

RECIPE FOR SUCCESS

Generate a Single View of Your Customer to Improve Insights



The Challenge

Today's buyers browse on mobile devices, contact support centers, and shop in physical stores. Without a single view of all that customer data, it's difficult for brands to create pleasant experiences—let alone deliver a personalized moment, targeted ad, or impactful email!

But with so much customer data in so many different places, generating high-quality insights can be slow and laborious. Data-wrangling, technical resources, and outdated or nonexistent tools add to the chaos. Every day spent generating a single customer insight is one less day you have using that insight to generate revenue.

How to Solve It

Brands can automate data management practices into a customer profile from the time of data collection through activation and analysis. Collect, unify, and activate client- and server-side data in real time so you can deliver the moments your customers deserve.

Useful Across Multiple Industries

Tealium customers across all industries benefit from establishing a Single View of the Customer (SVOC) to help with many different use cases:

Personalize Customer Engagement

Know your customer's preferences and gain their trust, no matter the channel, department, or touchpoint

Obtain Customer Insights, Faster!

A unified customer data profile means more complete data from which to glean quicker insights

Measure Cross-Channel Behavior

Customers engage when and where it matters to them, regardless of channel, so brands must measure behavior across the full journey

Maximize a Best-of-Breed Tech Stack

Technology and customer behaviors change quickly, so rely on your customer data foundation to integrate with any tool

Mini Recipe For Creating A Single Customer View

Add this mini recipe to your data cookbook, and you'll be well on your way to serving up that single customer view.

Step 1 — Gather Your Ingredients

It's important to understand the customer insight you're trying to generate in order to know what data you want to collect. In general, collect data across sources like the web, mobile, digital apps, digital products, IoT devices, offline data and more, and substitute as necessary for your use case. Try not to miss a single activity or insight, as it might spoil the dish!

Web — Products Searched, Products Viewed, Purchases, Content Interests, Loyalty Status

Mobile — App Installed/Opened, Push Notification Received/Engaged, Login History

Offline/POS — Preferred Store Location, Contact Center Sessions, In-Store Purchases

Step 2 — Add Context to Create Insights

Use your own business rules (chef style!) to decide what attributes are most important for your insights and targeting. Be flexible when organizing the data. Every venue and platform uses its own visitor ID that can be useful for building comprehensive profiles and targeting users across devices; as soon as any known ID is matched, then visitors, their behaviors, and devices are automatically stitched together into a customer profile with customer-level insights ("attributes") that aren't available in each channel by itself.

Step 3 — Act on and Serve up Richer Insights

Customer data is only valuable if you can use it, and you know best what helps grow your business. Tealium's industry-leading integration marketplace ensures you can use your customer data where you see fit-- whether you send it to a BI, analytics, or ML solution, or directly trigger customer engagement actions. You decide.

Serving Suggestions

Web Analytics, eCommerce Site, Display Advertising (DMP, DSP), Website Personalization, CRM, Mobile Engagement Platform, Email Service Provider

From a 16.6% increase in click-thru rates (CTR) to a 37% increase in revenue, Tealium customers experience significant ROI when creating a single view of the customer.

Customers Who “Nailed it”

At Tealium’s Digital Virtualocity 2021, a few of our customers shared how their business succeeds with a single customer view. These award-winning brands are using Tealium to access unified, complete views of each customer so they can deliver personalized experiences in real time.

“When you are upfront in what you are using customer data for, the value exchange becomes rooted in trust and you won’t have as big of a challenge getting customers to share data with your brand.”

“After our first project with Tealium Audience Stream, we were able to decrease our marketing dollars and increase our sales because of being able to better train our data engine in telling it who to target and who not to target... the more access to data you have, the more accurate and better fit models you can produce to build user profiles.”



DV NA 2021, [*“Staying Agile and Adaptable in the Ever-Changing Ad Ecosystem”*](#)

Tealium DV 2021 Loyalty & Retention Innovation Award Winner!

ASICS Digital, Inc. presented insightful viewpoints on how to stay agile and adaptable in today’s ever-changing ad ecosystem. They thoughtfully explore how to successfully “gather ingredients” using a value exchange to collect first-party data.



DV NA 2021, [*“Take your data foundation from good to great”*](#)

Tealium DV 2021 Loyalty & Retention Innovation Award Winner!

Thryv focuses on building user profiles and collecting data that can be activated within their machine learning models and systems.



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.