



When is
Tag Management Appropriate?

Iain Murphy and Ed Brocklebank

Introductions from the panel

- **Ed Brocklebank** @edbrocklebank
 - **Elisa DBI**
 - 8 years in a variety of digital roles
 - Use marketing technology on a daily basis for multiple clients
- **Iain Murphy** @iain_murphy
 - **Tealium**
 - 17 years experience in digital analytics and social media
 - Analyst, implementation consultant, trainer and more
 - Established own independent practice to work with all web analytics technologies back in 2005 (best of breed)
 - Implemented 1000+ tags over the years on most platforms and technologies, including mobile apps

Introductions from the panel

- So, what is Tag Management (aka TMS)?

“Tag management is the ability to manage user-generated tags or folksonomy within a collaborative software. Tag management features and processes are put in place to encourage cross-user consistency, navigation efficiency and compliance with an existing taxonomy.”

Source: Wikipedia

When is it appropriate for Tag Management?

- A number of multi-tech tags, anywhere between 2-150 tags
- Can be used on any site on any platform, of any size or type
- Single customer view?
- Your business yearns agile development
 - But rarely gets it from a customer (*delay after delay...*)
- Want **more** time and **more** customers but without **more** work?

When is it appropriate for Tag Management?

- Deployment of tags can be time consuming
 - Building tagging guides ***TIME CONSUMING***
 - Writing the code to implement ***TIME CONSUMING***
 - Testing the implemented code ***TIME CONSUMING***
 - Pushing to the live site ***TIME CONSUMING***
 - Building appropriate reports ***TIME CONSUMING***
 - Did we mention annual or quarterly code freezes also?
 - And now you want to do iOS, Android, Windows, Blackberry Apps too??? Ugh!
- Let's face it, a minor and simple change to a prop, evar, cvar or any other variable for a Web Analytics tool can be ***TIME CONSUMING*** and take far too long to change!

When is it appropriate for Tag Management?

- Not all customers with such tech have super analysts/consultants like you!
- You are in the minority...

You are super rare!

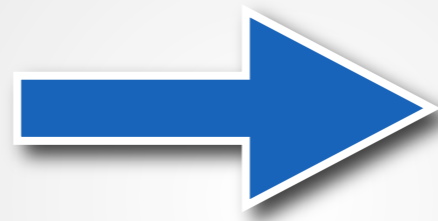
Anecdotal Insight

Anecdotal Insight



Free sample

?

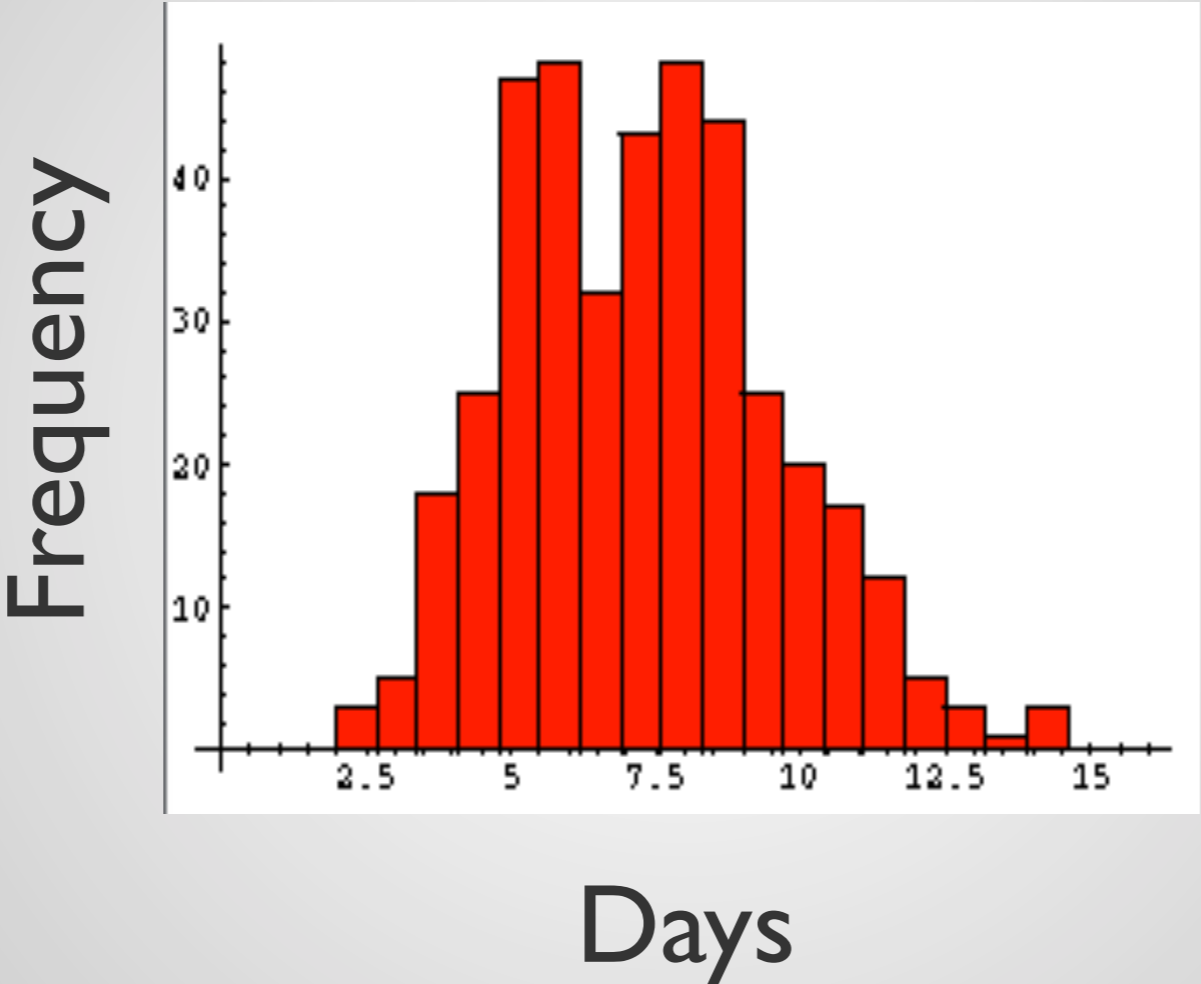


Order

How soon after a sample should the sales team phone the customer or send a chase email?

Does this vary by product type?

Anecdotal Insight



Anecdotal Insight

Method

Day 0

Day 4

Customer activity



Tracking activity

 product: JD

 timestamp: 01/01/2013 01:00

- 1. Get cu
 - 2. Read t
 - 3. Calcul
 - 4. Read p
 - 5. Fire in
- using cus

| | Event Label | Total Events |
|----|-------------|--------------|
| 1. | 4 | 28 |
| 2. | 3 | 25 |
| 3. | 2 | 18 |
| 4. | 5 | 17 |
| 5. | 7 | 15 |
| 6. | 6 | 11 |
| 7. | 9 | 10 |
| 8. | 10 | 8 |
| 9. | 8 | 7 |

```
_trackEvent('sample_days', 'JD',
```

category action label

Traditional Implementation

- Analyst - Write implementation document describing functionality
 - Analyst - Send document to client
 - Client - Send document to development agency
 - Developers - Request clarity on functionality
 - Client - Send clarity request to analyst
 - Analyst - Answer developer questions
 - Developer - Implement code
 - Analyst - Test code. Bugs found, write email describing changes needed
 - Client - “Where is my report!?”
 - Developer - Implement code changes
 - Etc...
- 1-2 weeks (if you're lucky)**

Tag Management Implementation

- Analyst - Implement rule in TMS
- Analyst - Test rule
- Analyst - Fix bugs
- Analyst - Send report to client

1-2 hours (max)

Fired on sample success page

```
1 // set date cookie
2 today = new Date().toISOString();
3 tms.setVar('sampleDate', today);
4
5 // set product sampled cookie
6 product = tms.getVar('product');
7 tms.setVar('sampleProduct', product);
```

Fired on order success page

```
1 var sampleDate = tms.getVar('sampleDate');
2 var product = tms.getVar('sampleProduct');
3 if (sampleDate != null && sampleDate != 'undefined') {
4     sample_date = new Date(Date(sampleDate));
5     today = new Date();
6     diff = today.getTime() - sample_date.getTime();
7     days = diff / (1000 * 60 * 60 * 24);
8     days = Math.round(days);
9     _gaq.push(['_trackEvent', 'sample_days', product, days.toString()]);
10 }
```

Key points

- Think beyond tags
- Move away from analytics implementations and spend more time doing advanced analysis that gets your client RESULTS.

Thank You

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