Clicktale's advanced bi-directional integration with Tealium

Better understand omni-channel behavior, opening data silos to improve customer experience across touchpoints

TEALIUM

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Clicktale's bi-directional integration with Tealium IQ and Tealium AudienceStream combines Tealium personas with Clicktale's comprehensive data collection and visualization to bring you deeper insights. Use badges created in Tealium to quickly refine and segment Clicktale data to target user sessions for closer examination through session replays and heatmaps. And add offline data to your digital experience data for a 360 view of your customer's entire experience.

Integration Benefits

Define, characterize, and understand the attitudes and behavior of key customer segments
Hone in on your users' true intent by importing Tealium badges (including characterizations such as offline purchaser, high value shopper, or repeat customer) to more closely define the Clicktale influential segments that matter to your success.

Capture sessions for interesting customers in real time
Use Tealium's Audience Store to build personas of interesting visitors and identify them as they use your site. Allow one-click session replay with Clicktale from Tealium to easily witness customers' true digital experiences.

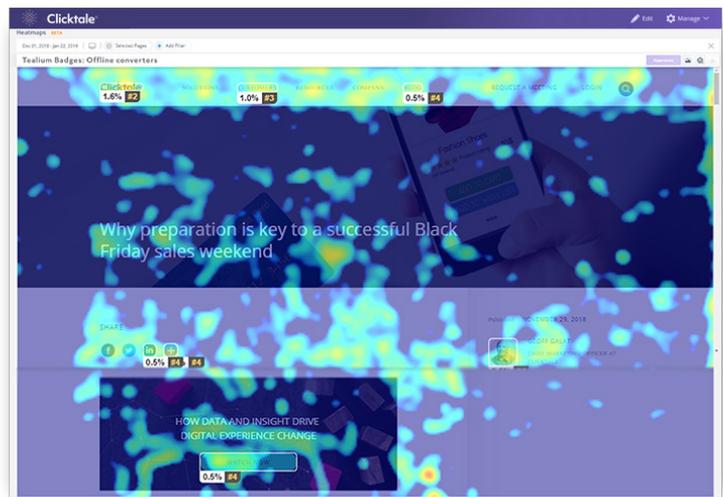**Gain deeper insights into customer behavior and attitudes**
Define personas using Tealium's Audience Store to build segments of high-value visitors and then take advantage of Clicktale's behavioral analytics to interpret their "digital body language."

Increase available customer information without requiring IT involvement
The integration between Tealium IQ and Clicktale supports rapid deployment without custom development, reducing your go-live time from months to hours and eliminating IT bottlenecks.

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Utilize Tealium AudienceStream badges to segment key customer groups based on behavioral analysis in Clicktale and view replays with a single click.

How it works

Any enterprise using Clicktale and Tealium can implement this integration without requiring IT or technical resources. Contact your Tealium and Clicktale Account Managers to deploy this integration.

Take advantage of this integration today

The bi-directional integration between Clicktale and Tealium gives you deeper insights into your key customer segments, how they experience your digital properties, and which friction points are reducing transaction rates. Contact Clicktale today to find out how you can combine these two platforms to illuminate and optimize your digital customer experience.

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About Clicktale:

Clicktale, the leader in Experience Analytics, tells the story of what your digital customers see and do, so you can help them achieve their goals. Our enterprise-class platform and customer experience experts transform millisecond-level behaviors and gestures into meaningful insights. We process large, unpredictable workloads, maintain stringent security and performance requirements, and integrate with over 50 complementary products, extending the value of your ecosystem. With a powerful combination of rich behavioral data and intuitive visualizations – enriched by layers of human intelligence – the world's most prominent brands rely on Clicktale to drive superior experiences worth millions of dollars.

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