

## PRODUCT DATASHEET

# Tealium iQ Tag Management Extensions: A Toolbox for Doing More With Your Tag Data

In addition to providing traditional tag management capabilities like adding and removing marketing tags, Tealium iQ Tag Management also includes additional capabilities for data standardization, data collection, managing compliance and more through customizations known as “extensions”.

Calling Tealium iQ a “[Tag Management System](#)” doesn’t accurately capture the full value of the tool. To some, tag management only means adding and removing advertising tags from a web page. That’s certainly part of it, but tags can do more than simply communicate with 3rd party vendors. In addition to providing traditional tag management capabilities like adding and removing marketing tags, Tealium iQ also includes additional capabilities for data standardization, data collection, data cleansing, managing compliance, split testing, and more through customizations known as “extensions”.

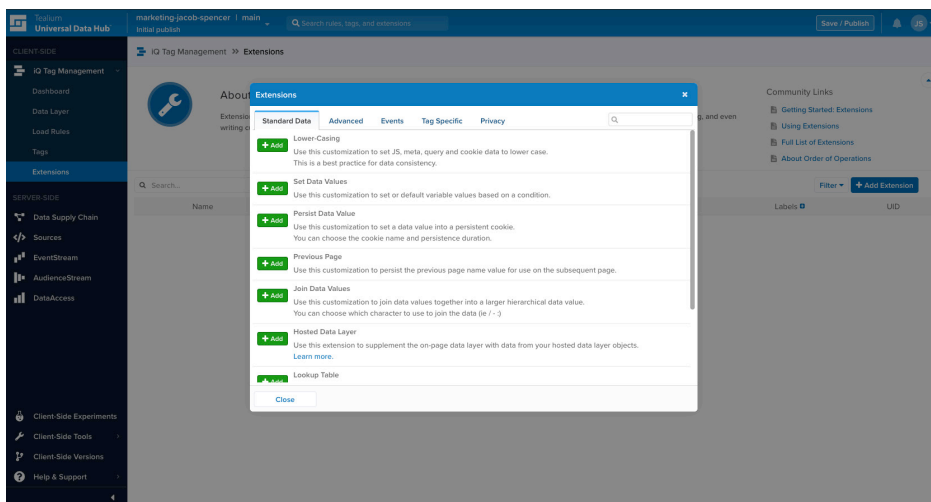
### Key Benefits

**Evaluate new technology vendors and marketing strategies** through split testing and speed time-to-market.

**Bring additional data sources to the data layer** to help create a more complete view of the customer and fuel activation strategies downstream

**Manage consent and implement privacy opt-in/opt-out features** for customers in a single solution, across all technologies.

**Optimize customer data as it’s collected** to minimize data preparation and transformation efforts.



Think of extensions in Tealium iQ as a toolbox with a variety of different tools that enable organizations to do things like update data layer variables, add advanced event tracking to a website and more all without the need for coding these functions out manually.

Extensions are available through a simple dashboard in Tealium and include over 20 pre-built extension modules. Take a deeper dive into some of our most popular extensions in this datasheet.

## E-Commerce Extension

To help keep commerce technology partners in sync, Tealium users can leverage the E-commerce extension which provides an easy way to map common E-commerce data from the data layer to individual vendors quickly and easily.

It also contains a standard data set used by many analytics, affiliate reconciliation, and revenue-based marketing tags like E-commerce tracking for Google Analytics, Adobe Analytics, and ChannelAdvisor, just to name a few.

## View-Through Tracking

Businesses are always looking to gather more data about how display advertising is influencing the customer journey. To better act on and analyze how display advertising efforts are impacting return on investment, utilize View-Through Tracking for Tealium iQ Tag Management. Similar to view-through conversion tracking, this new extension in Tealium enables users to track impression data and act on it immediately when the customer returns to the website, without requiring an actual click on the ad.

After deploying the extension organizations can begin to leverage it to track valuable insights like total impressions served to a customer, a list of the campaigns customers have been exposed to, or the specific creatives they've seen.

They can then use those insights to assist in broader initiatives like reducing wasted ad spend by understanding which creatives and campaigns are most effective, and which should be suppressed. These micro-interactions are also valuable milestones to have represented in a Customer Data Platform, like [Tealium AudienceStream](#), to build more complete profile attributes and audiences.

## Currency Converter

Use this extension to create a view of your global sales data that speaks to your business. The Currency Converter Extension allows you to convert the value of a data layer variable from one currency to another and gives you the ability to translate e-commerce transaction data into your currency of choice.

## Segmentation Extension

To decide which content and marketing strategies are creating the most value for your business, use the Split Segmentation extension. This

## Over 25 Extensions

After taking a deeper dive into some of our most popular extensions in this datasheet you can [view the Master List](#) of over 25 extensions within Tealium iQ Tag Management.

extension enables users to intentionally or randomly create new segments of website visitors and then run a simple A/B test to evaluate calls to action or personalized content.

Another way to use the Split Segmentation extension is when evaluating a new technology vendor. The extension makes this normally difficult task easy by enabling users to test the performance of different marketing technology vendors against each other so that they can quickly evaluate and choose the vendor that delivers the best results for your business.

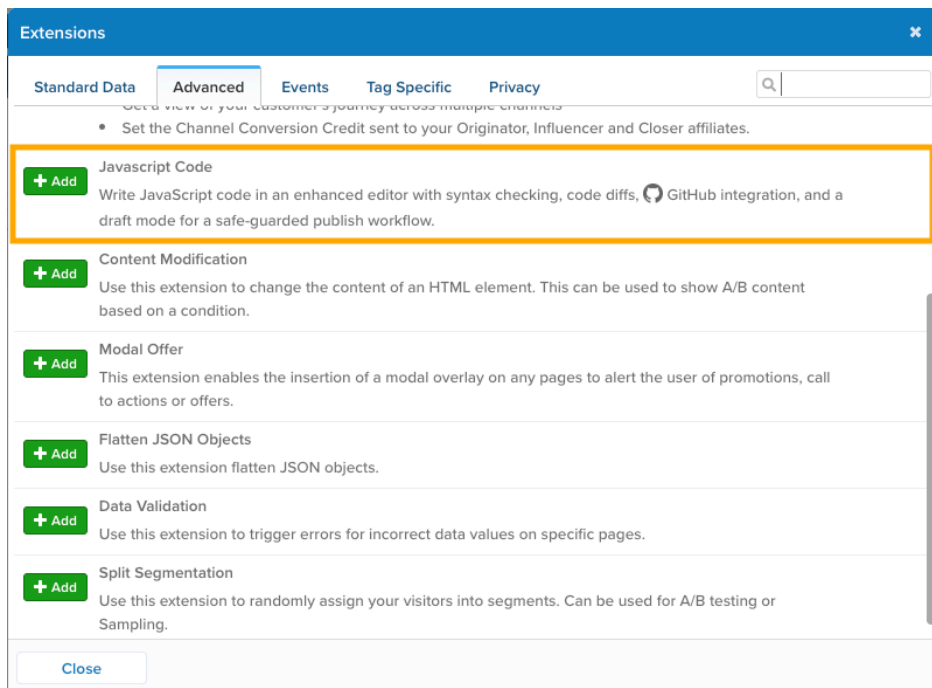
## Consent Management

With regulations like the [GDPR](#) and [CCPA](#), it is now crucial that businesses manage customer data preferences in real time and ensure those preferences are reflected across all of their tools and technologies. Using these extensions users are easily able to control how privacy options are presented to customers and present opt-in and opt-out options on a vendor-by-vendor basis.

The various Privacy Manager Extensions in Tealium iQ enable companies to stay compliant with changing regulations regarding visitor privacy and tracking.

## JavaScript Code Extension

If you don't see an extension template that fits your needs, the [JavaScript Code Extension](#) is available for implementing custom JavaScript code through Tealium iQ. This extension includes a rich code editor, the ability to create and save one or more drafts, and an advanced publish workflow to safely release your changes.



## Tealium + GitHub

Using this integration within the JavaScript extension, Tealium users will have better oversight of their entire data supply chain, simplified audience creation features, and improved functionality to leverage offline data to trigger in-store and online marketing actions.

Tealium's GitHub integration also works with the JavaScript Code extensions to create a seamless workflow between your code management process in GitHub and publishing in Tealium. This integration allows

developers to automatically sync code between the two platforms, drastically reducing errors and improving efficiencies.

Extensions in Tealium iQ Tag Management are just one way that Tealium can help organizations build a flexible data infrastructure that can reduce developer cycles and meet changing business requirements. **To learn more about extensions, visit the [Tealium Community](#) or request a custom demo to see how Tealium can address your specific challenges.**



## Collect, Enrich and Take Action On Customer Data

[Tag Management](#) | [API Hub](#) | [Customer Data Platform](#) | [Data Management](#)

Tealium revolutionizes today's digital businesses with a universal approach to customer data orchestration – spanning web, mobile, offline, and IoT devices. With the power to unify customer data into a single source of truth, Tealium offers a turnkey integration ecosystem supporting over 1,000 client-side and server-side vendors and technologies. The Tealium Universal Data Hub encompasses tag management, API hub, customer data platform, and data management solutions that enable organizations to leverage real-time data to create richer, more personalized digital experiences across every team, technology, and customer touchpoint. More than 800 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit [www.tealium.com](http://www.tealium.com).

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