

# Tealium Delivers Tag Management Extension for hybris Extend Marketplace

Contributed by Tealium  
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Streamlines deployment of leading tag management solution for hybris customers

Tealium , the leader in enterprise tag management and real-time unified marketing solutions, today announced the availability of the Tealium tag management extension for hybris , an SAP company and the world's fastest-growing commerce platform provider. The Tealium tag management extension streamlines the deployment of the leading enterprise tag management solution, Tealium iQ •, and enables faster, more agile digital marketing initiatives.

Available in the hybris Extend marketplace, the Tealium tag management extension enables a turnkey tag management deployment option for hybris customers, delivering a host of business and technology benefits. Tag management brings together disparate marketing applications by providing a single, master tag to control other tags and establishes a unified data layer that results in a common, standardised data language between tag-based digital solutions. With this streamlined implementation, and the power of the data layer, marketers can gain more relevant customer insights, allowing them to take more intelligent actions, ultimately resulting in enhanced customer engagement and higher conversion rates.

"The data layer is a foundational element of the digital marketing stack, and our goal at Tealium is to enable as many organisations as possible to realise the benefits associated with it," said Mike Anderson, CTO of Tealium. "Our extension for hybris not only provides a turnkey tag management solution for joint customers, but allows them to more efficiently leverage their technology investments, which is key to developing and executing more impactful digital marketing initiatives."

"We are pleased to feature the Tealium tag management extension on hybris Extend," said Patrick Finn, senior vice president of global channel and partnerships at hybris. "This integration will help joint customers manage third party applications and services working with the hybris platform."

hybris Extend is an online integration marketplace, giving customers access to best-of-breed applications and extensions developed by hybris partners and optimised to work with the hybris Commerce Suite.

Customers interested in the Tealium tag management extension for hybris can visit the Tealium listing in hybris Extend for additional detail. For more information on Tealium, visit [www.tealium.com](http://www.tealium.com) .