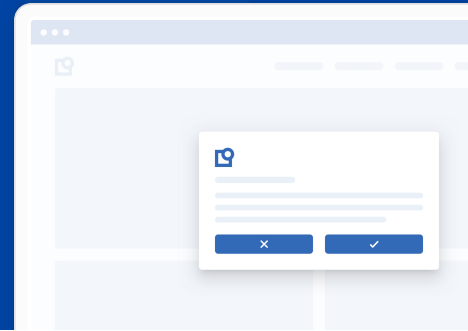


TEALIUM MEETS USERCENTRICS

Customer Data Orchestration - Better with Consent



Marketing and customer-centric business relies more than ever on the availability of consistent customer data across a variety of platforms. At the same time, the era of third-party data is coming to an end and first-party data, i.e. all the data that companies obtain directly from their target group, is becoming more and more important. In addition, data protection is also becoming increasingly important worldwide, e.g. in the form of the General Data Protection Regulation (GDPR), CCPA, LGPD, etc.

Companies are therefore faced with **fundamental challenges**:

- How can high-quality user data be collected in a privacy-compliant manner?
- How can user data be distributed within the company's own technology stack while taking individual consent into account?

The solution: A one-stop-shop solution from Usercentrics, one of the leading Consent Management Platform providers, and Tealium, the Customer Data Platform.

How the Usercentrics Consent Management Platform (CMP) works in interaction with Tealium



Easy implementation of the Usercentrics CMP



Possibility to obtain consent in a legally compliant manner



Audit-proof documentation of the consent



Consent consideration for 3rd party integration



Predefined Data Processing Service (DPS) templates



Optimize acceptance rates through targeted campaigns

The interaction of consent and customer data orchestration



Usercentrics advantages

- Compatibility with Tealium (including Tealium's server side tracking solution Event Stream) and popular marketing tools
- Legally compliant implementation of GDPR, CCPA, LGPD, E-privacy, TCF, etc. possible
- Flexible tool that can be quickly and easily adapted to new data protection regulations
- A/B testing and other options for optimizing acceptance rates
- Predefined templates for 2600+ Data Processing Services (DPS)
- Automatic identification of Data Processing Services (DPS)
- First-class customer support

Tealium advantages

- Unified 360-degree customer profile
- Identification of customers based on a variety of identifiers
- Orchestration of campaigns and customer targeting across all channels
- Better data analysis through unique mapping of a customer and consolidated data storage in one platform
- Customer data is captured in real-time, enriched, and distributed to 3rd party platforms via 1300 connectors
- Dynamic segmentation based on rules and machine learning
- Providing analytics and data visualization technologies with the latest customer data

Find out more information in our implementation guide: <https://bit.ly/TealiumGuide>

Get in touch with one of our experts

Book a no-obligation consultation to learn more about our products.

Phone: +49 89 21 54 01 20 **E-Mail:** sales@usercentrics.com

Tealium has offices worldwide. Phone numbers and addresses are listed on the Tealium website.

www.tealium.com/contact



The #1 Consent Management Platform (CMP) in Europe for apps and websites. Helping achieve compliance with the GDPR, CCPA, LGPD and more.

For more information, please visit: www.usercentrics.com.



Tealium is the leader in real-time customer data orchestration solutions and enterprise tag management.

For more information, please visit www.tealium.com.