ToolGPA

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Tealium

The Insider's Guide

Enterprise customer data platform with tag management and consent



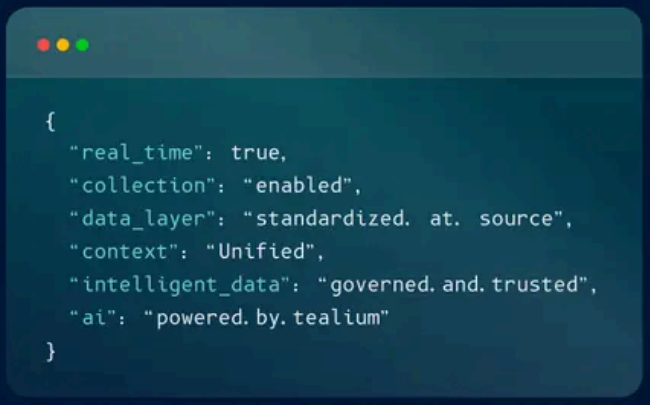
Every plan, grade, refund rule and rival among website and product analytics tools, read from Tealium's own pages.

Made by Tealium · checked Nov 13, 2026 · toolgpa.com

1.8
GPA

TEALIUM

Make Customer Data Your Most Strategic Asset



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Tealium's own pages, its app-store listings and our grades. Every fact in it is on Tealium's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 8 of the 100 other website and product analytics tools we grade

Tealium is a customer data orchestration platform for large organizations. It collects events from web, mobile, server and offline sources, resolves identity into unified profiles, applies consent rules, and activates the data in warehouses, marketing channels and AI services. Its older products include tag management, an API hub and a mobile SDK. Pricing is not published; buyers start with a demo.

To get you started, here are **7 things to know about Tealium**, taken from its own pages and our grades.

> **It is sold by demo to large companies with no price shown and no trial, and it is data infrastructure rather than a reporting tool.**
>
> From our report card of Tealium

1 **Best for enterprise customer data collection and activation**

Tealium collects events from web, mobile, server and offline sources and builds unified profiles that go out to your other tools.

2 **It runs on Web**

Web.

3 Data collection

Captures events from web, mobile, server-side, API, IoT and offline sources through one data layer, with schema validation and consent applied at capture.

4 Identity and unified profiles

Resolves identity across devices, sessions and channels into a persistent profile, with audiences that recompute as new signals arrive.

5 Warehouse activation

Activates modeled data from Snowflake, Databricks, BigQuery or Redshift without first loading a copy into Tealium.

6 A 1.8 GPA, above 8 of 100

That is against the other website and product analytics tools we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

To replace Tealium you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Tealium at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Tealium	CATEGORY Website & Product Analytics
OUR GRADE 1.8 GPA, weak	

The report card

Best for enterprise customer data collection and activation

Tealium collects events from web, mobile, server and offline sources and builds unified profiles that go out to your other tools. It is sold by demo to large companies with no price shown and no trial, and it is data infrastructure rather than a reporting tool.

TOOLGPA REPORT CARD **Tealium** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; buyers are routed to a demo, so it sits in the middle until a quote exists.
Free plan and trial	F	No free plan or self-serve trial is mentioned on the pages read.
Features	C	Collection, identity, warehouse activation, consent rules and AI links, but not the report and dashboard side of analytics, which the listing calls out.
Ease of use	C	No store rating on record. It is built for enterprise teams and needs a data layer and implementation.
Platforms and integrations	B	Web, mobile, server, API and IoT sources, with Snowflake, Databricks, BigQuery, Redshift, AWS Bedrock and OpenAI listed.

Grade point average Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Tealium is for

- ✓ Fits if you are a large company with several data sources to join up
- ✓ Works for teams that need consent enforced at capture

Who it is not for

- ✕ Skip it if you are a small team, as the pages are written for enterprises
- ✕ Not for you if you want a price up front, as none is published
- ✕ Not for you if you want a trial, as none is mentioned
- ✕ Too light for report-and-dashboard analytics, because this is data infrastructure

Good to know

Good for

- ✓ Large enterprises that need governed customer data across many channels
- ✓ Teams that want to activate data from an existing cloud data warehouse
- ✓ Organizations that need consent enforcement and compliance reporting

Worth knowing

- ⓘ No prices are published; the site routes buyers to a demo, so cost is unknown until a quote.
- ⓘ The site describes the product for enterprises (it cites 850+ enterprise customers), not for small teams.
- ⓘ No free plan or self-serve trial is mentioned on the pages read.
- ⓘ It is a data infrastructure platform rather than a report-and-dashboard analytics tool.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Tealium's current pricing could not be confirmed from its own site.

> **No price is published; buyers are routed to a demo, so it sits in the middle until a quote exists.**
>
> From our grade for value for money

We could not confirm Tealium's current prices from its own site, so this guide lists no plans. tealium.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Enterprise customer data platform with tag management and consent. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation.

> **Web, mobile, server, API and IoT sources, with Snowflake, Databricks, BigQuery, Redshift, AWS Bedrock and OpenAI listed.**
>
> From our grade for platforms and integrations

Data collection

Captures events from web, mobile, server-side, API, IoT and offline sources through one data layer, with schema validation and consent applied at capture.

Identity and unified profiles

Resolves identity across devices, sessions and channels into a persistent profile, with audiences that recompute as new signals arrive.

Warehouse activation

Activates modeled data from Snowflake, Databricks, BigQuery or Redshift without first loading a copy into Tealium.

Consent enforcement

Consent travels with each event, and central rules block activations that lack permission. The site cites SOC 2, ISO 27001, ISO 27018 and HIPAA BAAs.

AI integrations

Sends consented event streams to AWS Bedrock, Vertex AI, OpenAI and SageMaker, and lets agent frameworks query profiles through MCP.

Where it runs

Web

What it works with

Snowflake
Databricks
BigQuery
Redshift
AWS Bedrock
Vertex AI
OpenAI
SageMaker

Tealium is made by Tealium.

Where it stands

Its grades against its category, and whether to keep it or make your own

8/100

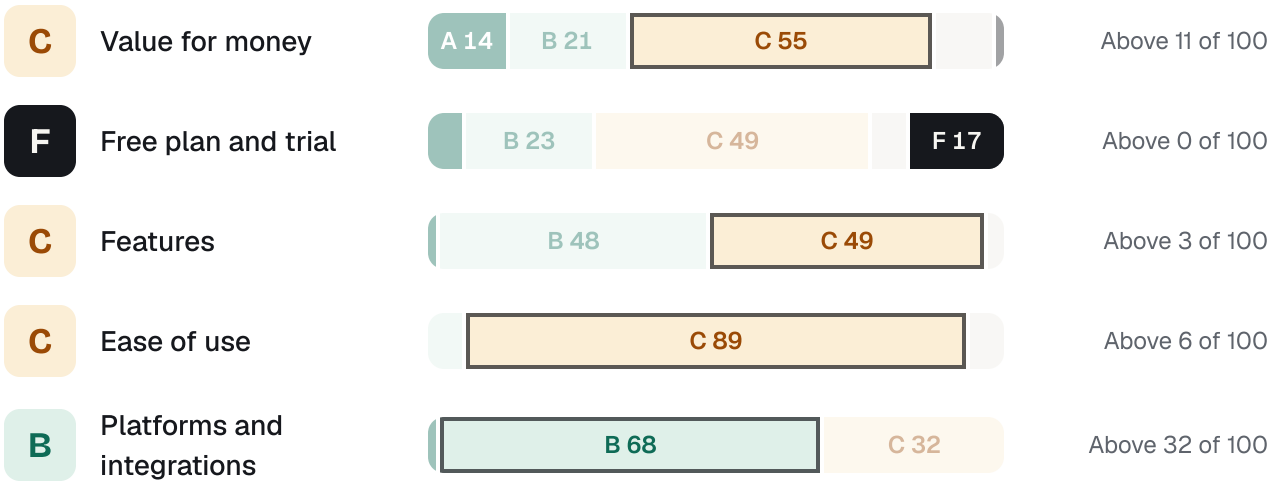
Other website and product analytics tools it is graded above

Tealium's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

It stands best on platforms and integrations (B, above 32 of 100) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Tealium's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Tealium you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 83 of the 100 other website and product analytics tools grade higher.

What you could not

- ✕ Email sent in volume that still reaches the inbox.
- ✕ It plugs into other products, Snowflake, Databricks and BigQuery among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ What a company asks for before it lets staff use something: SOC 2 and HIPAA.

What this rests on. Tealium's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Segment, RudderStack, Snowplow, Piwik PRO and Freshpaint

The 5 tools Tealium is most often weighed against, with where each one differs from it.

2.4 GPA

Segment

Free trial

Customer data platform from Twilio that collects and routes events.

- Tealium also covers marketing automation.
- Segment also covers workflow automation.

Tealium and Segment compared in full

2.6 GPA

RudderStack

Free plan · from $265/mo

Customer data platform that collects events and sends them on.

- RudderStack has a free plan. Tealium does not.
- RudderStack is self-hostable, according to its own site.
- Tealium also covers marketing automation.

Tealium and RudderStack compared in full

2.2
GPA

Snowplow

Free trial

Event data collection pipeline for your warehouse and AI agents.

- Snowplow is self-hostable, according to its own site.
- Tealium also covers marketing automation.
- Snowplow also covers dashboards and web analytics.

Tealium and Snowplow compared in full

2.2
GPA

Piwik PRO

Free trial · from €36/mo

Privacy-focused analytics suite with tag and consent management.

- Tealium also covers marketing automation.
- Piwik PRO also covers reports, dashboards and web analytics.

Tealium and Piwik PRO compared in full

1.8
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Freshpaint

Paid

Privacy-focused marketing data and analytics for healthcare.

- Tealium also covers marketing automation.
- Freshpaint also covers reports, dashboards, web analytics and session replay.

Tealium and Freshpaint compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

11

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Tealium free?

No. Tealium is a paid product.

What platforms does Tealium work on?

Tealium is available on Web.

Does Tealium have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Tealium is listed for Web.

Does Tealium have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Tealium is listed for Web.

Is Tealium open source?

Tealium is not described as open source on its own site, as read on Nov 13, 2026.

Does Tealium have an API?

Yes. Tealium offers a public API, according to its own site.

What does Tealium integrate with?

Tealium's listing names Snowflake, Databricks, BigQuery, Redshift, AWS Bedrock, Vertex AI, OpenAI and SageMaker.

Who makes Tealium?

Tealium is made by a company of the same name.

What are the alternatives to Tealium?

The closest alternatives to Tealium in our directory are Segment, RudderStack, Snowplow, Piwik PRO and Freshpaint.

How does Tealium compare with other website and product analytics tools?

Tealium's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

Could I make my own version of Tealium?

To replace Tealium you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Tealium's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Tealium's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Tealium. Prices change, so check tealium.com before you buy.

tealium.com/
tealium.com/company/
tealium.com/platform/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Tealium, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/tealium

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Tealium: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/tealium
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Know someone choosing between website and product analytics tools?

Send them this guide: toolgpa.com/tools/tealium/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Tealium, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 101 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

3.4 GPA

Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Tealium's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Tealium is a trademark of its owner, and this guide is not made, paid for or approved by Tealium. Prices and plans change: check tealium.com before you buy.