

Rogerwilco to use Tealium's customer data platform

Full-service digital marketing agency Rogerwilco will be making use of Tealium's customer data platform (CDP). The agency intends on using the CDP to drive improved customer understanding and increased campaign success.

A CDP allows companies not only to gather data but also track, monitor, analyse and understand everything about their customers' online activity.

For more, visit: <https://www.bizcommunity.com>