

Preparing for the Agentic Future

GSK

Epsilon®



Alan Ochoa
Director, Product Mktg. &
Advertising Technologies
GSK



Eric Blickley
Director Digital Solutions
Epsilon

CDP's Role in True Omnichannel Environment



Personalization for the Individual (Not Just Audience)



Dr. Smith

- Uses Mobile, Tablet and Desktop
- High email click-through rate
- Optimal Channel(s): **E-mail**



Dr. Johnson

- Uses Mobile exclusively
- Low email click-through rate
- Frequent social media user
- Optimal Channel(s): **Social/SMS**

Preparing for the Agentic Future Evolution from Batch to Real-Time



Batch

- Manual and ETL-generated CSV files ingested from S3 buckets
- Data refreshed daily/weekly/monthly
- Target lists vs individual records
- Delayed results analysis

Real-Time

- Native connectors from Tealium's Marketplace + custom APIs
- Data refreshed and sent in real-time (deltas)
- Individual records
- Real-Time feedback loop

The Evolving Role of the Marketing Strategist



Then

- Ideation separate from tech teams / developers
- Filling out complex Business Requirements Docs
- Time consuming back-and-forth process



Now

- AI-assisted, user-friendly wizards
- Directly creating audiences / rules with easy UI - not requiring technical expertise
- Significantly faster and more accurate E2E campaign development

Frequent Website Visitors ▾

Frequent Video Watchers

Frequent PDF Downloaders

Frequent Website Visitors

Real-Time Feedback Loop Between CDP and Agents

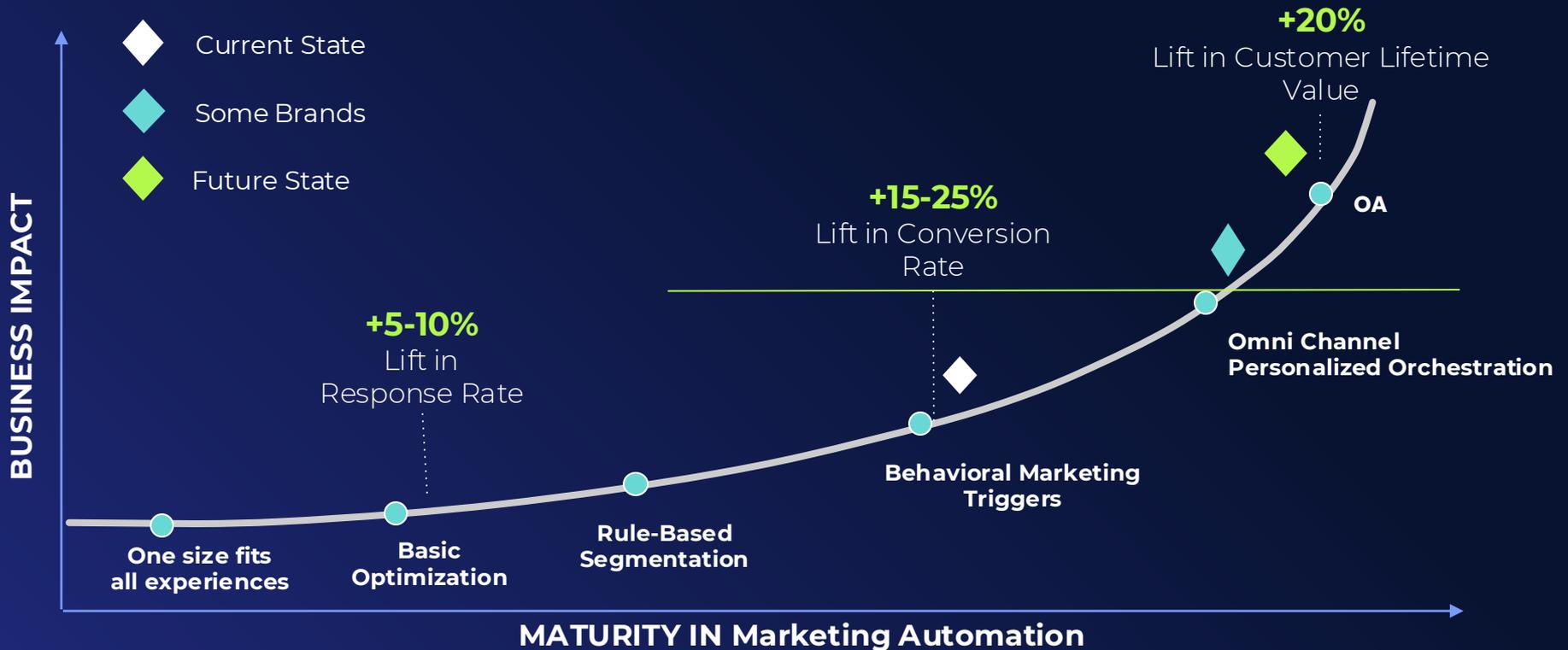


AI Agents

DATA FEEDBACK LOOP

Marketing Automation Maturity Curve with CDP

GSK is establishing a new **Baseline** for Omnichannel powered by CDP, connected across ALL GSK channels



Building a CDP is a data intensive effort to bring together your most important and relevant data for Real Time activation

- ✓ Real Time Omnichannel activation
- ✓ Custom Data Layer (that can then be leveraged to scale to other brands)
- ✓ Custom Attributes within the Data Layer required to then build audiences in the CDP in real time or Activate downstream

Eventually, we need all three to enable **personalization** at scale.

Global CDP and AI Agent Adoption



Benefits Realized



Health Care Professional Privacy



DR. GREEN



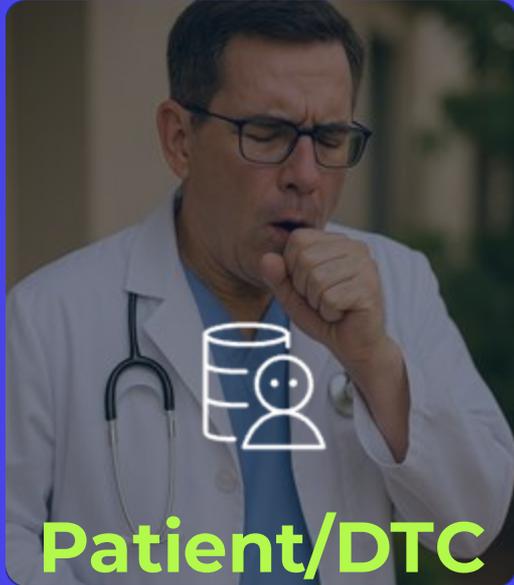
BATMAN

HCPs have private lives and are themselves patients.
GSK uses Tealium to keep their professional and personal lives separate.

Narrative: Surgeon Experiencing COPD Symptoms



Separate CDP Profiles



Utilizing the Personal Information Attribute Flag



gsk.customer_email

Visitor | String

Properties

Title

gsk.customer_email

Notes

Write your notes here...

Restricted Data



Check the box if this Attribute includes a visitor's personal information. [Learn more about Restricted Data](#)

AudienceDB



Check the box to make this Attribute available to AudienceDB. [What is AudienceDB?](#)

Tealium Collect: Consent Management

This site uses cookies and similar technologies (collectively, "cookies") to enhance your website experience and track the site's performance. Strictly necessary cookies are automatically enabled. By selecting "Accept All" you agree to our use of all cookies in accordance with our [Privacy Notice](#). Select "Customize" to manage your cookie preferences, including information on how to opt out of the sale or sharing of your information.

ACCEPT ALL

REJECT NON-ESSENTIAL

CUSTOMIZE

This site uses cookies and similar technologies (collectively, "cookies") to enhance your website experience and track the site's performance. Strictly necessary cookies are automatically enabled. By selecting "Accept All" you agree to our use of all cookies in accordance with our [Privacy Notice](#).

Managing Privacy Options

OPT OUT OF SALE AND SHARING OF INFORMATION

Your state law may allow you the right to opt out of the sale or sharing of your personal information for targeted advertising. You may opt out of such sale or share via the toggle available to you for "Targeting Cookies," and selecting the "Confirm my choices" button below. To limit sale or sharing of your information for targeting advertising offline, please see the "Cookies and Targeted Advertising Choices," section in the [Privacy Notice](#) and submit the required form.

+ Strictly Necessary Cookies	Always Active
+ Performance Cookies	<input checked="" type="checkbox"/>
+ Targeting Cookies	<input type="checkbox"/>

CONFIRM MY CHOICES

Tealium Collect: Consent Management

Accepts All Cookies

The screenshot shows the Tealium Collect interface with a status bar at the top indicating: 1 event received, 0 audiences joined, 0 audiences left, 2 actions triggered, 0 actions failed, 1 function triggered, and 0 functions failed. The main content area displays a list of events:

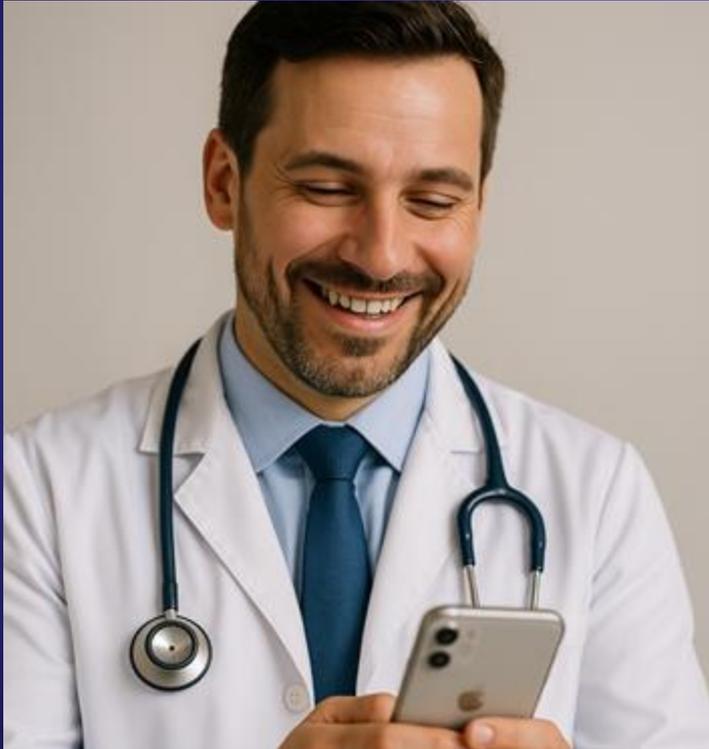
- 9:57 PM ✓ AudienceStream: Action(s) Without Cooldown Group: No Actions Triggered
Looked through all of the feeds to see which ones this visitor belongs to.
<https://testing.tealium.com>
- 9:57 PM ✓ AudienceStream: Cooldown Group: **Default** : No Actions Triggered
Looked through all of the feeds to see which ones this visitor belongs to.
<https://testing.tealium.com>
- 9:57 PM ⚙ Visitor Did Not Join Or Leave Any Audience
Looked through all of the audiences to see which ones this visitor belongs to.
<https://testing.tealium.com>
- 9:57 PM 👤 Enriched Visitor Profile
Enrichments and rules were evaluated on the visitor profile.
<https://testing.tealium.com>
- 9:57 PM ✓ AudienceStream: Action(s) Without Cooldown Group: No Actions Triggered
Looked through all of the feeds to see which ones this visitor belongs to.
<https://testing.tealium.com>
- 9:57 PM ✓ AudienceStream: Cooldown Group: **Default** : No Actions Triggered
Looked through all of the feeds to see which ones this visitor belongs to.
<https://testing.tealium.com>

Opts Out of Targeting Cookies

The screenshot shows the Tealium Collect interface with a status bar at the top indicating: 0 events received, 0 audiences joined, 0 audiences left, 0 actions triggered, 0 actions failed, 0 functions triggered, and 0 functions failed. The main content area displays a single event:

- Trace Started

Real-Time Use Case: SMS Speaker Program Reminders



Enrollment Website



Vendor



Tealium CDP



SFMC



SMS Deployment

“Raising the Stakes” Magic Johnson Campaign

- Site includes 4 videos ~2 minutes each
- Goal from brand (Arevxy) for max interaction with all 4 videos

Campaign led to **>700%**
increase in video completions
and **>1** video watches!

Raising the Stakes With Earvin “Magic” Johnson

EARVIN “MAGIC” JOHNSON HIGHLIGHTS THE RISK RSV MAY POSE TO OLDER ADULTS WITH DR. LEN FRIEDLAND

Earvin “Magic” Johnson is one of basketball’s all-time greatest players—and that’s just one facet of his extraordinary career.

Mr. Johnson is also renowned for his advocacy, creating opportunities in communities of color and serving as a powerful voice for increased understanding of RSV.

- ▼ **ONE-ON-ONE:** Highlighting the risks of RSV for older adults
- ▼ **FAST BREAK:** Understanding RSV and underlying conditions
- ▼ **FULL-COURT PRESS:** Emphasizing the importance of vaccinations in communities of color
- ▼ **GAME TIME:** Having effective conversations about RSV with patients



Len Friedland, MD

VP and Director of Scientific Affairs & Public Health at CDR

Earvin “Magic” Johnson

Compensated by CDR for his participation in this program



[Video transcript](#)

ONE-ON-ONE

In this introductory video, Earvin “Magic” Johnson displays his skills on the court while Dr. Friedland reminds us of some key points about RSV. Using a basketball analogy, Dr. Friedland relays that RSV is a common and contagious virus that usually causes mild, cold-like symptoms but can pose a risk of hospitalization and death for adults aged 60 years and older.¹⁴



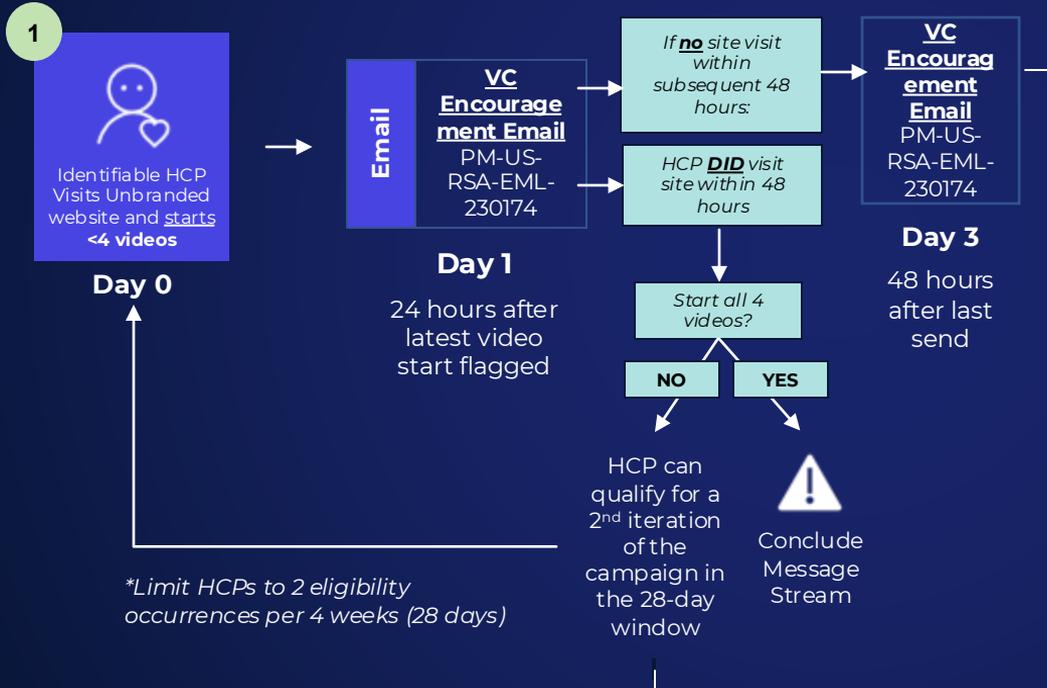
FAST BREAK

Earvin “Magic” Johnson and Dr. Friedland set the shot clock to 60 seconds for a rapid-fire overview of the risk severe RSV infection poses for patients with certain underlying conditions, such as asthma, COPD, and congestive heart failure.⁵

Campaign Overview

Support the launch of the unbranded Mr. Johnson & Dr. Len Campaign driving HCPs to consuming video content

~By~ Encouraging HCPs to engage deeper on site (video content)



*Limit HCPs to 2 eligibility occurrences per 4 weeks (28 days)

If after 24 hours, the last action was:

	Clicked Play
Video 1	1
Video 2	1
Video 3	1
Video 4	

Dependency:

- DMD AIM / Tealium IQ // # of identifiable HCPs on site
- Site Event/Action level tagging is in place

Wrapping It Up

**Transition
to Real-Time
Systems**



**Prepare for
AI Agents**

**Ensure Consent
and Privacy**



Thank You!

