



# Top B2B Software Provider Partners with Tag Inspector for Real-Time Data Validation

**Tag Inspector**

## The Challenge

In an environment with five different domains and millions of site visitors monthly, this B2B software provider had an issue with data outages and ongoing monitoring of essential tags on their sites. The validation and QA process was difficult and, due to internal constraints, comprehensive monitoring was not possible. Adding to the difficulty, a majority of the site's pages are located behind logins and authentication, so many tag monitoring and validation tools could not reach the pages in need of validation.

The lack of a comprehensive tag monitoring solution led to tags inadvertently being removed and adjusted, which resulted in tags no longer executing and, ultimately, gaps in reporting. The absence of monitoring at the source of data collection (the tags) means issues were addressed reactively, with tag problems and data gaps not being identified until it was too late.

## The Process

The B2B software provider implemented Tag Inspector Realtime across all pages of each domain. Using the Validation Rules functionality, rules were created that allowed required tags to be monitored on all pages. This included pages behind authentication and within checkout flows.

Taking validation to the next level, they then created additional rules to validate critical data collection on micro and macro conversion events. These validation rules allow for complex firing conditions, such as tags firing conditionally based upon options selected. Now, when certain buttons are clicked, or forms submitted, data values are monitored and their team is alerted of any issues.

The final step of the validation process was the data layer. This B2B software provider uses the Tealium tag management system and tags are triggered based upon events present in the utag object.



The B2B company featured in this case study is a leading software provider in the data storage and backup space. Their five digital properties, which attract millions of visitors each month, each have unique data collection and validation needs.

**Industry: Software**

Validation Rules were implemented, looking at the data within the object to validate and monitor the structure of the utag object on the page. This allows for faster diagnoses of any issues in tag behavior.

## The Result

Using Tag Inspector Realtime and Validation Rules, the B2B software provider is able to validate tag activity across all pages on their five properties.

Validation rules ensure all critical tags are firing on public pages, pages requiring authentication, as well as tags that are firing conditionally on events. All instances of required tag firing events are validated and either pass or fail, with their team notified of any issues occurring on the site within one hour. Previously, it could take days for an issue to be noticed and resolved.

In addition to alerting, page load information is recorded and available in the event of any validation failures. This allows their team to quickly diagnose the root cause of any failures and reduces the time to remediation. They are now able to be proactive with tag management and fix data collection issues at the time of failure, minimizing data outages and any gaps in reporting.

## Deliverables

*Realtime Monitoring*

*Data Collection Validation*

*Conditional Tag Monitoring Rules*

*Data Layer Monitoring*

*Tag Failure Alerts*

# Tag Inspector

Tag Inspector gives businesses the confidence they need to make data-backed decisions. With tools that audit, analyze and monitor data collection, tag implementation and governance has never been easier.

**[www.taginspector.com](http://www.taginspector.com)**