



Deliver better products. Drive Growth. Faster.

Create, Activate, Experiment, and Personalize your customer data and deliver unforgettable digital experiences.



The integration between Tealium and Optimizely allows users to utilize Tealium Customer Data Platform (CDP) to define real-time audience segments across sessions, devices, and data (both online & offline) and set the foundation for running multiple experiments and personalization campaigns via Optimizely Experimentation platform. The combined strength of Tealium and Optimizely delivers highly targeted and personalized digital experiences to customers, driving engagement, conversions, and customer satisfaction.



Audience-driven Experimentation

Right Audience, Right Experience

Identifying specific customer groups for targeted experimentation can be challenging, particularly when aiming to enhance the experiences across various business touchpoints. This integration addresses these challenges with:

- **Targeted Experiments:** Ingesting Tealium AudienceStream CDP audiences and EventStream signals into Optimizely Data Platform (ODP) in real-time to create intricate cross-channel audience segments, enabling more targeted and impactful experimentation campaigns.
- **Optimized Experiences:** Integrating with Optimizely Web and Feature Experimentation and/or Optimizely Content Management System (CMS) Visitor Groups for advanced audience targeting. By continually testing and refining different variations of your website or app pages and testing their performance, you can optimize your customer journeys and increase conversion rates.

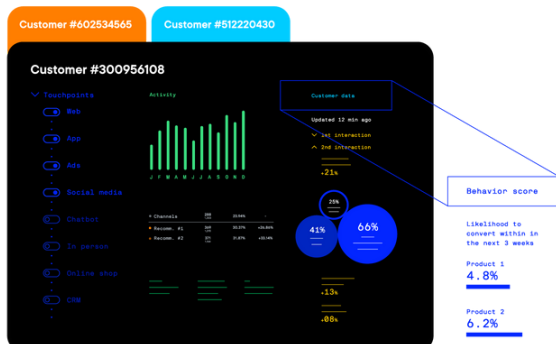
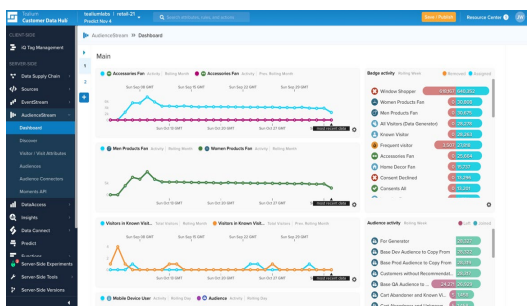


Enhanced Personalization

Deliver highly personalized experiences tailored to individual preferences and behaviors

Tealium CDP links advertising to commerce by providing valuable customer data to inform online experiences and attract the right customers. Optimizely Data Platform combines Tealium's audience and event data into a unified customer profile, enabling Optimizely Commerce Connect to offer these key advantages:

- Capture real-time or historical behavioral data to create visitor groups and design the most relevant and rewarding experiences.
- Supporting the configuration of simple or complex promotions, discounts, and offers to track performance and attribution.
- Run targeted tests and personalization campaigns based on real-time data points such as cart abandonment, product interest, and content engagement.
- Providing AI-powered recommendations that act upon the unique interests of each visitor in real time and help deliver personalization with minimal manual effort.





Scalability and Flexibility

Grow and Adapt to meet the evolving needs of your customers



Over 9,000 brands
worldwide have chosen
Optimizely to unlock their

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- **Adaptable Platform:** Tealium CDP and Optimizely are designed to scale with your business, providing the flexibility to handle increasing data volumes and complexity.
- **Integration with Other Systems:** Both platforms can integrate with other marketing and technology tools, streamlining workflows and enhancing capabilities.
- **Customizes to your requirements:** Tailors the solution to your specific needs and goals.

About Tealium

As the most trusted CDP, Tealium connects data so businesses can better connect with their customers. Tealium's real-time data infrastructure allows brands to power their AI models and activate data for enhanced in-the-moment experiences. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections from the world's most prominent technology experts. Tealium's solutions include a real-time customer data platform with machine learning, tag management, an API hub, and data management solutions that make customer data more valuable, actionable, privacy-compliant, and secure. Named as a Leader in the Gartner® Magic Quadrant for Customer Data Platforms™, more than 850 leading businesses globally trust Tealium to power their customer data strategies.

[Tealium Website](#)

About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler.

Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

[Optimizely Website](#)