



The Future of AI, Data & Tech

**Real-Time Customer Data & AI:
Lessons from the World's Leading Brands**

Foreword

In March 2026, Digital Velocity London brought together the world's most innovative brands to answer one question: How do you turn data into a real competitive advantage in the age of AI?

This ebook distills the insights from those sessions, moving beyond the hype of generative AI to the practical reality of the "Agentic Era." As we explored throughout the event, AI is only as smart as the context you give it. Without a foundation of real-time, high-quality, and consented data, even the most advanced models deliver mediocre experiences.

You will find the blueprints used by leaders like LALIGA, BBVA, Radisson and many more to bridge the gap between data and action. We dive into the evolution of the AI Data Layer, the rise of Agent Engine Optimisation (AEO), and the technical shifts, like AI at the Edge, that are making instant personalisation a reality.

The technology is no longer the bottleneck; data readiness is. The brands winning today aren't waiting for the future, they are building the real-time data foundation to power it.

We hope to inspire you to build a data strategy that is not just intelligent, but truly transformative.

Merinda Hillier | VP Marketing Tealium EMEA



Executive Summary

Digital Velocity London 2026 brought together 700+ leaders to address a critical reality:

AI is only as smart as the data context it is given.

The event focused on moving beyond AI hype to build a "clean, consented, and real-time" foundation for the Agentic Era.

- **The AI Data Layer:** Transitioning from passive data storage to "Context Orchestration," where real-time data fuels instant AI decisioning.
- **Operational Readiness:** Success with AI is an alignment problem, not just a tech problem. Brands like Zooplus and SNCF Connect emphasised breaking silos across Marketing, Data, and CRM teams.
- **Privacy-First Growth:** With the decline of cookies, leaders like Selfridges are pivoting to first-party data and Conversions API (CAPI) to maintain measurement accuracy.

Industry leaders, including, Vodafone, Stihl, Evoke and many more demonstrated that a robust data layer isn't just infrastructure; it's a revenue engine that powers hyper-personalisation and cognitive marketing.

Technology isn't the bottleneck—data readiness is. Bridge the gap to fuel your AI ambitions.

Nick Martin | GM, Tealium EMEA



Success With Data in an AI-Driven, Agentic Future

In his keynote, Tealium CEO Jeff Lunsford signaled a pivotal shift in the digital landscape as AI evolves from "generative" to "agentic."

He characterised Tealium as the "real-time circulatory system for first-party data," providing the essential context engine that autonomous AI agents require to remain accurate, accountable, and relevant.

To thrive in this agentic future, Lunsford emphasised that brands must build "agentic front doors" that proactively adapt to shifting consumer demands, rather than simply reacting to them.

To help organisations bridge this gap, Tealium officially launched the [AI Accelerator Offer](#), a strategic initiative providing the expertise and increased data volume necessary to rapidly deploy and scale high-impact AI use cases.



Jeff Lunsford | CEO, Tealium

Digital Velocity
2026 London





“If you are not actively thinking about building an agentic interface as part of your digital presence, you risk losing a generation—just as if you had not built a mobile app 10 years ago or a website 20 years ago.”

Jeff Lunsford | CEO, Tealium





Building BBVA's AI-Ready Customer Layer: Real-Time Context for Marketing, Customer Care & Servicing

Andrea Uribarri | Head of Engineering: Marketing & CRM Technology, BBVA
Ali Behnam | Co-Founder, Tealium





For BBVA, the shift from digitalisation to artificial intelligence is about more than just technology, it is about changing the very language of banking.

By adopting a "*Radical Customer Perspective*," BBVA is moving away from clunky, friction-filled interfaces and toward real-time, contextualised conversations.

A key driver of this transformation is the AI Advisor, a sophisticated integration that uses Tealium to capture live behavioural data and fuel an AI traffic controller. This system determines the best intervention in seconds, whether that's a tailored virtual assistant popup or arming a call center agent with the exact context of a customer's digital hesitation.

By resolving identity and intent in real time, BBVA has turned digital friction points into high-conversion opportunities, evidenced by a 66% lift in loan sales through real-time re-engagement.



Turning Data into a Real-Time Fan Engagement Engine

LALIGA is more than just a world-class football competition; it is a technology-driven powerhouse that puts the fan at the absolute center of its digital flywheel.

In this session, the LALIGA team explores how they transitioned from a massive social following of 270 million to a sophisticated first-party data ecosystem with over 30 million known users.

By leveraging a single sign-on (SSO) architecture and their unique "MILIGA ID," LALIGA has created a unified memory for their ecosystem, allowing them to understand fan behaviour across multiple touchpoints.

Wade van Eyssen | EMEA Manager,
Sales Development, Tealium

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The presentation provides a deep dive into real-time orchestration, showcasing how LALIGA uses "second-screen" engagement to trigger immediate, contextualised journeys across email, push notifications, and paid media.

Discover how LALIGA's data-led culture delivered a 4-point lift in open rates, a five-fold increase in monetisation, and a 30% boost in app usage.

Beyond these wins, see how they extend this "MVP" data foundation to 42 clubs to drive long-term loyalty and engagement growth across the league.

Bernardo Hermoso | Director of Growth & Data Intelligence, LALIGA



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How to Build a Data-First Culture: The Zooplus Blueprint for Organisational Readiness

Pallavi Modi | Director of Product: Acquisition & Retention, Zooplus





Buying SAAS ≠ Using SAAS

Buying software is easy. Changing humans is an extreme sport.



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Buying software and building capabilities are two very different things. Pallavi Modi, Director of Product: Acquisition & Retention at Zooplus, challenges the industry's obsession with use-case optimisation, asking a provocative question: How many customers are we unintentionally ignoring because our data teams and systems aren't connected?

As Europe's leading pet e-commerce platform serving 12 million active customers, Zooplus realised that "exceptional customer experience" isn't about how fast a message is sent, it's about journey orchestration. Discover how they broke down silos to stop imposing internal structures on customers, proving that winning with AI is also about the muscle to act on customer needs in real time.





How Vodafone Creates AI-Powered Customer Interactions at Scale

Jeroen Jaspar | Senior Martech & Data Manager, Vodafone

Laura Glende | Product Owner Customer Data Platform, Vodafone





Vodafone Germany transitioned from basic data collection to a "cognitive" marketing engine, achieving 67% accuracy in predicting customer conversions an hour in advance.

Laura Glende and Jeroen Jaspar provide a deep dive into how real-time signals power their chatbot, and optimise sales hotline routing by identifying high-propensity buyers in the moment.

From triggering instant win-back campaigns to feeding "fresh context" into walled gardens, their session proves that while technology provides the foundation, a cross-functional "Get It Done Together" mindset is what ultimately breaks organisational silos and scales AI impact.





Beauty in Data: Scaling Omnichannel Growth with a Business-Led CDP

Ida Sofie Klee | CDP Owner, Matas



Ida Sofie Klee, CDP Owner at Matas Group, details how the beauty retail giant transitioned from siloed, IT-dependent data to a democratized "audience hub" using Tealium.

By shifting CDP ownership to the business units and establishing a Center of Excellence, Matas successfully balanced high-volume retail media monetisation with hyper-personalisation, ensuring customers never feel "monetised" but rather uniquely understood.

Through strategic focus on 'must-win battles'—including suppression in paid media and real-time triggers to recruit Matas Plus subscribers—the team achieved a measurable increase in ROAS and a decrease in CPC.

Looking ahead, Ida emphasised the shift toward internal activation, fuelling customer service and physical store teams with real-time data to provide a seamless, omnichannel experience.



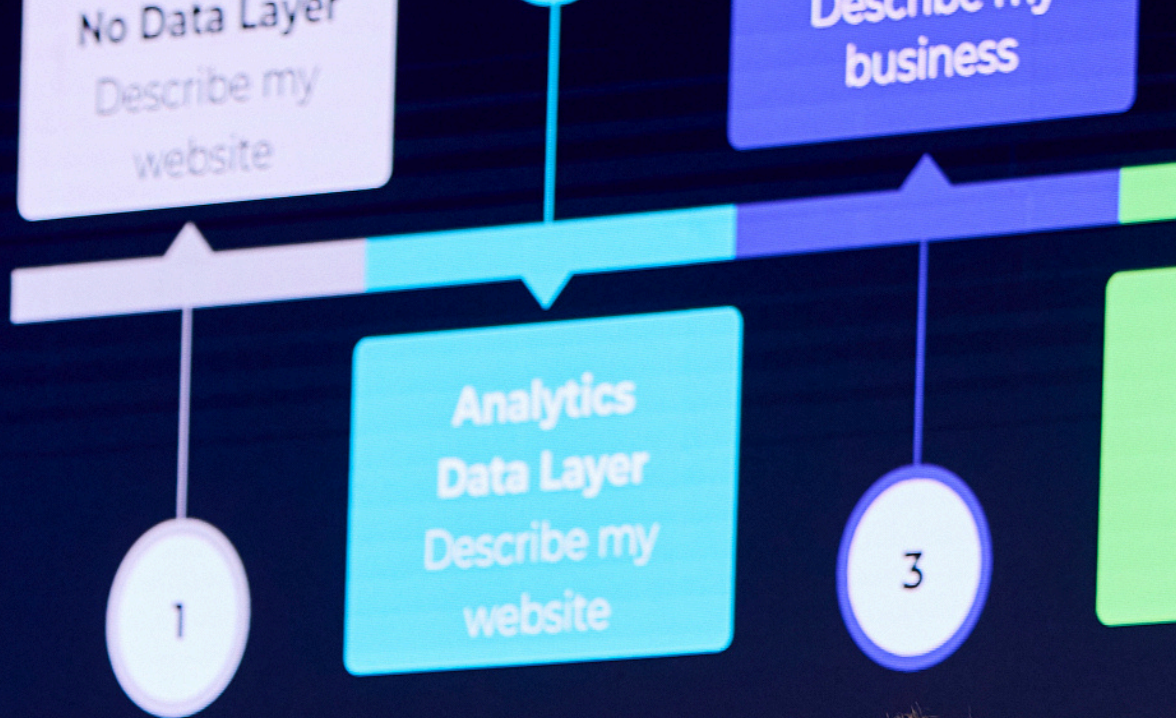
Tealium's 2026 Innovation Roadmap with CTO Mike Anderson



Mike Anderson | CTO and Co-Founder, Tealium

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The data layer is shifting from simple collection to Context Orchestration.

Mike Anderson, CTO & Founder, Tealium, unveils a roadmap centered on agentic AI and sub-second personalisation.

Learn how AI at the Edge allows inference to run directly on a user's device, slashing compute costs and privacy hurdles, while Agent Engine Optimisation (AEO) prepares your brand for bots like Claude and Gemini.

From prompt-based configuration to real-time data sharing with Snowflake and Databricks, discover how Tealium is turning natural language into your most powerful operational tool.



Access all Resources

Visit Recap Page

Watch all 18 sessions on-demand in your own time



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Read the recap blog



TEALUM

"AI initiatives require AI-ready data."





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- ✓ Tie AI use cases to clear business goals
- ✓ Optimize your architecture & roadmap
- ✓ Align & energize stakeholders





- ✓ Audit mobile data collection, consent & signal quality
- ✓ Architect for richer, relevant experiences
- ✓ Ensure mobile data is AI-ready & actionable
- ✓ Align stakeholders around goals & KPIs

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About Tealium

Tealium delivers trusted data for AI at enterprise scale through its customer data orchestration platform. As a foundational data layer, it powers a hybrid CDP with real-time streaming, context, and 1,300+ integrations. Tealium enables enriched, consented data to accelerate AI, improve efficiency, and power meaningful customer experiences worldwide.

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