TEALIUM

Comparison Matrix

Tealium iQ™ vs. Free Tag Management Solutions

Comparing solutions based on capability, experience and total cost of ownership

'Why should my business pay for a tag management system (TMS) when there are free services available?'
That certainly is a valid question. There are various free tag management options available in the market today with the prevailing free solution being Google Tag Manager. While a free TMS can be a viable option, it is important to understand that "free" does not always mean "without cost."

'Free' solutions cost your business money when:
- Valuable IT resources are deferred from strategic projects to manually code and update unsupported tags
- Marketing campaigns are delayed and revenue is lost because the best turnkey integrations aren't available
- Inaccurate analytics data resulting from implementation oversights leads to bad business decisions
- Code on your website begins to slow page performance and affect conversions
- Adequate security and privacy protections are not in place

To evaluate what system is right for your business, it's important to evaluate the following critical criteria for adopting a tag management solution. Tag management systems should enable your business to move quicker, reduce costs, enable employees and ultimately empower the organization to leverage data more easily.

ORGANIZATIONAL AGILITY	Free	Tealium iQ	Notes
Time Savings - Marketing	➖	✅	When marketers can implement their own tags, they get implemented faster. Many free tools are not marketer-friendly.
Time Savings - IT	✅	✅	Spending less time on data integrations, means more time for IT to build cool stuff.
Coding Requirements	❌	➖	Free TMS solutions have a high technical bar, whereas Tealium iQ was built to be marketer-friendly, while staying developer-flexible.
Integrations Breadth	❌	✅	Free solutions try to tie you to an existing suite of products, whereas Tealium is vendor neutral with over 1000 integrations.
Build Your Own Stack	❌	✅	Over 1000 integrations in Tealium iQ means you build your stack how you want.
Time-to-Market Improvement	✅	✅	When tagging is quick and easy, products and promotions get to market quicker.

What capabilities does each system add and how well do they break down internal silos enabling wider adoption and more powerful use of data.

DATA MANAGEMENT & VISIBILITY	Free	Tealium iQ	Notes
Data Integration Capabilities	➖	✅	Tealium iQ goes beyond mere tagging to give data management capabilities.
Workflow Management	❌	✅	Workflow management tools allow organizations to break down silos and use data easier.
User Permissions	➖	✅	User permissions ensure control over data collection and delivery.
Environments	➖	✅	Flexible environments ensure smooth rollouts from staging to production.
QA Tools	➖	✅	Free TMS don't give tools to make sure your setup is working. Tealium iQ won't leave you crossing your fingers.
Performance / Tag Loading Speed	❌	✅	Tealium has been named the fastest loading tag by Ghostery, whereas free solutions have ranked among the slowest tags.

Availability of features and services to address privacy and security regulatory concerns such as GDPR, HIPAA, PCI, and others.

SECURITY AND PRIVACY COMPLIANCE	Free	Tealium iQ	Notes
Data Security	✔	✔	Critical at a time of increasing data regulations.
User Privacy Controls	✖	✔	Free tools don't have functionality to help you manage user data preferences.
Data Governance Capability	⊖	✔	Free TMS may give you a central view of your tags, but you don't get robust visibility into data flow.
Consent Management	✖	✔	Free tag management solutions do not provide over-arching consent management features critical to meeting privacy regulations.
Geo-based Data Management	⊖	✔	TiQ comes with pre-built features and a user interface to route and store data per geographic requirements, whereas free systems require custom solutions.
Vendor-Level Data Control	⊖	✔	Free systems have limited integrations and lack consent management, handicapping efforts to control data practices across the tech stack.

How easy is it for customers of each system to get the timely support needed to make the most out of the product.

SUPPORT	Free	Tealium iQ	Notes
Customer Support	✖	✔	Tealium offers customer support access 24/7 versus free tools that might only offer email support with slow response times.
User Community	⊖	✔	Free tools have large communities, but content quality is suspect. Tealium's community is made up of active users and is moderated for quality.
SLA Protection	✖	✔	All Tealium clients are protected by a service level agreement that free tools don't offer.

What is the cost of ownership for each system as it relates to resource investment and subscription costs.

COST	Free	Tealium iQ	Notes
Product Cost	✔	⊖	Free tools do provide some benefit at a price that can't be beat, but "free" does not mean "without cost."
Cost of Ownership	⊖	✔	When considering employee enablement advantages allowing marketers to launch tags and quicker IT deployment, Tealium iQ offers strong ROI.

Don't Forget Downstream Impact: Full Stack Integration Capability

Furthermore, as Tag Management Systems are front-line collectors of customer data, it's essential to consider the potential downstream impact and flexibility to use that collected data across the organization's tech stack. As part of a fully and natively integrated Universal Data Hub, the Tealium iQ Tag Management System is ideally positioned to extend the value of collected data with a fully integrated and vendor-neutral approach.

About Tealium

Tealium revolutionizes today's digital businesses with a universal approach to managing the ever-increasing flows of customer data - spanning web, mobile, offline and Internet of Things devices. With the power to unify customer data into a single source of truth, combined with a turnkey integration ecosystem supporting more than 1,000 vendors and technologies, Tealium's Universal Data Hub enables organizations to leverage real-time data to create richer, more personalized digital experiences across every channel.
For more information, visit www.tealium.com.

Tealium has offices worldwide. Phone numbers and addresses are listed on the Tealium web site at tealium.com/contact.

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