

## Tech Company Calls on InfoTrust to Help Create Tag Governance Policy

### Tag Inspector Improves Website Performance



#### THE CLIENT

With 50,000+ employees and \$43B in global sales in 160 countries, this technology giant is a global leader in providing innovative consumer, commercial and data center technology. They design, develops, manufactures and sell personal computers, tablet computers, smartphones, workstations, servers, electronic storage devices, IT management software, and smart televisions.



#### THE PROBLEM

The computer leader needed help creating a Tag Management and Governance strategy so they turned to the tag management experts at Tag Inspector. In order to properly manage the tags on their websites, they were seeking to understand the reasons behind the existing tags on their global websites, understand which of the existing tags to keep, and work with their Marketing and IT departments globally to assign business owners responsible for specific tags.

The ultimate goal was to turn this knowledge into improved website performance across sixteen global websites.



#### THE SOLUTION

InfoTrust's Tag Inspector team evaluated the current tag behavior of all tags loading across The Client digital properties by using a combination of Tag Inspector Scans and Realtime™. The initial focus was on Tag Audit and help with documenting current tag performance and behavior.

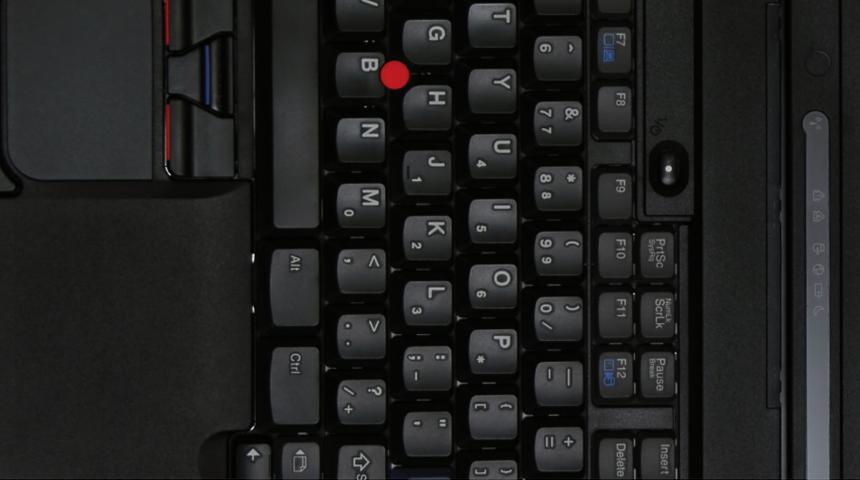
From there the focus moved to establish tag standards and a process for monitoring and ongoing remediation



#### TAG AUDIT

Utilizing Tag Inspector's automated site scans, the team began conducting a Tag Audit on the client's sixteen global websites. A tag audit provides answers to the following questions:

- ① What tags are currently on the website?
- ② Where are these tags located on the website?



- ③ Are there unauthorized tags on the site?
- ④ How is each tag on the website loading?

Based on the results of the initial audit, the Tag Inspector team was able to remedy the following challenges faced by the client:

- ① **Eliminate Unclassified Tags:** The client wanted Tag Inspector scans to capture at least 95% of the tags available on the website. By asking the client specific questions about features they like from other platforms, the team was able to update Tag Inspector's already extensive Tag Library to ensure that unclassified tags were kept to a minimum on clients' websites.
- ② **Better Manage Third-Party Tags:** Tag Inspector was able to show the client which platforms were firing tags and which 3rd party tags were piggybacking on The Client's tags. This insight allowed The Client to removed unauthorized tags from their websites.
- ③ **Manage the Number and Type of Tags on Checkout Pages:** Tag Inspector was able to identify the number of tags loading on checkout pages. This insight allowed the client to limit the number of tags in those pages to a maximum of 30 relevant tags.



## THE RESULT

The Tag Inspector Team was able to provide Key Deliverables such as competitor scans, real time latency reports, and training to manage tags and address issues as they arise in real time and maintain optimal site performance.

The insight gained from the initial tag audit lead to a Tag Governance Policy that utilizes an improved technical architecture that leverages the standard dataLayer, improved tag management, and scalable tracking, all overseen by assigned business owners responsible for specific tags.

To help manage the Tag Governance Policy, the Tag Inspector team automated all manual processes such a regular report building, ongoing data monitoring and validation to monitor data fluctuations. Tag Rules for alerts were created in case the marketing team deploys new tags and Validation Rules were created to ensure that tags are firing successfully. This real time tracking of issues allows the client to proactively address issues as they arise.

In addition, the Tag Inspector team was able to help the client go from a siloed organization to having cross-function analysts who now leverage a single dataset (Google Analytics 360) for data driven decisions. To strengthen the use of data to drive marketing decisions, the Tag Inspector team implemented dashboards and Key Performance Indicators used across the entire organization from the CEO down the line. Now the majority of the client's time and resources are invested in data science modeling to unlock opportunities with data rather than intuition or "best practices."

The client was able to take full ownership of their data platforms and processes internally and form strategic partnerships to help support future data activations and enhancements.

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