CDP
CUSTOMER DATA PLATFORM
INSTITUTE

RealCDP

CERTIFICATION PREPARED FOR

Tealium, Inc.

AUDIT COMPLETION FEBRUARY 12, 2020
Recertified July 21, 2021
Recertified January 17, 2022

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CDP
CUSTOMER DATA PLATFORM
INSTITUTE

HEREBY GRANTS THIS

RealCDP CERTIFICATE 2022

PRESENTED TO

TEALIUM

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge for successfully completing a comprehensive evaluation and providing satisfactory proof that meets all qualifications set forth by the Customer Data Platform Institute.

In Witness Thereof, this Seventeenth day of January 2022.

DAVID RAAB
President, CDP Institute

2022 RealCDP CERTIFIED

VERNON TIREY
RealCDP Auditor

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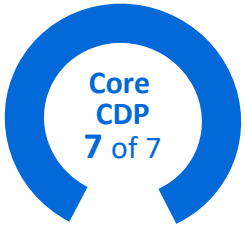
RealCDP Audit Report

Confidential Report For: **Tealium**

Audit Complete Date: 2/12/2020

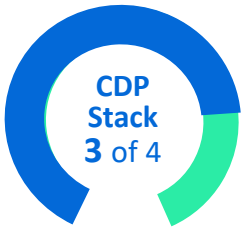


- ✔ **Ingest Data**
- ✔ **Maintain Data**
- ✔ **Store Historical Data**
- ✔ **Unified Customer Profile**
- ✔ **Privacy**
- ✔ **Share Customer Data**
- ✔ **Real Time Data Updates**

The Tealium Customer Data Hub (CDH) is a CDP that meets all core RealCDP certification requirements. CDH is made up of 5 modules: TiQ Tag Management; EventStream API Hub; AudienceStream CDP; DataAccess; and PredictML. *AudienceStream* supports B2C and B2B companies with a cloud-based (AWS), no-code SaaS platform that integrates data into a flexible and comprehensive customer profile. Data ingestion capabilities are mature and Tealium builds new integrations at no cost. *TiQ,* Tealium's IQ tag manager, is used to capture online behavior data and *EventStream* is used for API and mobile data ingestion. Data mapping is no-code, allowing non-technical users to bring new data sources into the platform. Data is stored with full detail (no time limit on storage) in S3 (semi structured) or Redshift (structured). Native matching of records is deterministic but can be enhanced with 3rd-party probabilistic offerings. Sharing of data and pre-defined audiences to external platforms is straightforward and automated. CDH supports all privacy regulatory requirements.

- ✔ **Channels Supported**
- ✔ **Data Sources Supported**
- ✔ **3rd Party Applications**
- ✔ **Real Time Processing**
- ✔ **Data Hygiene**
- ✔ **End User Training**

Tealium Customer Data Hub meets all of the CDP Enhanced requirements with best-in-class connectors and powerful real time processing capabilities. The Tealium Connector Marketplace comes with over 1,300 pre-built connectors to leading 3rd-party applications. Real time updates to profiles from online activity is native and profile data/audiences can be sent in real time to customer interaction environments to improve personalization. Data integration with most 3rd-party systems is two-way, enabling real time, bi-directional updating/synching of profiles with online and offline platforms. Pre-built profile attributes are provided OOTB and users can easily expand and customize customer profiles. Data hygiene is available for all data types including online and offline 1st, 2nd, and 3rd party data. Deployment assistance is available, and training is robust, with both on-demand training and in-person boot camps provided. A strong partner network is available for more advanced platform integration and optimization.



- ✔ **Analytics & Reporting**
- ✔ **Model Building & Scoring**
- ✔ **Personalization**
- ✘ **Journey Orchestration**

Tealium Customer Data Hub has excellent advanced machine learning (ML) analytics, delivers full Personalization, and supports but does not include Customer Journey Orchestration. Tealium *PredictML* makes it easy to create and deploy customer propensity scores. *Predict* is intuitive so that business users can create models using simple business logic and both ML and custom-built models are updated automatically. Audiences are easily created and *DataAccess* enables users to explore all data in the CDP. Dashboards with very simple reporting are available but this CDP can be easily integrated with robust BI Platforms such as Domo or Tableau. Online personalization is strong with real time updates provided to personalization and journey orchestration platforms (such as Braze) and driving personalization in 3rd-party engagement platforms (Salesforce, Marketo, Magento, etc.). Though there is no native journey orchestration tool, journey progress can be tracked.

OTHER

Tealium *AudienceStream* excels at capturing online data and updating profiles in real time. The ability to manage data is enhanced with *AudienceStream Trace*, which allows users to troubleshoot configurations and provides users with the ability to watch data processing in real time. In addition, Tealium features visual Discovery tools that track actions, audiences and visitors as they flow though various real-time processes in the platform.

SUMMARY

Tealium Customer Data Hub is a RealCDP with best-in-class data capture and data sharing capabilities for companies of all sizes. It has broad appeal across industries, with over 1,000 clients on the platform. It nicely fulfills a key promise of CDPs with an easy-to-use interface for business users. The CDH offering and fits easily into any existing MarTech stack. TiQ is recognized as a leading tag management solution and the recently added PredictML provides predictive boost to personalization/messaging recommendations, which are delivered by one of the best set of pre-built connectors in the industry.

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Tealium, Inc. Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Tealium.

Requirements fall into three categories:

- ✔ **Meets All Requirements**
- ✔ **Meets Some Requirements**
- ✘ **Meets No Requirements**

CAPABILITY	TYPE	Findings
✔ **Ingest Data**	Core CDP	Meets all requirements
✔ **Maintain Data**	Core CDP	Meets all requirements
✔ **Store Historical Data**	Core CDP	Meets all requirements
✔ **Unified Customer Profile**	Core CDP	Meets all requirements
✔ **Privacy**	Core CDP	Meets all requirements
✔ **Share Customer Data**	Core CDP	Meets all requirements
✔ **Real Time Updates**	Core CDP	Meets all requirements
✔ **Channels**	CDP Enhancement	Meets all requirements
✔ **Data Sources Supported**	CDP Enhancement	Meets all requirements
✔ **3rd Party Applications**	CDP Enhancement	Meets all requirements
✔ **Real Time Processing**	CDP Enhancement	Meets all requirements
✔ **Data Hygiene**	CDP Enhancement	Meets all requirements
✔ **End User Training**	CDP Enhancement	Meets all requirements
✔ **Analytics & Reporting**	CDP Stack	Meets all requirements
✔ **Model Building & Scoring**	CDP Stack	Meets all requirements
✔ **Personalization**	CDP Stack	Meets all requirements
✘ **Journey Orchestration**	CDP Stack	Supports but does not deliver a full featured Customer Journey Orchestration

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Directory of Audited CDP Capabilities

For a full description of CDP capabilities please see the RealCDP Audit Guide. Below is a brief description of each CDP capability reviewed in the RealCDP Certification Audit. To qualify as a RealCDP a vendor must fully support all Core CDP capabilities.

CAPABILITY	TYPE	DESCRIPTION
Ingest Data	Core CDP	Data ingestion and data capture capabilities for all data types
Maintain Data	Core CDP	Maintain and manage all required customer and demand-side data
Store Historical Data	Core CDP	Store all detailed historical and longitudinal data required by Users
Unified Customer Profile	Core CDP	Create and manage unified customer profiles
Privacy	Core CDP	Manage personal identifiers, consent & privacy management, privacy enforcement
Share Customer Data	Core CDP	Distribute and/or syndicate data wherever (and ideally whenever) needed
Real Time Updates	Core CDP	Capture, update, share, and decision data in real time
Channels	CDP Enhancement	CDP supported Channels and available Connectors to capture and distribute data
Data Sources Supported	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
3rd Party Applications	CDP Enhancement	Third Party Applications that provide, pre-integrate, and or support the CDP system
Real Time Processing	CDP Enhancement	Enhanced Real-time processing update capabilities (ideally in sub-second speed)
Data Hygiene	CDP Enhancement	Data scrubbing, filtering, standardizing, formatting, and matching capabilities
End User Training	CDP Enhancement	End User training, workshops, documentation, and educational materials
Analytics & Reporting	CDP Stack	Report building and sharing for data, program performance and customer analytics
Model Building & Scoring	CDP Stack	Model development and data scoring in support of targeting and decisioning
Personalization	CDP Stack	Customer Personalization solutions including tools, technologies, and techniques
Journey Orchestration	CDP Stack	Customer Journey Orchestration solutions for multi-touch, multi-channel marketing

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