

Break Down Data Silos, Break Through to Growth: Put Your Customers First

Tealium empowers businesses to create unified customer experiences and drive data-led innovation through comprehensive data management, integration and activation solutions.

As a Tealium partner, we unveil a unified view of your customers, enabling you to deliver personalized experiences and drive business growth.

How do we do that? Our experts go beyond providing just technical guidance ; they dive deep into your business goals and align with your strategy to tailor Customer Data Platform (CDP) solutions to your business needs.

What we do?

- **Enhance customer insights with unified profiles:** Unify fragmented customer data to gain a 360-degree customer view, enabling personalized marketing strategies and seamless customer experiences for improved engagement, satisfaction, and business growth.
- **Personalized marketing:** Deliver tailored campaigns based on individual preferences and behaviors to boost engagement and conversion.
- **Optimized business performance:** Leverage data-driven insights to refine strategies, increase sales, and accelerate growth.
- **Enhanced customer experiences:** Create seamless and relevant interactions across all touchpoints to drive satisfaction and loyalty.

Driving personalized marketing with advanced customer segmentation: Leverage advanced segmentation to create dynamic customer groups, enabling highly personalized marketing strategies that enhance engagement, increase conversions, and maximize ROI.




- **Deliver Targeted Messages:** Craft personalized marketing messages that align with customer needs and preferences.
- **Foster Deeper Engagement:** Build meaningful connections with timely and relevant customer interactions.
- **Drive Conversions:** Present the right offers to the right customers, improving conversion rates and marketing effectiveness.
- **Increase ROI:** Improve the return on marketing investment by optimizing spending and measuring the impact of campaigns.

Streamline tag management and enhance marketing agility with Tealium iQ: Tealium iQ Tag Management simplifies tag processes, ensures data accuracy, and improves website performance, empowering marketing teams to work independently and reduce IT dependency.




- **Centralized Tag Management:** Manage all website and app tags from a single platform, reducing complexity and boosting efficiency.
- **Improved Data Quality:** Standardize data collection to ensure accuracy and consistency.
- **Optimized Performance:** Reduce page load times by minimizing and optimizing tag loading.
- **Faster Time-to-Market:** Quickly implement new marketing tools and campaigns with greater agility.
- **Marketing Team Empowerment:** Enable marketing teams to manage tags independently, reducing reliance on IT support.

How we solve real-world problems with Tealium ?




Omnichannel campaign activation

-  **Problem** Fragmented marketing campaigns can lead to conflicting messages and a confusing customer experience.
-  **Solution** Synchronize marketing across email, social, web, and mobile using Tealium's integrations.
Ensure consistent data flow between marketing tools using Tealium's data layer.
-  **Outcome** Cohesive omnichannel campaigns that deliver consistent and effective messaging, enhancing brand perception and engagement.




Customer journey orchestration

-  **Problem** **Lack of Real-time Insights:** Inability to track and analyse customer behaviour in real-time hinders prompt responses to customer needs.
-  **Solution** Capture and analyse customer interactions across websites, apps, and social media.
Set Tealium triggers to automate real-time responses like personalized emails or cart abandonment notifications.
-  **Outcome** Optimized customer journeys with timely and relevant engagements, increasing customer loyalty and lifetime value.

Real-time personalization

-  **Problem** Delayed data processing slows personalized experiences and hinders real-time engagement, reducing conversions and satisfaction.
-  **Solution** **Real-time processing:** Instant data capture and processing (Tealium).
Immediate activation: Behavior-triggered personalized content/offers.
Dynamic delivery: Real-time content updates and tailored recommendations.
-  **Outcome** Increased engagement and conversion rates due to timely and relevant interactions.

Marketing automation enhancement

-  **Problem** Inefficient targeting and segmentation: Using outdated or inaccurate targeting methods can lead to wasted marketing efforts and reduced campaign.
-  **Solution** AudienceStream CDP: Build real-time, dynamic segments.
Precise Targeting: Tailor messages to specific audience segments.
Data-Driven Segmentation: Segment by demographics, interests, and behavior.
-  **Outcome** Boost ROI with personalized, targeted campaigns.

Success story

Nagarro drive Hyper-personalization using CDP: A French-based multinational in the energy sector aimed to enhance customer experiences through hyper-personalized marketing. We partnered with them to address key challenges, evaluate six customer data platforms, and implement Tealium as the ideal solution.

Using Tealium's Audience Stream CDP, we unified customer data to create "Unique Visitor Profiles," enriched server-side integrations, and enabled persistent ID creation. We also activated audience data across systems like Adobe Commerce, analytics, and social media, empowering the client to deliver impactful, personalized campaigns.

About Nagarro

Nagarro helps future-proof your business through a forward-thinking, fluidic, and CARING mindset. We excel at digital engineering and help our clients become human-centric, digital-first organizations, augmenting their ability to be responsive, efficient, intimate, creative, and sustainable. Today, we are over 18,300 experts across 37 countries, ready to help our customers succeed.

For more information, visit www.nagarro.com.