



## Tealium partners with The Lumery to Optimise the MarTech Ecosystem for Vocus Communications

MarTech specialists unite to build capability and deliver business growth by connecting people, process, data, and technology.

Sydney, Australia – X September, 2018 – Tealium, the leader in realtime data orchestration solutions, and The Lumery, a full-service customer experience agency, have partnered to bring to life the vision of a full MarTech ecosystem for Vocus Communications.

Vocus recognised a huge opportunity for growth through the digitisation of their consumer brands. As such, Vocus has begun the process of Digital Transformation, partnering with Tealium and The Lumery to spearhead both their new customer acquisition and customer retention/upsell strategies.

Vocus Communications selected the Tealium Universal Data Hub to help them orchestrate their customer data and looked for a services partner that understood the full MarTech ecosystem that could enable their vision to come to life.

According to Stu French, General Manager of Digital at Vocus Communications, The Lumery and Tealium partnership is a “critical strategic enabler for the data-led and customer-led transformation of its consumer business”.

“The Lumery’s hugely collaborative and educational engagement style, coupled with Tealium’s world-class product suite and delivery capability, has seen us reach market with our first Tealium deployment inside 12 weeks, which is a testament to how immediately effective the partnership is. Compounding this, the breadth, quality, and actionability of our data has already doubled and we’re only just getting started.”

As cited in a recent report from CMO, less than half of Australian marketers realise the benefits from their MarTech investment. According to The Lumery Managing Director, Rajan Kumar: “If the technology acquired by a brand is not being utilised to its full potential, it’s often replaced; hence The Lumery’s approach to building capability around people, process, data, and technology is helping brands achieve business outcomes and thereby build a business case for continued investment in the technology.”

Rajan states: “At The Lumery, we’re not just helping customers deliver amazing experiences through digital channels, we’re focused on solving core strategic challenges through our industry-leading expertise. This is fundamental to any organisation who is serious about digital transformation and connected experiences.

“Tealium represents a company that is aimed at also solving these challenges from a technology standpoint. The partnership is an outcome of two organisations sharing a common view of the modern customer experience, and the capability required to deliver on it.”

Tealium ANZ Managing Director, Eyal Mekler, commented: “The Lumery’s vendor-neutral approach is refreshing because it empowers brands with unprecedented transparency and capability. What really matters to Tealium is delivering tangible results for our customers, which is why partnering with The Lumery was key in helping realise the visions of Vocus Communications.”

### About Tealium

Tealium revolutionises today’s digital businesses with a universal approach to customer data orchestration – spanning web, mobile, offline, and IoT devices. With the power to unify customer data into a single source of truth, Tealium offers a turnkey integration ecosystem supporting over 1,000 client-side and server-side vendors and technologies. The Tealium Universal Data Hub encompasses tag management, API hub, customer data platform, and data management solutions that enable organizations to leverage real-time data to create richer, more personalised digital experiences across every team, technology, and customer touchpoint. More than 800 businesses worldwide trust Tealium to power their customer data strategies. For more information, visit [www.tealium.com](http://www.tealium.com).

## About The Lumery

The Lumery is a specialist MarTech agency that builds capability and delivers business growth by connecting people, process, data and technology. Leading brands partner with The Lumery to optimise their digital strategy, connect technology and achieve a competitive advantage through measurable business outcomes. Founded in 2017, The Lumery is headquartered in Melbourne, Australia.

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