

RECIPE FOR SUCCESS

Boost Your Growth & Acquisition Goals



The Challenge

Delivering meaningful moments to a buyer is not only expected, but it also leads to better conversion and business impact. But every marketer needs to get creative with their budget in order to grow, and most start economizing by trying to reduce wasted ad spend from poor targeting. This is a common challenge when your customer data is siloed and your view of the customer is fragmented.

If you're manually creating campaigns, you will most likely encounter long timelines and

expensive resources which impacts growth. And high-growth channels such as Facebook, Salesforce or Doubleclick require brands to pinpoint target lookalike audiences in order to acquire new customers. What starts out seemingly simple—happy customers, happy business—often sends brands struggling with where to start.

How to Solve It

Access unified customer data to deliver personalized experiences across channels, present relevant offers, deliver in-the-moment communications, and optimize ad spend. Complete and up-to-date customer data will provide a relevant experience and convert more customers, progressing your brand's growth goals.

Useful Across Multiple Industries

Tealium customers across all industries benefit from data-driven strategies that promote growth and acquisition. With an accurate and timely view of your buyer, brands can double-down on audiences that are more likely to convert, driving efficiency and growth.

Collect Data for Dynamic Segmentation

Growth marketers will need to build first-party data assets that can support new customer targeting

Personalize for Anonymous Visitors

Take into account behavioral learnings prior to identification to increase conversion rates and provide post-conversion insights

Improve Lookalike Audiences

Use any customer attribute from your "best customer" profiles as the basis for lookalike campaigns

Optimize Marketing Spend

Use new data sources to suppress inefficient customers such as offline purchasers or window shoppers

Mini Recipe For Growth & Acquisition

Add this mini recipe to your data cookbook, and you'll be well on your way to satisfying a growing appetite for personalized, timely, and relevant experiences across all channels.

Step 1 — Gather Your Ingredients

Collect more first-party data to use in automated campaigns. When you create a unified customer profile, you gain access to more sources of data for targeting and understanding new customer behavior. Collect website, mobile app, CRM, call center, transactional, or just about any other type of data to use for demand generation programs.

Web — Product Favorites, Purchase History, Orders Completed, Consent Category

Mobile — Location, App Installed/Opened, Login Email

Offline/POS — Store Location, Customer Support Inquiries

Step 2 — Combine Ingredients and Set Business Rules

Standardize and transform data into visitor profiles, then enrich the profiles with other information that helps engage the customer. Build audiences based on the customer attributes that you want to target, and manage audience segments from a central platform using real-time audience management tools. You can also turn event data into a visitor profile through identity resolution. Each customer segment requires a unique experience, but be cautious--without a full view you could place customers in the wrong group.

Step 3 — Improve Targeting and Analysis

First-party data and lists are highly valued towards more effective targeting and more accurate customer analytics. Orchestrate your audience data to the many venues where you can use a list to generate lookalikes to expand the scale of your acquisition program in a relevant way using your greatest asset — your customer data!

Serving Suggestions

Web Analytics, Display Advertising, Social Media Advertising, Email Service Provider, eCommerce Site, Marketing Automation

Tealium clients have reduced average cost per acquisition for customers and prospects by six times when compared to using a media agency and increased website conversions by three times.

Customers Who “Nailed it”

At Tealium’s Digital Virtualocity 2021, a few of our customers shared how their business succeeds with growth & acquisition strategies. These organizations are using the recent digital surges to their advantage by engaging with new customers and turning them into lifelong customers.

Using Tealium, Hulu is able to find new audiences, speak louder to those audiences, and form one-to-one relationships with new customers.



*Tealium DV 2021 Growth & Acquisition
Innovation Award Winner!*

“At Alaska Airlines, we put every effort into enhancing our travelers’ experiences through personalization. In order to do that at scale, we need to supply the right customer data, to the right tools across our stack, at the right time.”



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We Connect Data So You Can Connect With Your Customers

Tag Management • API Hub • Customer Data Platform and Machine Learning • Data Management

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 1,300 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 www.tealium.com.