

Tealium Data Maturity Report:

Data Disciple



Your Current Standing

Congratulations on advancing your data strategy. As a Data Disciple (21-27 points), you have successfully moved beyond basic tag management. You have established foundational integrations and are beginning to see a unified view of your customers across specific teams. You are proactive about data privacy and are exploring server-side solutions like Conversions APIs (CAPI). The next major leap involves breaking down remaining organizational silos.

Key Characteristics of a Data Disciple



Strategic Recommendations: Your Path to Data Leader

Dimension	Current Gaps	Action Required to Advance
Strategy & Accessibility	Orchestration is limited to specific channels or teams.	Transition to customer-centric orchestration. Implement real-time data fabrics to make insights instantly accessible across the organization.
AI & Completeness	Data is unified but not fully optimized for advanced modeling.	Prepare your data for predictive analytics by feeding unified customer profiles directly into your cloud data platforms.

Powering the AI-Driven Agentic Future

As a Disciple, you are perfectly positioned to begin feeding contextual data into AI systems. Tealium's AI data layer can help you bridge the gap between your customer data and your predictive models. By utilizing server-side integrations, you can securely stream high-quality, consented data to your analytics and AI tools in real-time, improving the accuracy of your marketing campaigns.

Technical Inspiration: Tealium in Action

- Real-Time Data Streaming to CDWs:**

Bridging the gap between raw customer data and predictive models by streaming unified customer profiles directly into cloud data platforms in real-time, rather than relying on batch uploads.
- Advanced Conversions APIs (CAPI):**

Leveraging server-side integrations to securely stream high-quality, consented data to analytics and advertising platforms, optimizing match rates and ROAS.
- Contextual Data Feeding:**

Preparing infrastructure to feed contextual customer data into basic predictive analytics tools to power initial customer-centric orchestration rather than channel-specific triggers.

Next Steps

Ready to achieve Data Leader status? We invite you to schedule a **Tealium Value Engineering Session**. Let us help you architect a real-time data fabric to connect your remaining silos and accelerate your AI initiatives.

