

Tealium and Optimizely

REPLACE GUESSWORK WITH CERTAINTY WHEN DELIVERING MARKETING CAMPAIGNS

Integrate cross-channel customer profiles from Tealium's Customer Data Hub with Optimizely's Digital Experience Optimization Platform to provide the most engaging and relevant customer experience across every touchpoint.

KEY BENEFITS

Right Audience, Right Experience

Drive loyalty with the most valued customers and deliver relevant offers to those customers who are most likely to take action.

Real-time Audience Analytics

Get behavioral insights based on web activity that is captured in the analytics feed and can be exported for analysis after experimentation.

Segmentation + Experimentation

IT and Product teams simplify the delivery of data for marketing campaigns; replacing guesswork with certainty by combining advanced segmentation capabilities with always-on experimentation.

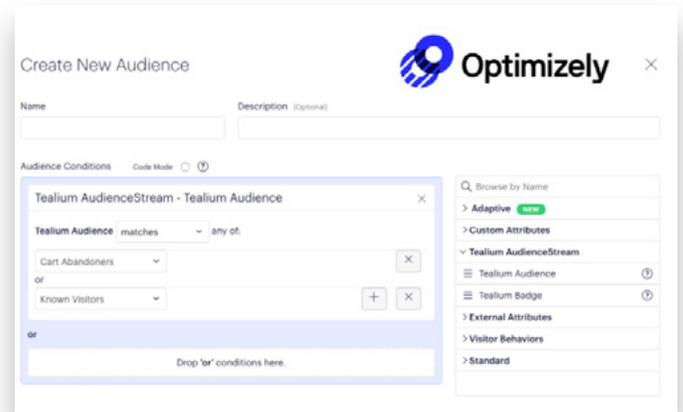
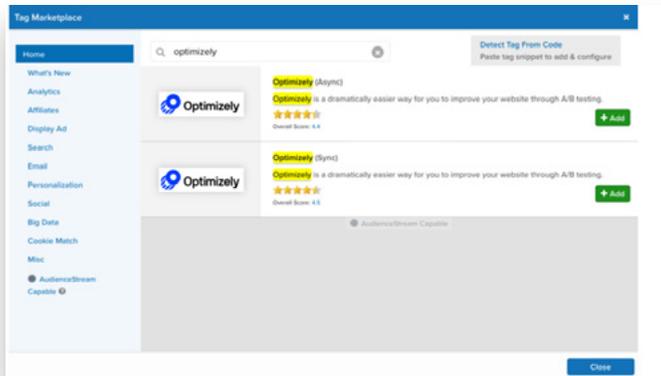
CREATE HYPER-PERSONALIZED EXPERIENCES ACROSS THE FULL CUSTOMER JOURNEY

The Tealium integration with Optimizely allows organizations to easily segment and enrich audience data, then trigger key marketing campaigns in real time. Tealium's advanced segmentation capabilities allow organizations to build customer profiles and audiences using both online and offline data. These audiences fuel Optimizely with better targeting for more granular A/B or multivariate tests.

The result is the ability to create hyper-personalized experiences that impact the customer at every stage of the conversion funnel; digital advertisement, cart abandonment, point of sale conversion, etc.

How to Start

To enable Optimizely Web or Full Stack, please refer to the Optimizely Integration guide within [Tealium's Technology Partner documentation](#) or contact your Tealium or Optimizely account manager.



Tealium has multiple turnkey integrations to help deploy and feed data to Optimizely.

Use data from Tealium to define audiences for activation in Optimizely

About Optimizely

Optimizely is the world's leader in Progressive Delivery and Experimentation. Its platform includes technologies for modern software development, such as feature flags, A/B testing at scale, AI-powered personalization, and streaming analytics. Millions of experiments and feature flags have been run on our platform to understand what works - and what doesn't - eliminating guesswork. The world's greatest companies choose Optimizely to power their product development and experimentation teams, including Visa, H&M, StubHub, IBM, Atlassian, BBC, and many more.

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.



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Tealium has offices worldwide. Phone numbers and addresses are listed on the Tealium website at tealium.com/contact.

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