



Clicktale's integration with Tealium

Manage omni-channel data and simplify tag implementation without IT



TEALIUM

Clicktale[®]

Clicktale's integration with Tealium enhances the mapping of data elements in a code-free environment for Tealium's next-generation of Dynamic Tag Management. Tealium IQ allows online businesses to consolidate and manage tags to make marketing activities more efficient, reduce costs and improve website performance.

Integration Benefits

Improve work efficiencies and boost marketing ROI

Access Clicktale from within Tealium IQ's agile marketing platform to deliver Clicktale's code directly into your webpages without requiring IT. Improve data management and gain real-time insights on user behavior to make data-driven decisions on optimizations.

Access unique behavioral data and insights from your data layer

Leverage Clicktale's unique behavioral insights from within your data layer using Tealium IQ's data. The integration provides a convenient and powerful mechanism to augment complementary applications, such as marketing automation, Voice of Customer and A/B Testing.

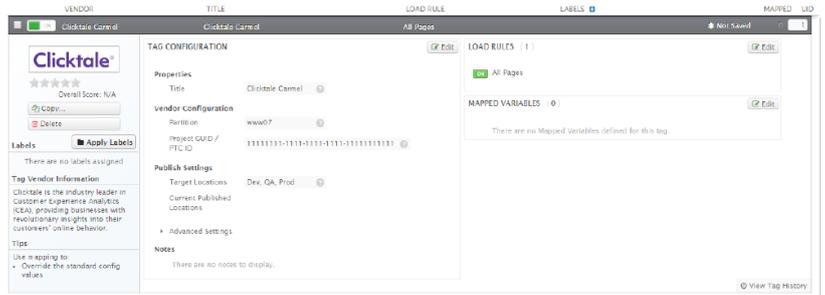
Visualize customer journeys and hone in on your users' true intent

Improve and innovate better customer experiences by visualizing in Clicktale exactly what customers are seeing and doing on your site. Desktop or mobile – everything is captured, enabling proactive, strategic optimizations and redesigns based on actual user behavior patterns. The data collected by Clicktale can be used to quantify complex behavioral sequences, and shared in Tealium IQ to.

Gain sharper, faster customer insights and reduce deployment time

The integration with Tealium reduces friction between IT and marketing teams allowing marketers to build and integrate tags without the need for IT or coding. This reduces deployment time from a few months to only an hour.

Add replay links directly into views and reports, enabling individual sessions to be watched with a single click.



How it works

The two-way integration of Tealium and Clicktale is easy to configure and use.

1. Select Clicktale as the application to deploy through Tealium IQ.
2. Configure the application by typing in the partition name and Project ID code of your project.
3. Define the tag condition to fire the tag, name the integration and approve it.

Take advantage of this integration today

Contact Clicktale today to configure this integration for your account, so you can more quickly illuminate and optimize your digital customer experience.

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About Clicktale:

Clicktale taps into the wisdom and behavior of millions of visitors so that businesses can deliver the best digital experiences and drive amazing business results. Complex behavioral patterns are synthesized based on millisecond-level actions such as hovers and scrolls, enabling businesses to interpret their customers' digital body language to understand intent. The pioneer in Experience Analytics, Clicktale marries cognitive computing, machine learning and psychological research to automatically surface issues and answer questions that keep executives up at night. With unique behavioral data, clear visualizations, and world-class customer experience expertise, Clicktale is driving the "Experience Era" at the world's leading brands and Fortune 500 companies.

Clicktale. Answer anything.