



# Tealium

<https://tealium.com/>

## Services

- Collect real-time customer data insights
- For marketing, IT, data and analytics
- *Focuses on tag management and doesn't do web analytics themselves(?)*

## Finding Scripts

<https://tealium.com/solutions-customer-experience-personalization/>

Didn't have much on their websites, so looked at <https://trends.builtwith.com/websitelist/Tealium>

### ▼ Logitech

- Inspecting and clicking gives a request to `https://webanalytics.logitech.com...`
- Can find `utag.js` with `tealium universal tag` as a comment at the top
  - There seems to be a bunch of other utag files
    - `utag-sync` seems to be used for `interaction:` event listeners
- Exploring the event listeners `keypress` points to `quantum-logitech.js`
  - <https://www.quantummetric.com/>
  - Also looks to be web analytics
  - Can verify by pressing keys and a request is sent to `https://ingest.quantummetric.com...`
- `click` event listener points to `munchkin.js` owned by Marketo
  - <https://experienceleague.adobe.com/en/docs/marketo-developer/marketo/javascriptapi/lead-tracking>
  - Acquired by Adobe
  - Some sort of behavior tracking
- `mousedown` event listener points to `insight.min.js`
  - Googling `snap.licdn.com/li.lms-analytics/insight.min.js` shows this is a LinkedIn Insight Tag
  - <https://business.linkedin.com/marketing-solutions/insight-tag>
- `click` event listener points to `scevent.min.js`
  - [https://businesshelp.snapchat.com/s/article/snap-pixel-about?language=en\\_US](https://businesshelp.snapchat.com/s/article/snap-pixel-about?language=en_US)

### ▼ Dominos

- Request called `collect?` to `https://www.google-analytics.com`
  - gtag folder
  - I don't think this performs web analytics
- Clicking around there is a request to `analytics.js` which seems to be from Google Analytics
  - <https://support.google.com/analytics/answer/10268458?hl=en>
- Periodically a request called `p` appears which points to `scevent.min.js`

- Snapchat tag
- Same as one in Logitech
- `click` event handler points to `fbevents.js`
  - Meta Pixel
  - <https://developers.facebook.com/docs/meta-pixel/guides/track-multiple-events/>
- `click` and `mousemove` event handler points to `module.____.js`
  - HotJar
  - Also a `static.hotjar.com` folder
- `analytics.tiktok.com` exists but doesn't look like it's using event listeners
- `utag.js` is a Tealium tag
  - Doesn't seem to be using event listeners

Look at <https://us.louisvuitton.com/eng-us/homepage>

### Scripts

Aa Script Name	📅 Date	🔗 Website URL	≡ Company	≡ Path
<code>utag.js</code>	@October 5, 2024	<a href="https://www.logitech.com/">https://www.logitech.com/</a>	Tealium	webtags.logitech.com → m → utag.js
<code>quantum-logitech.js</code>	@October 5, 2024	<a href="https://www.logitech.com/">https://www.logitech.com/</a>	Quantum Metric	cdn.quantummetric.com → → quantum-logitech.js
<code>munchkin.js</code>	@October 5, 2024	<a href="https://www.logitech.com/">https://www.logitech.com/</a>	Adobe/Marketo	munchkin.marketo.net → 1f munchkin.js
<code>insight.min.js</code>	@October 5, 2024	<a href="https://www.logitech.com/">https://www.logitech.com/</a>	LinkedIn	snap.licdn.com → li.lms-an insight.min.js
<code>scevent.min.js</code>	@October 5, 2024	<a href="https://www.logitech.com/">https://www.logitech.com/</a>	Snapchat	sc-static.net → scevent.mii
<code>analytics.js</code>	@October 7, 2024	<a href="https://www.dominos.ca/">https://www.dominos.ca/</a>	Google	www.google-analytics.com analytics.js
<code>scevent.min.js</code>	@October 7, 2024	<a href="https://www.dominos.ca/">https://www.dominos.ca/</a>	Snapchat	sc-static.net → scevent.mii
<code>fbevents.js</code>	@October 7, 2024	<a href="https://www.dominos.ca/">https://www.dominos.ca/</a>	Meta	connect.facebook.net → er fbevents.js
<code>modules.c455055d4255707cc766.js</code>	@October 7, 2024	<a href="https://www.dominos.ca/">https://www.dominos.ca/</a>	HotJar/ <b>Contentsquare</b>	script.hotjar.com → modules.c455055d425570
<code>utag.js</code>	@October 7, 2024	<a href="https://www.dominos.ca/">https://www.dominos.ca/</a>	Tealium	tags.tiqcdn.com → utag/dominos/canada/proc utag.js