

PARTNER BRIEF

Tealium and Blast Analytics & Marketing Power Your Data Strategy

SPEED TIME TO ROI WITH BLAST ANALYTICS & MARKETING

With a platform as robust and customizable as Tealium, Blast Analytics & Marketing provides the business and technical expertise to help customers take full advantage of its capabilities and get the most of their investments. Blast is a long-standing Tealium certified consulting partner, and one of the most trusted to implement Tealium iQ Tag Management and AudienceStream on some of the best-known sites across the world. Blast's team of consultants can help you define a strategy, ensure proper implementation, improve performance through optimization and provide training to your team.

KEY BENEFITS

Tealium iQ Tag Management

- Conduct a complete audit of your existing site for third-party vendor tags and identify any existing performance issues
- Assess your current and future tagging requirements to build a framework for data collection and management across teams, vendors, and touchpoints
- Deploy Tealium iQ to unify customer data at the source and take control – test, implement, monitor, and maintain governance of third-party vendors

Tealium AudienceStream

- With a vendor-neutral data layer foundation, define business rules and assign attributes to discover and target high-value audience segments
- Implement AudienceStream to create universal profiles that can be leveraged across your entire digital marketing stack, enabling timely, relevant action in any channel.
- Measure, analyze, and enrich your data in AudienceStream to improve customer experiences and optimize marketing campaigns in real-time

SHARED CLIENT SUCCESS

Blast has helped many clients implement the Tealium platform to solve a variety of business challenges. In a recent implementation for Healthcare.gov, they first migrated all site tags from Google Tag Manager to Tealium iQ Tag Management. Blast then leveraged Tealium iQ to create a new Privacy Manager that not only gave consumers clear controls for opting out of third-party tags, but also blocked third-party tools from ever loading if a consumer opted-out. These safeguards improved privacy across the site, and ensured a commitment to Do Not Track.

Following the successful use of Tealium iQ, Healthcare.gov extended their relationship with both Tealium and Blast by acquiring Tealium AudienceStream. Blast is currently managing a joint Tealium and Optimizely integration to enhance personalization throughout both Healthcare.gov's digital properties and their email campaigns. This solution allows Healthcare.gov to create highly actionable segments and turn them into targeted audiences in Optimizely Personalization.

Blast's team of certified and experienced professionals help organizations of all sizes and industries to solve unique business challenges using Tealium:



PARTNERSHIP OVERVIEW

Approach:

In today's multi-device world, Blast leverages the powerful combination of Tealium iQ Tag Management and AudienceStream to help you stitch together a universal view of your customers across channels. By deploying the Tealium solution to connect your offline and online data, every interaction across the customer journey is captured in real-time to fuel decision-making and optimize engagement strategy.

Services:

With support from Blast's team of Tealium certified consultants, you can successfully:

- Unify disparate data sources and drive more consistent visitor interactions
- Easily deploy and manage vendor tags
- Test and implement native integrations with the technologies you already use
- Identify a variety of audience segments so you know where and how to effectively target your marketing
- Define customer profile attributes to align your marketing metrics with your specific business goals
- Recognize and engage with your customers across devices
- Explore multiple segments and see where they intersect to maximize your performance

Results:

Blast's expertise and implementation best practices ensure customized solutions designed to maximize your technology investments and deliver immediate value. Find out how Healthcare.gov, the flagship federal site for The Affordable Care Act, achieved complex business goals in this case study: <http://www.blastam.com/cms-tealium-case-study>

SOLUTION STRENGTHS

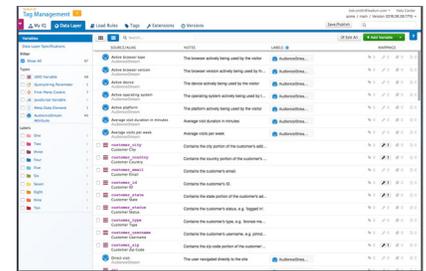
Transitioning to Tealium iQ Tag Management and implementing AudienceStream is a great solution for companies that need a clean way to collect, enrich, and feed data into multiple systems. However, this requires sophisticated rules to support enhancement, segmentation, and triggers.

If you're going to invest in a tool with such advanced capabilities, shouldn't you invest in a team of experts to ensure it is not only set up properly, but also continually optimized for increased ROI?

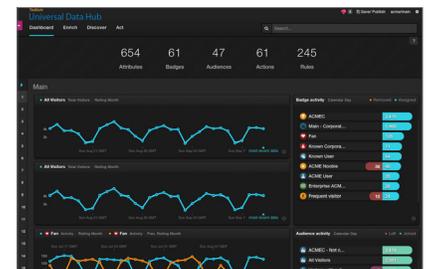
Blast's consulting experience extends beyond just Tealium, and includes a variety of the tools Tealium integrates with - and that you're likely already using. Here's a sample of over 900+ pre-configured vendors built into the platform:

Google Analytics, Optimizely, Responsys, Adobe Analytics, Marketo, Tableau, Google AdWords, Salesforce, and many, many more. . .

In partnership with Blast, you can gain a true 360-degree view of your customer journey, and harness the ability to take action on customer data in real time.



Tealium iQ



Tealium AudienceStream

ABOUT BLAST ANALYTICS & MARKETING

Blast is a team of experts who identify and solve unique business problems and help leaders EVOLVE their organizations through a proven process of business analytics and digital marketing intelligence. Enterprise companies work with us to help them confidently make decisions that are driven by data, but guided by experience. Visit: www.BlastAM.com

ABOUT TEALIUM

Tealium revolutionizes today's digital businesses with a universal approach to managing the ever-increasing flows of customer data - spanning web, mobile, offline and IoT. With the power to unify customer data from a single source of truth, combined with a turnkey integration ecosystem supporting more than 1,000 vendors and technologies, Tealium's Universal Data Hub (UDH) enables organizations to gain real-time, actionable insights and create richer, more personalized digital experiences. More than 700 global businesses worldwide trust Tealium to power their data strategies and data governance practices. For more information, visit www.tealium.com.



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