aws marketplace

Tealium Customer Data Hub

Reviews, tips, and advice from real users

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Product Recap

Tealium Customer Data Hub

Tealium Customer Data Hub Recap

Tealium Customer Data Hub is a versatile tool acclaimed for its effective tag management, seamless data integration, accurate audience segmentation, and real-time data processing. It boosts organizational efficiency, enhances personalization, and supports dynamic decision-making, making it a vital asset for improving digital marketing efforts and data governance in various enterprises.

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Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "Tealium Customer Data Hub has been able to provide advanced segmentation that has allowed us to effectively reduce our ad spend while simultaneously increasing the quality of leads that we are generating by targeting key user groups."

Gertrude Maisha
Project Manager at UPS

- "Tealium Customer Data Hub is the real deal, and my overall rating for this product is 9 out of 10."

Yopoc Mishra
Application Engineer at Invesco

- "We have seen clients benefit significantly from centralizing, storing, cleansing, and ultimately activating first, second, and third-party data within Tealium Customer Data Hub."

BobbyJames
Software Engineer at Infosys

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"Tealium Customer Data Hub has positively impacted my organization by significantly reducing the computational power and time spent on generating extracts compared to the legacy .NET script used previously."

Deekshith Swamy

Data Engineer at Epsilon

"I really enjoy Tealium as a whole, including its tag management part and its CDP capability."

Mihai Milea

Digital Strategy Manager - Tealium SME at Indegene

"The feature I like the most in Tealium Customer Data Hub is AudienceStream CDP. It's the main product with many features, allowing us to build complex and straightforward use cases directly. Tealium Customer Data Hub is an easy tool to use. The client and server sides are user-friendly, especially the server side, including Tealium CDP, EventStream, and AudienceStream. Marketers without technical knowledge can quickly build use cases in audiences and connect them to vendor channels. No technical knowledge is required for these users. The platform offers easy integration and implementation. While technical aspects exist for building more complex use cases, a marketer can directly develop and implement use cases quicklyin the platform."

Mohammed Aaqibuddin

Senior Cdp Specialist at DigitasLBi

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"The product is super easy for anyone to learn."

Vamsi Krapa

Software Engineer at a tech services company with 1,001-5,000 employees

What users had to say about valuable features:

"Tealium differs from Google Tag Manager and Adobe Launch. It allows you to manage different environments easily. For example, you don't have distinct environments in Google Tag Manager. When you want to work on development sites, preview the changes before publishing them to a production website. In Tealium, however, you have separate environments, so you can quickly push changes to a dev environment to test everything.."

Miki Esteban López

Senior Digital Analyst at Accenture

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"Tealium Customer Data Hub comes with many features. My company also has a tag management system on the client side, and we have data enrichment and everything on the server side. On the server side, we can have different data sources, which will come from any source. We also have multiple customizable connectors. There are no restrictions on where my data can be sent. I can send it to any platform as long as I have an API key with it. The freedom to play around with the data is the key.."

Vamsi Krapa
Software Engineer at a tech services company with 1,001-5,000 employees

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"The best features Tealium Customer Data Hub offers include the promotion of pipelines from lower environments like dev to QA, the copy-paste option, and the scheduling with Cron expressions which I used to tweak the scheduling time.

The feature that made the biggest difference for my day-to-day work is the promotion between the environments from dev to QA, QA to UAT, and UAT to prod, which made my task of building different pipelines for different extracts or imports much easier.

Tealium Customer Data Hub has positively impacted my organization by significantly reducing the computational power and time spent on generating extracts compared to the legacy .NET script used previously.

After switching to Tealium Customer Data Hub and SnapLogic, profile extracts took more than two to three hours in the legacy extract, but now they only take about one hour, saving one to one and a half hours, which results in a 50% reduction in processing time.."

Deekshith Swamy
Data Engineer at Epsilon

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"The great audience-building property makes Tealium Customer Data Hub ideal for real-time marketing initiatives. It also helps us to interact with our internal tracking system and our analytics suppliers.

"Tealium iQ makes tag management super easy, especially across multiple sites, and in my experience, it is one of the best features Tealium Customer Data Hub offers. I love how it stitches data from different sources in real time, making segmentation much more accurate. The built-in consent management platform helps a lot with staying compliant and managing user preferences centrally.

"All of these features are very great because they mainly help to unify and activate client data across CRM, billing, and marketing systems, specifically tag management, real-time data stitching, and the consent management platform.

"Our personalization and targeting have improved significantly with cleaner data, showing the positive impact of Tealium Customer Data Hub. Finance and business development now get better reporting from unified client profiles. Having one place to manage tags and privacy preferences has saved us both time and trouble.."

Gertrude Maisha
Project Manager at UPS

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"The best features Tealium Customer Data Hub offers include managing customer experiences and saving money by connecting and advertising to those audiences. Some use cases include audience categorization, look-alike audiences, paid media, and segmentation.

"Out of the features of audience categorization, look-alike audiences, paid media, and segmentation, I find real-time data, data integration, and connectors most valuable in my day-to-day work.

"Real-time data with Tealium Customer Data Hub enables us to handle the customer's data in a more secure manner.

"Tealium Customer Data Hub has positively impacted my organization by resulting in higher revenue on e-commerce due to retargeting since we started using this tool.

"I have metrics about the increase in e-commerce revenue or retargeting success since using Tealium Customer Data Hub, as it has been very positive because it has helped us with setting up new clients via TIQ. It has helped us prove better return on investments for our clients with Event Stream.."

BobbyJames
Software Engineer at Infosys

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Tealium Customer Data Hub offers several best features including data collection, user segmentation, and profile stitching for a complete customer view. The data layer is compliant with HIPAA, GDPR, ISO 2701, and other standards, along with management tools for client-side data collection. Predictive analytics help anticipate customer behavior with machine learning-driven insights, and the ability to automate corresponding actions is valuable. Data access to store and analyze Tealium Customer Data Hub data at rest provides additional insights to monitor operations or audit data practices. Reporting and dashboards help visualize data for insights and support data-driven decision making, making it easy to share reports with stakeholders.

Reporting and dashboards have made the biggest difference for me, as they help visualize data for insights and allow me to share reports with our stakeholders to support data-driven decision making.

“I appreciate how Tealium Customer Data Hub stitches data from different sources in real time, making segmentation much more accurate.

“Tealium Customer Data Hub positively impacts my organization through real-time data stitching from multiple sources, which helps make data-driven decisions easily and share reports with our stakeholders. Additionally, managing tags easily and flexibly with Tealium iQ and having consent management that is actually useful across all platforms has proven beneficial.

“Our personalization and targeting have improved significantly with cleaner data, which has increased from 30 to 40 percent. Finance and business development now receive better reporting from unified client profiles. Having one place to manage tags and privacy preferences has saved us both time and trouble. .”

Yopoc Mishra
Application Engineer at Invesco

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Other Solutions Considered

"We used Adobe Launch and Google Tag Manager before using Tealium. We are a service company that services our clients. We onboarded Tealium because our client has decided to move to Tealium.."

Sugam Khokhani
Program Manager at eClerx

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"My company chose Tealium Customer Data Hub because it has guidelines intended to offer more data privacy. My company is in a sector where our user data is very important, so it should be very secure. The product comes with some security tools.."

Vamsi Krapa
Software Engineer at a tech services company with 1,001-5,000 employees

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"I don't know why my company chose the tool. I would say the decision was made during business discussions. As a technical developer, my job is to work on the platform.."

Pritam Deb
Senior Analyst at Accenture the Netherlands

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"We can track things using Qualtrics, too. We can see the statistics and conversions. However, Qualtrics does not have many leverage concepts. I have also used Usergram. We can do a lot of customization on Usergram, but it is not user-friendly. Tealium is more user-friendly and easy to use, and we can do many customizations using it.."

VenkataSuresh N.
Technical Manager at DesIDEA Software Technologies

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"Prior to using Tealium Customer Data Hub, we were using Adobe Analytics.

"I switched from Adobe Analytics to Tealium Customer Data Hub because it is best-in-class, specialized, and allows for nimble MarTech maturity.."

BobbyJames
Software Engineer at Infosys

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"I work with Google Tag Manager and Adobe in parallel with Tealium Customer Data Hub. Certain clients have certain technical stack requirements, and we adjust to those requirements. It is fine if a client absolutely wants to use just Adobe products for their tech stack. In some cases, it makes sense because they have a particular need.

For Adobe Analytics, it makes sense to use Adobe Launch for tag management and other Adobe products. Clients also get bulk prices if they get the whole thing from a single vendor. Clients will always have commercial reasons to choose one tech stack over another.

We do tell them what we believe is better, and Tealium is definitely one of our favorite tools for CDP and tag management systems. However, Tealium is a tool for enterprise. You're probably better off with Google Tag Manager if you're running a small to medium organization. It's easier to use Google Tag Manager, and you don't have any running costs. With Tealium, the costs are significantly higher.."

Mihai Milea
Digital Strategy Manager - Tealium SME at Indegene

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ROI

Real user quotes about their ROI:

"For three years, I have used Tealium. Our clients also used Tealium. Our clients have been using the tool for quite a long time. It is a reliable tool.."

Pritam Deb
Senior Analyst at Accenture the Netherlands

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"I have seen a return on investment with Tealium Customer Data Hub as we accomplished all business objectives within a short period of time, especially when it comes to our marketing department, including seamless implementation of analytics and pixels.."

BobbyJames
Software Engineer at Infosys

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"Tealium Customer Data Hub has been able to provide advanced segmentation that has allowed us to effectively reduce our ad spend while simultaneously increasing the quality of leads that we are generating by targeting key user groups. We have also been able to do this through audience suppression and look-alike audience targeting of these key user groups. It has increased our marketing strategies and has unified our customer data all in one place. It has also increased our meta ROAS leveraging Tealium audience by fifty percent. We see a twenty-five percent increase in ROAS when CAPI was implemented.."

Gertrude Maisha
Project Manager at UPS

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“Tealium Customer Data Hub is definitely worth the money for a large-scale project or very large companies. If you have a very large company that does very complex e-commerce work, you will need a smaller team of Tealium specialists to do all the setups for you compared to Google Tag Manager.

However, if you have a small company like a corporate website, Tealium is not a great choice because it will be very expensive, and your needs are very basic. You shouldn't really have to pay Tealium specialists to manage your tags on that very simple website. You're only using very standard events and hardly any important customizations.

For very large projects, Tealium always has a positive return on investment. I've never seen any companies looking to switch over from Tealium. They have considered other alternatives but quickly concluded that it's not worth switching. Those who start using Tealium will generally stay with Telium because there is no better tool for enterprise-level customers.

Tealium is very, very scalable and designed with enterprise in mind. You have, by default, multiple environments. You divide your environments into testing and production. That is done out of the box, and you have capabilities that will help you test your setups between websites.

Let's assume you have a Tealium profile on one website. You can pull your configuration from one of your other websites and test it on that website. You can do an analysis to understand how your setup behaves on a different data layer..”

Mihai Milea
Digital Strategy Manager - Tealium SME at Indegene

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Use Case

"We use Tealium Customer Data Hub for various use cases, depending on the market and different brands. For example, I work with hospitality, e-commerce, and other brands like Customer. It covers all the brands in the market. We use it for primary use cases like cart abandonment or browser abandonment, churn prediction, customer retention, purchase behaviour, and video engagement.."

Mohammed Aaqibuddin
Senior Cdp Specialist at DigitasLBi

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"My company is into CDP tools. Based on user behavior, my company chooses the next best action that needs to be done. All the data my company has, even before we had Adobe or some other different systems, needs to be tracked to know the behavior of users, which is why all the data will be dumped into Tealium. Based on the user requirement, we do what's best for marketing.."

Vamsi Krapa
Software Engineer at a tech services company with 1,001-5,000 employees

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"My main use case for Tealium Customer Data Hub at Epsilon was as an orchestration tool, where I created extracts and import jobs that were internally connected with SnapLogic pipelines.

When I compare Tealium Customer Data Hub with other orchestration or SnapLogic pipeline handling tools, I find it easy to deploy to the dev, QA, UAT, and production environments, set up, and use, thanks to the drag and drop option.."

Deekshith Swamy
Data Engineer at Epsilon

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My main use case for Tealium Customer Data Hub is to unify and activate client data across CRM, billing, and marketing systems. We manage server-side and client-side pixels for over 1,000 domains while using Event Stream to capture more data on the server side.

In my day-to-day work, Tealium Customer Data Hub integrates customer data across several platforms, making it ideal for marketing strategies purposes. However, the cost sometimes acts as a barrier to access. ."

Yopoc Mishra
Application Engineer at Invesco

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"I have been using Tealium Customer Data Hub mainly to unify and activate client data across CRM, billing, and marketing systems, as it is a very comprehensive solution. We also use it to manage server-side and client-side pixels for over a thousand domains, and we have also started using event stream to capture more data on the server-side.

"Tealium Customer Data Hub can be used with little non-coding experience, making it very user-friendly for any type of user. The connectors function consistently straight out of the box. Tealium's support system is very fast to react and offers insightful analysis.."

Gertrude Maisha
Project Manager at UPS

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"My main use case for Tealium Customer Data Hub has been to support our marketing and e-commerce efforts using Tealium Customer Data Hub, iQ, Event Stream, and Audience Stream. We have had good success in building audience profiles and feeding these to our media and email channels. Event Stream has also been excellent in providing us more visibility into online conversations. Tealium team is very innovative and great to work with.

"A specific example of how I have used Tealium Customer Data Hub for marketing or e-commerce is that the key is real-time capabilities. It is well-suited for data collection and real-time channel activation.."

BobbyJames
Software Engineer at Infosys

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

"I don't know whether it was specific to our project, but the solution's deployment was a bit difficult. A person who does not know the tool would find it a bit difficult to deploy it.."

Shashikant Waghmode
Senior Analyst at Tetrapack

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"The product's initial setup phase is very easy. You just have to put a small script in your environment, and everything is done. You can then start with all of your configurations. I would say that the setup is not difficult at all.

The solution is not deployed on the cloud.."

Pritam Deb
Senior Analyst at Accenture the Netherlands

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"There are some other people in my company who are involved with the installation process of the product, but there is nothing much in it since it is a cloud-based product that we are using through Google Chrome. The admin team takes care of the access, and I am just a developer.

The solution is deployed on the cloud. I use the tool on Google Chrome.."

Vamsi Krapa

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Software Engineer at a tech services company with 1,001-5,000 employees

"The initial setup of Tealium Customer Data Hub can be straightforward or complex, depending on the website or brand and its number of sources. For example, one website with fifty pages will be brief, and users can start with creating a data layer and data collection process, getting it started within one or two months. However, if many use cases orintegrations with other platforms are required, the timelines will be longer and more complex.."

Mohammed Aaqibuddin

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Senior Cdp Specialist at DigitasLBi

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"The solution's initial setup is not straightforward. I wouldn't call Telium a straightforward tool because it has a steep learning curve. However, once you understand its concepts and if a technical person uses it, then you will really enjoy it. The learning curve with Google Tag Manager is much smoother, but it becomes extremely complicated when you start doing complicated things.

Tealium is generally a very stable tool. There are times when Tealium struggles with data processing, just like any other provider, including Google, Adobe, or Microsoft. However, it has a pretty good notification system and very good support that will sort out these infrastructure issues very quickly.."

Mihai Milea

Digital Strategy Manager - Tealium SME at Indegene

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"The solution is deployed on the cloud. It also offers a private cloud. I've been involved in over five deployments. The ease of deployment is relative to the support the client gives. I've been a part of deployments where clients don't respond to Tealium questionnaires, don't show up to meetings, or don't provide adequate forecasting or requirements gathering.

Every headache I've encountered has always been on the client's side. It's never been on Tealium's side. The implementation is smooth sailing when clients are responsive and cooperative, work through the process, and have a good two-way communication channel. It is very easy and quick.."

Eric Blickley

Director, Digital Solutions at Epsilon

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Customer Service and Support

The support team is often quick to respond and very helpful when it comes to addressing the needs of my clients and resolving potential shortfalls or technical issues surrounding the tool.

Yopoc Mishra
Application Engineer at Invesco

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"I have contacted the solution's technical support several times. I rate the technical support an eight out of ten. The support team mostly provides crisp solutions. When we encountered an issue related to a bug, the support team provided immediate solutions. There were a few areas where the support team said that they would work on it, but it takes some time.."

Pritam Deb
Senior Analyst at Accenture the Netherlands

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"The solution's customer support is better than that of Google support services and Adobe. Tealium provides the best enterprise-level support that I've come across. The support team is very knowledgeable and generally very quick. It also depends on the relationship you build with the support team over the years. Tealium provides the top technical support you can get for an enterprise tool.."

Mihai Milea
Digital Strategy Manager - Tealium SME at Indegene

Read full review

"The customer support for Tealium Customer Data Hub is excellent because the support team is very innovative and responsive.

"I would rate the customer support for Tealium Customer Data Hub a nine out of ten because they always try to find the solution for every problem that we have.."

BobbyJames
Software Engineer at Infosys

Read full review

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"Regarding support, the Tealium Customer Data Hub team is responsive. Whenever I have any questions or need clarification, I can contact support, and they provide the resolution. Recently, they introduced three tiers of support: Basic, Enhanced, and Premium.

Previously, the Basic tier covered all support tickets, but now, more detailed assistance is included inthe Enhanced version. Essential support now only helps with activation, user, and platform access. For more in-depth help with implementation or troubleshooting, you need Enhanced support.."

Mohammed Aaqibuddin
Senior Cdp Specialist at DigitasLBi

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"The customer support people are never farther than a phone call or email. They respond very quickly. I've never had them not fix something. The resolutions are always exactly what we need. At Mattress Firm, our most important days were the holiday weekends. We had the biggest sales. One of my developers configured something incorrectly during those days. It was very easy to submit a support ticket to Tealium. Within an hour, somebody called me and had it fixed. It was on a holiday weekend. They have extraordinary support.

If we mess up something and need one of Tealium's engineers to configure it, it will come under additional support hours. It has a very good value. It's far less expensive than sorting something out ourselves. ."

Eric Blickley
Director, Digital Solutions at Epsilon

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Other Advice

"I recommend Tealium to others looking for a CDP. It offers significant benefits over competing products, particularly regarding flexibility and integration capabilities. I advise anyone considering Tealium to go for TLCDP if they need to build various use cases quickly without starting from scratch. It's very user-friendly and allows for seamless integration across different data sources. I would rate Tealium Customer Data Hub an eight out of ten.."

Mohammed Aaqibuddin
Senior Cdp Specialist at DigitasLBi

Read full review

"I recommend the tool to others, especially if they are into personalized marketing automation area.

The product is super easy for anyone to learn.

I rate the tool an eight out of ten.."

Vamsi Krapa
Software Engineer at a tech services company with 1,001-5,000 employees

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"My advice for others looking into using Tealium Customer Data Hub or a similar orchestration tool is to choose one that offers detailed control over the scheduling and building parts, preferably in a code-based manner.

Tealium Customer Data Hub is a very good tool to use as a developer. I gave this product an overall rating of 8.."

Deekshith Swamy
Data Engineer at Epsilon

Read full review

"So far, my experience with Tealium Customer Data Hub has been very good. This tool has been really helpful, as it has helped to unify data.

"According to my experience, Tealium Customer Data Hub is a great tool. I would rate it a nine out of ten because it integrates data of customers across multiple platforms, making it best for marketing strategy purposes. However, sometimes its cost acts as a barrier to access. My overall review rating for Tealium Customer Data Hub is nine out of ten.."

Gertrude Maisha
Project Manager at UPS

Read full review

"My advice to others looking into using Tealium Customer Data Hub is that it is tremendously helpful in enabling complex personalization use cases across various industries. Tealium Customer Data Hub is also very cost-effective and easy to use. We have seen clients benefit significantly from centralizing, storing, cleansing, and ultimately activating first, second, and third-party data within Tealium Customer Data Hub. This is particularly useful when a customer has use

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cases that require access to and manipulation of data from three or more sources, so it is a highly recommendable tool.

"I appreciate the reception amongst the marketing teams and the uplift provided through the personalization use cases that have been tremendously positive. I would give this product an overall rating of eight out of ten.."

BobbyJames
Software Engineer at Infosys

Read full review

Tealium Customer Data Hub has helped unify customer data, and I value reliability. It is probably best suited for larger companies that have the technical resources to maximize its potential, especially if you deal with many domains or data sources, as it is a helpful tool for acquiring customer data to manage accounts effectively through different channels.

I rate Tealium Customer Data Hub nine out of 10 according to my experience. I chose this rating because the tool has proven helpful and is very attached to revenue since it enables all other technologies to work better when you have Tealium, helping make a direct difference in value or revenue. It has also significantly improved customer experience as I have better control over understanding customer identities and preferences, directly impacting revenue and enhancing the overall experience of our clients with us.

"I highly recommend Tealium Customer Data Hub as it is very well-suited for high regulatory verticals and has an edge compared to its competitors in those spaces. It is also well-suited for marketing teams that have some IT support but not a huge technical team, allowing them to quickly implement the tool and start seeing returns quickly. Tealium Customer Data Hub is the real deal, and my overall rating for this product is 9 out of 10. ."

Yopoc Mishra
Application Engineer at Invesco

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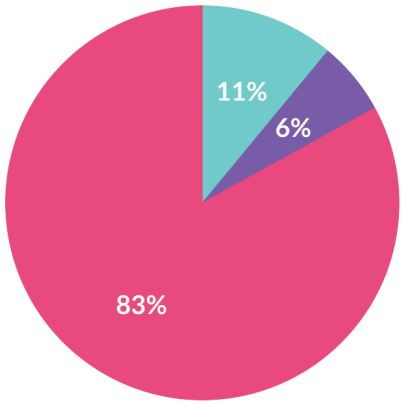
Top Industries

by visitors reading reviews

Manufacturing Company	11%
Financial Services Firm	11%
Outsourcing Company	10%
Construction Company	9%

Company Size

by reviewers



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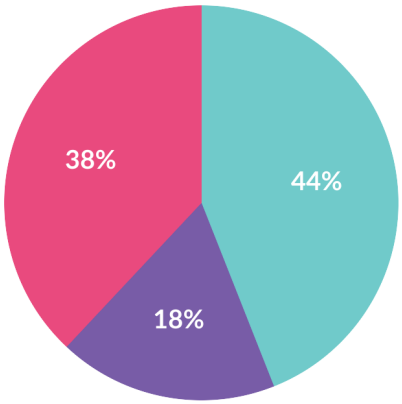

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