InfoTrust

Lorem ipsum

Lenovo

Lenovo Calls on InfoTrust to Create Tag Governance Policy
Tag Auditing for Governance and Performance

THE CLIENT

Lenovo designs, develops, manufactures and sells personal computers, tablets, smartphones, workstations, servers, electronic storage devices, IT management software, and smart televisions. Across 160 countries, Lenovo is a global leader in providing innovative conumser, commercial, and data center technology.

THE PROBLEM

Lenovo needed help creating a tag management and governance strategy, leading them to the experts at Tag Inspector. In order to properly develop a Tag Governance Policy, Lenovo first needed to audit and understand what technologies were in use across all of their sites. With guidance from the Tag Inspector team and internal stakeholders, they then needed to determine which of the existing tags to keep, how each should be optimally loaded, and to create a comprehensive policy outlining allowed, required, and unauthorized technologies. The ultimate goal was to turn this knowledge into a consolidated tag architecture and improve website performance across 16 global websites.

THE SOLUTION

Using a combination of Tag Inspector Scans and Realtime™, the team was able to audit and evaluate the tag behavior of all platforms loading across Lenovo digital properties.

The initial focus of the tag audit allowed Lenovo to document current tag performance and behavior. From there, the focus moved to establishing standards and a process for monitoring and ongoing remediation of issues, such as unauthorized deployment of tags, leading to slow website performance.

TAG AUDIT

Utilizing Tag Inspector's automated site scans, the team began conducting a tag audit on Lenovo's 16 global websites. A tag audit provides answers to the following questions:

1. What tags are currently on the website?
2. What instances of each tag are loading?
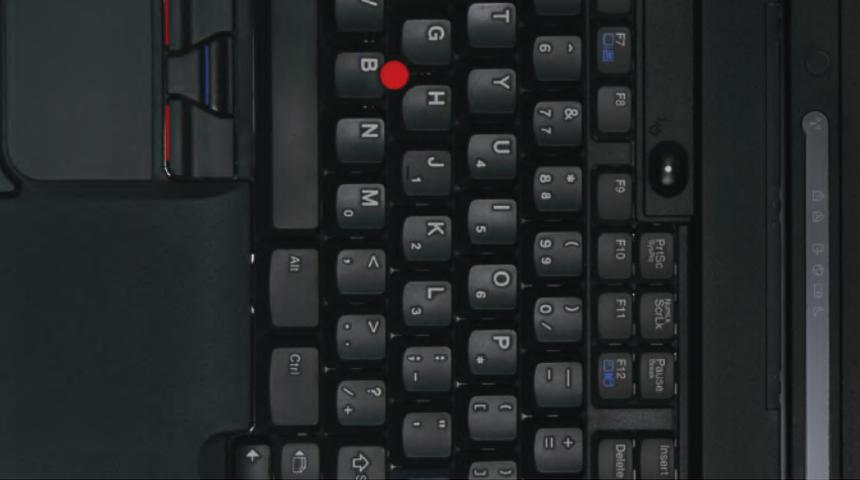
③ Where are these tags located on the site?

④ How is each tag on the website loading?

Based on the results of the initial audit, the Tag Inspector team was able to help accomplish the following tasks for Lenovo:

① **Identify All Active Tags:** Lenovo wanted Tag Inspector scans to identify at least 95% of the tags available. Leveraging Tag Inspector's industry-leading tag library, the team was able to identify specific platforms loading across each site. In addition, every unique instance/account associated with each tag was shown, leading to consolidations in tracking and technology.

② **Better Manage Third-Party Tags:** Tag Inspector was able to show Lenovo which platforms were firing tags and which third-party tags were piggybacking on Lenovo's tags. This insight allowed Lenovo to remove unauthorized tags from their websites.

③ **Manage the Number and Type of Tags:** Tag Inspector was able to identify the number of tags loading on each site, along with the specific instances of each platform. This insight allowed Lenovo to limit tags across all pages to a max of 30.

THE RESULT

The Tag Inspector team was able to provide Lenovo key deliverables such as tag inventory reporting, competitor analysis scans, real-time latency reports, and trainings to help develop a comprehensive Tag Governance Policy.

As a result of improved governance, benefits like site performance optimizations were able to be realized.

The insights gained from the initial tag auditing led to a Tag Governance Policy and process utilizing an improved technical architecture to optimize tag management and scalable tracking. Lenovo internal teams were able to take this information and assign business owners responsible for each platform. Once identified, business assumptions were able to be challenged, leading to a more streamlined approach to tag management.

Lenovo was ultimately able to take full ownership of the technology platforms across all of their sites and develop processes to help support future data activations and enhancements. The consolidations and optimizations in tag deployment ultimately led to an average of about 3 seconds in faster page load speeds.

EMAIL

✉ ga-support@infotrustllc.com

WEBSITE

🌐 www.infotrust.com

LOCATIONS

UNITED STATES

📍 4340 Glendale Milford Rd #200 Blue Ash, OH 45242

📞 513-322-2236

📍 1871 at 222 W Merchandise Mart Plaza #1212
Chicago, IL 60654

📞 513-238-1357

UNITED ARAB EMIRATES

📍 Unit JLT-PH2-RET-R5
Cluster R, Jumeirah Lakes Towers
Dubai, United Arab Emirates, PO Box 336851

📞 +97148184143

SPAIN

📍 Barcelona

📞 +34683 546865

InfoTrust