



## Financial Influencer Gets Data-Driven with Tag Inspector

### The Business of Knowing Your Numbers

Ramsey Solutions has spent two and a half decades helping people crush debt so they can build a legacy. Step one in this process, according to Dave Ramsey, is knowing your numbers. That is why their Marketing Technology team turned to Tag Inspector to help automate their process for data accuracy. Marketing teams were struggling with gaps in their data collection and their inability to make decisions based on incomplete numbers. Adding to their pain? A digital landscape filled with broken tags from website updates, all on top of an active migration from Adobe Analytics to Google Analytics 360.

### Quality Data is the Key to Success

The Ramsey team knew data inaccuracy was common with most digital properties, but Tag Inspector enabled them to strengthen the quality of their data and begin a new journey with more reliable analytics data. The relationship started in January 2016 with a site audit using Tag Inspector Scanner. Tag Inspector's Tag Hierarchy gives a comprehensive view of tag load behavior and data outages in a clean, visual representation. Using the information provided by Tag Inspector, the Ramsey Solutions team was able to dig deeper, identifying specific pages that were double-tagged or where unauthorized piggybacked tags were firing.

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## **A Collaborative, Proactive Approach**

As the Marketing Technology team continued to use Tag Inspector, they wanted an easier way to identify missing tags from various digital properties. Using the information from Tag Inspector's Realtime, a custom dashboard was built and shared with the team to succinctly highlight where there may be outages in data due to missing tags. Data-driven decision making is now possible because the marketing team can confidently rely on their numbers.

The Tag Inspector team helped define what is both allowed and required tag behavior and have created alerts for the Ramsey Solutions team to be automatically notified of any unauthorized tag loading behavior. Tag Inspector RealTime gives assurance to Ramsey Solutions that they will be notified when pages are not tagged properly which provides peace of mind that their sites are not losing data and, thereby, the critical ability to make data-backed marketing decisions.

## **A New Way Forward**

Instead of struggling with data inaccuracy, the Ramsey Solutions Marketing Technology team can now go beyond ensuring the initial implementation is correct by validating proper data collection in the live (and test) environments at all times. For every conversion, button click and page load, Tag Inspector is there to identify and notify the stakeholders of any potential issues before they become a problem.

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