

PARTNER BRIEF

Tealium & Quantum Metric

CLOSING THE DIGITAL CUSTOMER EXPERIENCE FEEDBACK LOOP

Pairing Quantum Metric and Tealium delivers full customer visibility, enabling brands to surface valuable digital experience insights and act on them in real-time. Quantum Metric captures unique user experience data, enriching the Tealium Customer Data Hub with technical and behavioral intelligence.

KEY BENEFITS

Speed of Deployment:

Quickly deploy Quantum Metric's tag and create custom events in minutes, using the intuitive Tealium iQ Tag Management interface.

Data Enrichment:

Better understand your customers within Quantum Metric by passing attributes from the Customer Data Hub for analysis and segmentation.

Real-Time Response:

Quantum Metric can send unique, actionable customer experience data to Tealium AudienceStream, in real-time.

PARTNERSHIP OVERVIEW

Technology: Quantum Metric delivers real-time visibility into the customer experiences across the entire digital journey: every mouse movement, every gesture on a native app, all relevant performance data is auto-captured and analyzed using machine intelligence to identify anomalies.

Integration: The bi-directional integration between Quantum Metric and Tealium gives you deeper insights into your key customer segments, how they experience your digital properties, and which friction points are reducing transaction rates.

Results: Quantum Metric opens up new possibilities for data orchestration by making technical and behavioral data available in real-time. This allows Tealium AudienceStream to build a highly contextual audience for retargeting, in the moment website personalization, feedback intercepts and even the ability to view session replays directly from the Tealium UI. This partnership truly closes the digital customer experience feedback loop.

HOW TO GET STARTED

Setup:

- Deploy the Quantum Tag via Tealium iQ Tag Marketplace
- Specify Session Replay link destination in Tealium AudienceStream
- Determine target behaviors and experiences to send in real-time from Quantum Metric

Target Behaviors and Experiences:

The following are some real-time behaviors and experiences captured by Quantum Metric that can be combined with offline and online data for advanced segmentation in Tealium:

- Rage click
- Feature engagement
- Excessive page reload
- Long running spinners
- Mobile
- Profanity

Common Use Cases:

- Confused VIP: If VIP users (AudienceStream) show repeated traits of confusion at a key point in the customer journey (Quantum Metric), trigger a chat session in real-time to recover their experience
- Direct Mail Promo Code Struggles: If a customer driven from a direct mail campaign (AudienceStream) repeatedly struggles with a promo code (Quantum Metric), trigger a personalized modal that provides them with a code and empathizes with their experience
- Buy Online, Pickup In-Store (BOPIS) Shopping Behavior: How does the behavior of frequent BOPIS shoppers (AudienceStream) differ from the overall population in terms of filtering, sorting and searching (Quantum Metric)

ABOUT QUANTUM METRIC

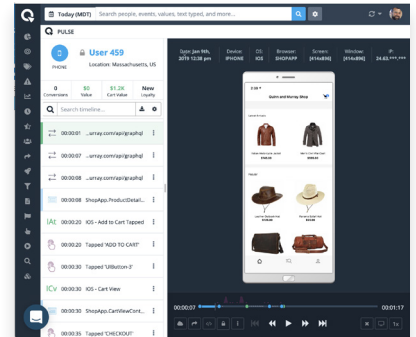
Quantum Metric is the Digital Experience Intelligence platform, driving unparalleled visibility into every customer interaction across all devices and delivering faster data-driven decisions. Built to automatically prioritize both technical and behavioral insights, the platform promotes enterprise digital transformation by empowering organizational CX alignment. Performance and security are the foundation of Quantum Metric, enabling customers to gain real-time user insights securely and at scale. For further information, visit www.quantummetric.com

ABOUT TEALIUM

Tealium revolutionizes today's digital businesses with a universal approach to customer data orchestration – spanning web, mobile, offline, and IoT devices. With the power to unify customer data into a single source of truth, Tealium offers a turnkey integration ecosystem supporting over 1,000 client-side and server-side vendors and technologies. The Tealium Customer Data Hub encompasses tag management, API hub, customer data platform, and data management solutions that enable organizations to leverage real-time data to create richer, more personalized digital experiences across every team, technology, and customer touchpoint. More than 800 businesses worldwide trust Tealium to power their customer data strategies. For more information, visit www.tealium.com.



One click implementation and enrichment



Complete customer experience visibility across your web and native applications



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