



Global Brand Hi-Tech company consolidates process, simplifies deployment and tracking of marketing tags worldwide with Google Tag Manager

About the Client

- Hi-Tech, Fortune 500
- Global Leader in Computer and Mobile Related Solutions
- Technology integrated into products from top electronics companies worldwide

Goals

- Deploy code quickly and easily
- Audit and customize javascript tags
- Reduce dependence on development teams

Approach

- Adopted Google Tag Manager for all websites
- Structured tag containers by marketing regions
- Created permission-based workflows for global marketing teams

Results

- Accelerated global code deployment from weeks to hours
- Reduced multiple tags to a single tag
- Eliminated inaccuracies and incomplete data from manually collecting reports.
- Implemented customer survey and marketing automation

This global company has provided computer and mobile related solutions for over 20 years, helping customers globally to capture, share, and preserve digital content. They recently faced challenges managing their digital analytics and marketing programs. In partnership with E-Nor, a web-analytics and digital-marketing optimization consulting firm, the client made improvements that stretched across all of its global websites.

Bringing Focus Amid Confusion

This client's extensive online presence comprises over 24 websites worldwide, each managed by a different team. These teams used several versions of Google Analytics code, as well as various marketing tags-- those tiny bits of website code that let you understand the impact of online advertising and much more. It was difficult for them to tell what code and tags were deployed where.



In order to improve measurement and facilitate marketing programs around the globe, they decided to centralize their digital marketing and measurement. Because of differences among regions, the company needed the capability to deploy and audit javascript tags centrally, while still maintaining customizations for specific marketing and advertising needs in the regions. E-Nor suggested Google Tag Manager (GTM), a tool that allows centralized deployment of javascript tags (such as site analytics code and remarketing tags) through an easy web interface. "[This complex tagging environment was an ideal candidate for Google Tag Manager," says Shiraz Asif, E-Nor Chief Solutions Architect. After a successful pilot project, they implemented GTM across the company.

"The flexibility that Google Tag Manager offered with custom rules and macros let us develop marketing rules that facilitated customized tracking for each of the company's regions worldwide."

-Shiraz Asif, Chief Solutions Architect, E-Nor

Categorizing by Global Region

The client categorized its websites into four marketing regions. Their implementation team developed region-specific data containers, and added Google Analytics and other marketing tags that were set to fire when predetermined marketing rules were met. E-Nor provided a simple document outlining the Google Tag Manager code snippet, and worked with the company to deploy that single snippet to all pages.



Following initial implementation, their team saw dramatic improvements in code deployment times and decided to migrate all of its global websites to Google Tag Manager. The tool now consolidates their international code deployment, measures website traffic via Google Analytics, and facilitates tracking various macro and micro conversions, such as PDF downloads and outbound link activity. In addition, Google Tag Manager deploys an onsite customer survey, without needing any additional code.

About E-Nor

- www.e-nor.com
- Analytics advisor to many of the world's top brands
- Google Analytics Premium Authorized Reseller, Google Analytics Certified Partner (GACP)

About Google Tag Manager

- Google Tag Manager is a free tool that makes it easy for marketers to add and update website tags - including conversion tracking, site analytics, remarketing and more - with just a few clicks, and without bugging the IT folks. It gives marketers greater flexibility, and it lets webmasters relax and focus on other important tasks.
- To learn more, visit e-nor.com/tagmanager

Streamlining Governance

Google Tag Manager also governs the process of building, testing, and publishing marketing tags on the client's websites. The tag-deployment process is guided by their governance model: Google Tag Manager specifies access levels across global business units and regional web properties.

"The flexibility that Google Tag Manager offered with custom rules and macros let us develop marketing rules that facilitated customized tracking for each company region worldwide," Asif says. "We've seen amazing improvements in the creation testing, and deployment of code and marketing tags."

"Google Tag Manager has delivered exceptional value to our company globally," a key marketing stakeholder at the company said. "GTM doesn't just provide our marketing executives with a dependable and scalable code-management solution, with efficiencies across all channels. It has actually transformed the way we do business. Our entire team is energized by the speed and accuracy of code deployment. New ideas for marketing campaigns are our focus, and code is now easily and quickly deployed."

For more information, visit



e-nor.com/tagmanager