Tealium Announces $30.7 Million of Additional Growth Financing

Contributed by Tealium
Wednesday, 18 February 2015
Last Updated Wednesday, 18 February 2015

Company to extend global leadership position, accelerate innovation in streamlining the digital data supply chain and delivering 360-degree customer insight, in real time, to all applications within the enterprise
Tealium, the leader in enterprise tag management and real-time unified marketing solutions, today announced the company has closed $30.7 million in Series D financing. The round was led by the pioneering data and analytics investment team at Georgian Partners, complemented by a major investment from Bain Capital Ventures. Current investors Battery Ventures, Tenaya Capital, and Presidio Ventures also participated.
Â
This announcement follows the recent news of a record 2014 for Tealium, highlighted by organic sales growth of 138 percent year over year and the addition of over 200 diverse organisations to the companyÂ¹s rapidly growing, global customer base. This round of funding will allow the company to continue to expand operations both domestically and internationally, and accelerate product innovation in delivering actionable, omnichannel data across the enterprise based on real-time customer intelligence.
Â
"Tealium's mission is to help our customers grow their businesses by capturing and serving up real-time, 360-degree customer insight to all of their enterprise applications," said Jeff Lunsford, CEO of Tealium. "We believe companies that will thrive in the world of the demanding, omnichannel consumer are those who can gather customer intelligence in real time, and use that intelligence to provide more relevant experiences for their customers."
Â
"Georgian Partners, with their deep history in analytics and data platforms, share both our heritage and our vision of building a real-time data supply chain," he added. "And Bain Capital, with their experienced team, global footprint, and history of investing in transformational companies, is an ideal partner as we scale Tealium worldwide and integrate our platform more deeply into enterprise business intelligence and data warehousing solutions."
Â
Justin LaFayette, Managing Partner and Co-founder of Georgian Partners, will be joining TealiumÂ¹s board of directors.
Â
"Tealium delivers one of the greatest assets available to an organisation: actionable, first-party data," said LaFayette. "The power of owning your data, collecting and enriching that data in real time, and then using it to take relevant, immediate action is unparalleled. Tealium's capabilities turn data into insights Â¬ a foundational element of applied analytics Â¬ and with their strong growth, we are excited to add them to our portfolio and partner with them on this journey."
Â
"Tealium has a strong competitive advantage in being a truly real-time data engine, and the demand for their capabilities in enabling a data-driven enterprise has never been higher," said Salil Deshpande, Managing Director of Bain Capital Ventures. "We look forward to partnering with Tealium in the next phase of their growth, and playing a key role in driving a transformation in the way that companies more intelligently interact with their customers in this data-rich, omnichannel world."
Â
For more information on Tealium and the companyÂ¹s unified marketing solutions, visit www.tealium.com .Â Â