



Season 3, Episode 5

Mike Anderson
CTO and co-founder
Telium



Watch it on YouTube: <https://youtu.be/1mCq1tvmeRs?si=h38hR0CsETVnL8kE>

The secrecy to happy customers is... your data layer

Telium Overview and Mike Anderson's Background



Mike Anderson, the founder and CTO of Telium, introduced the company as specializing in data collection with tools covering tag management, a customer data platform, and server-side data syndication. Their focus is on ensuring "the right data at the right time for the right experience" for the customer, with Mr. Anderson having been in the industry for 28 years, including a core architecture role in inventing much of what is now Adobe Analytics, stemming from his work at website story.

Definition of the Data Layer



Mike Pastore asked for an explanation of the data layer, and Mike Anderson defined it for Telium as describing "what's going on" at a customer touch point, which could be a website, mobile app, kiosk, or contact center. By chaining these moments together, companies gain a picture of the customer's interest, allowing them to provide an experience that promotes happiness and loyalty.

The Fifth Era: The AI Data Layer



Mike Anderson identified the current era as the fifth layer of the data layer, which incorporates data described in business nomenclature, customer history and intent, and now includes AI-driven

elements like scores and understanding the "next best experience". This development moves toward "true digital transformation" by enabling the understanding and catering to individual customer needs at scale, which was historically only possible in small, personal settings.

Evolution of the Data Layer



The data layer evolved through several eras, starting with businesses analyzing Apache web server access logs to understand page views in a website-centric reporting approach. This was followed by real-time analytics using JavaScript to collect and send data faster, and then the tag management era, pioneered by Telium, which promoted a single, universal data layer for the entire martech stack to desilo business units. Next came the customer data layer focused on customer attributes and session activity, culminating in the current AI data layer where data is in motion and allows for real-time reactions and experiences.

Context and Customer Experience Mike Pastore noted that "context" was a major topic in the second half of 2025, which Mike Anderson confirmed is essential for making sense of customer interactions. Using the airline

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Winning with AI and Data: Customer-Centricity

Companies prioritizing the user in their business model (e.g., Netflix, Spotify) will win in the AI era.

A strong data foundation is critical; deploying AI with bad data erodes customer rapport.

Move from business-centric to customer-centric experiences.



Future Focus: Timeliness and Quality of Data (2027 Outlook)

The industry will shift from "just do something with AI" to focusing on data quality and timeliness as the true advantage.

- Achieving high-quality data on the first try provides a time edge.
- Friction must be eliminated instantly for competitive "best of the best" experiences.

