel retailer — was basing all digital Customer Experience (CX) decisions around only online customer data. By combining both the Tealium and Contentsquare platforms, the team was able to extend its customer intelligence to include key data from offline sources, such as in-store visit and purchase data. Adding this critical layer of insight allowed the team to deepen its understanding of customer journeys and unlock an omnichannel view of customer behavior. This enhanced approach makes it possible to quickly identify business opportunities and prioritize the most impactful optimizations.

HOW TEALIUM AND CONTENTSSQUARE WORK TOGETHER

Tealium iQ Tag Management and AudienceStream CDP Capabilities:

As the data collection foundation of Tealium's Customer Data Hub, Tealium iQ enables organizations to collect and control their customer data and MarTech vendors across web, mobile, IoT, and connected devices. Equipped with an ecosystem of over 1,200 turnkey vendor integrations offered via tags and APIs, you can quickly deploy and manage vendor tags, the data from those tags, and easily test new technologies.

Tealium AudienceStream™ is the market-leading Customer Data Platform (CDP) combining identity resolution, data enrichment capabilities and robust audience management. By creating visitor profiles from the rich event data collected by Tealium iQ, companies gain the ability to take consistent and relevant action in real-time across the entire tech stack utilizing a universal data foundation.

Contentsquare Capabilities:

Contentsquare empowers brands to build better digital experiences. The Contentsquare experience analytics platform tracks billions of digital interactions, and turns these digital behaviors into intelligent recommendations everyone can use to improve the Customer Experience (CX), grow revenue and fuel innovation. From optimizing content to enhancing their experimentation performance, Contentsquare equips teams with all the insight they need to make better, smarter, faster decisions.

At the core of Contentsquare's Solution is the Digital Experience Analytics Platform, comprised of the flagship product, CS Digital and additional modules — CS Apps and CS See & Solve — all built on top of a secure, scalable and reliable cloud infrastructure.

Results:

Contentsquare's bi-directional integration with Tealium iQ Tag Management and Tealium AudienceStream CDP combines visitor profiles in Tealium with Contentsquare's unique behavioral insights and intelligent visualizations for a sophisticated, actionable understanding of customer behavior.

Using both platforms in tandem allows teams to unlock a comprehensive understanding of omnichannel visitor journeys, from online and offline. This added layer of insight empowers brands to deliver a winning Customer Experience (CX), no matter the context or end goal.

How to Get Started

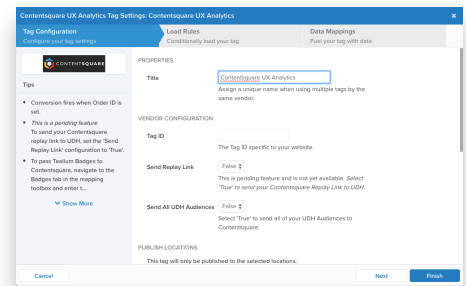
Capitalizing on this partnership is as easy as reaching out to your Tealium or Contentsquare representative. If you don't have a representative, please contact us at tealium.com/contact

About Contentsquare

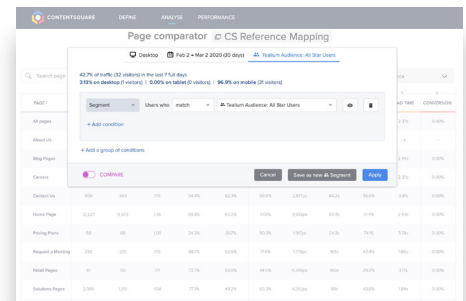
Contentsquare empowers brands to act on unique behavioral insights to turn experience into a measurable advantage. The leading experience analytics platform, Contentsquare transforms trillions of digital behaviors daily into intelligent visualizations and recommendations everyone can use to grow revenue, increase loyalty and fuel innovation. Contentsquare customers benefit from access to benchmarks and predictive scoring based on the leading global data set of digital behavior across geographies and industries. The company acquired Clicktale in 2019 and serves more than 600 enterprises worldwide, including 30% of the Fortune Global 100. For more information, visit contentsquare.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.



Use Tealium to deploy ContentSquare and incorporate ContentSquare data into cross-channel, cross-device visitor profiles.



Use audiences in ContentSquare based on the cross-channel visitor profile data from Tealium.



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