

# TEALIUM

## Tealium iQ Validated Integration with Oracle Commerce 11

*Tealium iQ—Enterprise Tag Management*



*Easily deploy or edit best-in-class vendor tags to help accelerate time to market and reduce web development costs.*

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[tealium.com](http://tealium.com)

### Company Overview

Tealium is the leader in real-time unified marketing solutions, helping brands integrate siloed applications and data and drive more-profitable interactions across all digital touchpoints. Tealium's open platform for tag management and data enrichment enables marketers to bring order to chaos and build better customer experiences. Founded in 2008, Tealium was recently named in the *Inc. 500* list of fastest-growing private companies in America.

### Integration Overview

The Tealium iQ tag management integration with Oracle Commerce 11 enables marketers to easily deploy and manage their tag-based marketing technology solutions without costly web development efforts. Oracle Commerce clients simply install the validated Tealium iQ system, which inserts a small snippet of code onto their web pages. After Tealium iQ is in place, you can then easily add, edit, and remove any digital marketing vendor tag through a convenient web-based interface.

By leveraging Tealium iQ, Oracle Commerce clients can increase marketing agility, improve website performance, and drive more-personalized experiences across all digital touchpoints.

The integration of Tealium iQ and Oracle Commerce enables you to:

- Improve time to launch for digital marketing campaigns
- Integrate new vendors during "code freeze" periods
- Easily perform A/B tests on digital marketing strategies or vendors
- Test-drive new vendors without long implementations
- Standardize commerce transaction data shared with all vendors
- Drive more-profitable and personalized interactions across channels

### Integration Details

Tealium creates a solid foundation for digital marketing data and provides preconfigured, turnkey integrations with more than 750 major online vendors across a number of key categories, including web analytics, personalization, affiliate marketing, retargeting, marketing automation, and many others.

Tealium is a web-based service designed to help Oracle Commerce users streamline complexity and power more-profitable cross-channel interactions.



**Validated Integration**

Oracle Commerce

**Oracle Validated Integration gives customers confidence that a partner's integration is functionally sound and performs as designed. This can help customers to reduce deployment risk, lower total cost of ownership, and improve the user experience related to the partner's integrated offering.**

## Availability

### Australia

Tel.: +612 8599 2863

### France

Tel.: +33 (0) 1 7098 3351

### Germany

Tel.: +49 408 22186462

### Japan

Tel.: +81 3 4578 9721

### Singapore

Tel.: +65 6631 8912

### United Kingdom

Tel.: +44 (0) 7771-924754

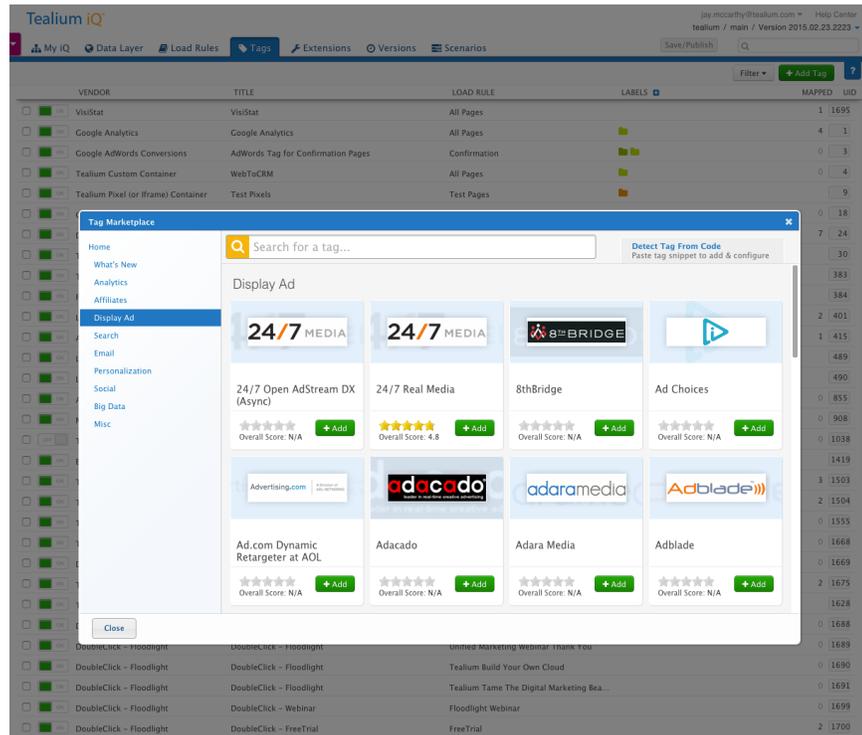
## Support

Tel.: +1 844 832 5486

E-mail: [support@tealium.com](mailto:support@tealium.com)

Features include:

- Mobile tag management and mobile app support
- Enhanced privacy and compliance features
- Reporting and alerting on data flowing to tags



Tealium iQ tag marketplace of more than 750 prebuilt integrations.

## Environment

### Tealium Environment

Tealium iQ

### Oracle Environment

Oracle Commerce 11

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