

Buying a tag management system (TMS) solution

Experience from the buyer side

by Chaoming Li

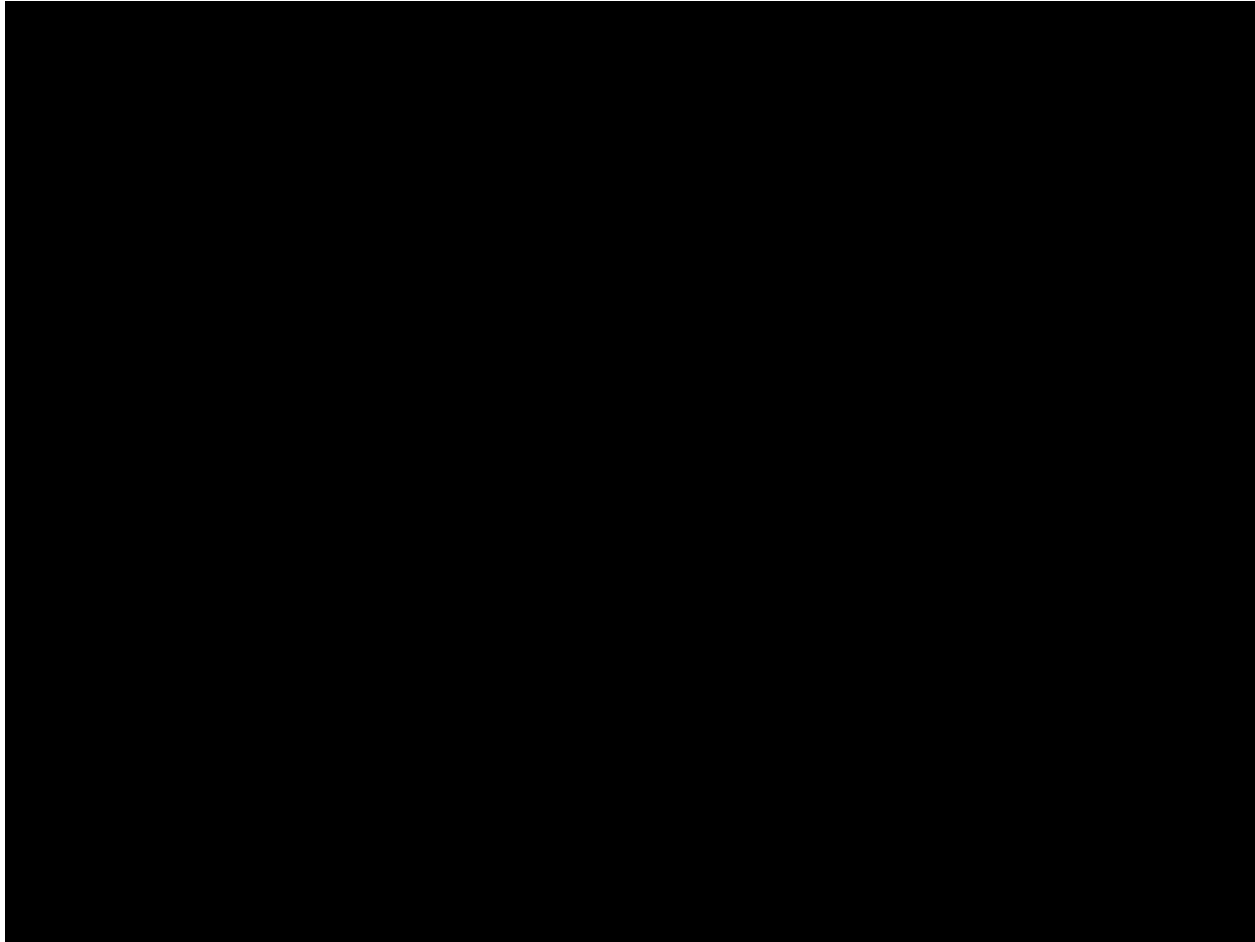
Introduction

- ▶ Chaoming Li (<http://chaoming.li/>)
 - IAG Contractor Digital Analyst
 - Years of container tag experience
 - Javascript skill
 - Analytics implementation



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Why TMS



Source: <http://www.youtube.com/watch?v=IPjZF5TVc94>

Our Expectation

- ▶ Fasten tag deployment cycle (same day delivery)
- ▶ Minimum IT resource is required for tagging
- ▶ Unified data collection for analytics
- ▶ Improving data governance

ROI Survey

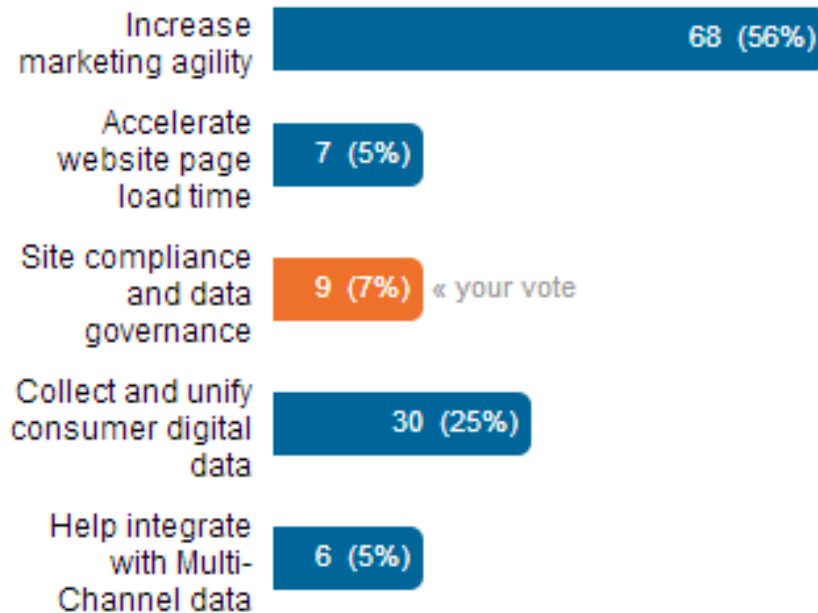
- ▶ **Tag management saves money**
73% of respondents say tagging costs are reduced
- ▶ **Time to market is dramatically reduced**
Nearly 70% of TMS users achieve same day delivery, half of them reporting the process takes less than an hour
- ▶ **Marketing is in charge, and IT/Tech is free for higher level tasks**
81% of TMS users agree
- ▶ **Website speed is increased**
64% of TMS users noted an site speed improvement

Source: Econsultancy (<http://econsultancy.com/au/reports/the-roi-of-tag-management>)

Top Benefit Survey

New Tag Management Poll: What is the Current Top Benefit of a Tag Management Solution?

posted 17 days ago • 120 votes



Source: LinkedIn Tag Management Group

Stakeholders

- ▶ BI
- ▶ Marketing
- ▶ Agencies
- ▶ e-Business
- ▶ IT
- ▶ Vendors



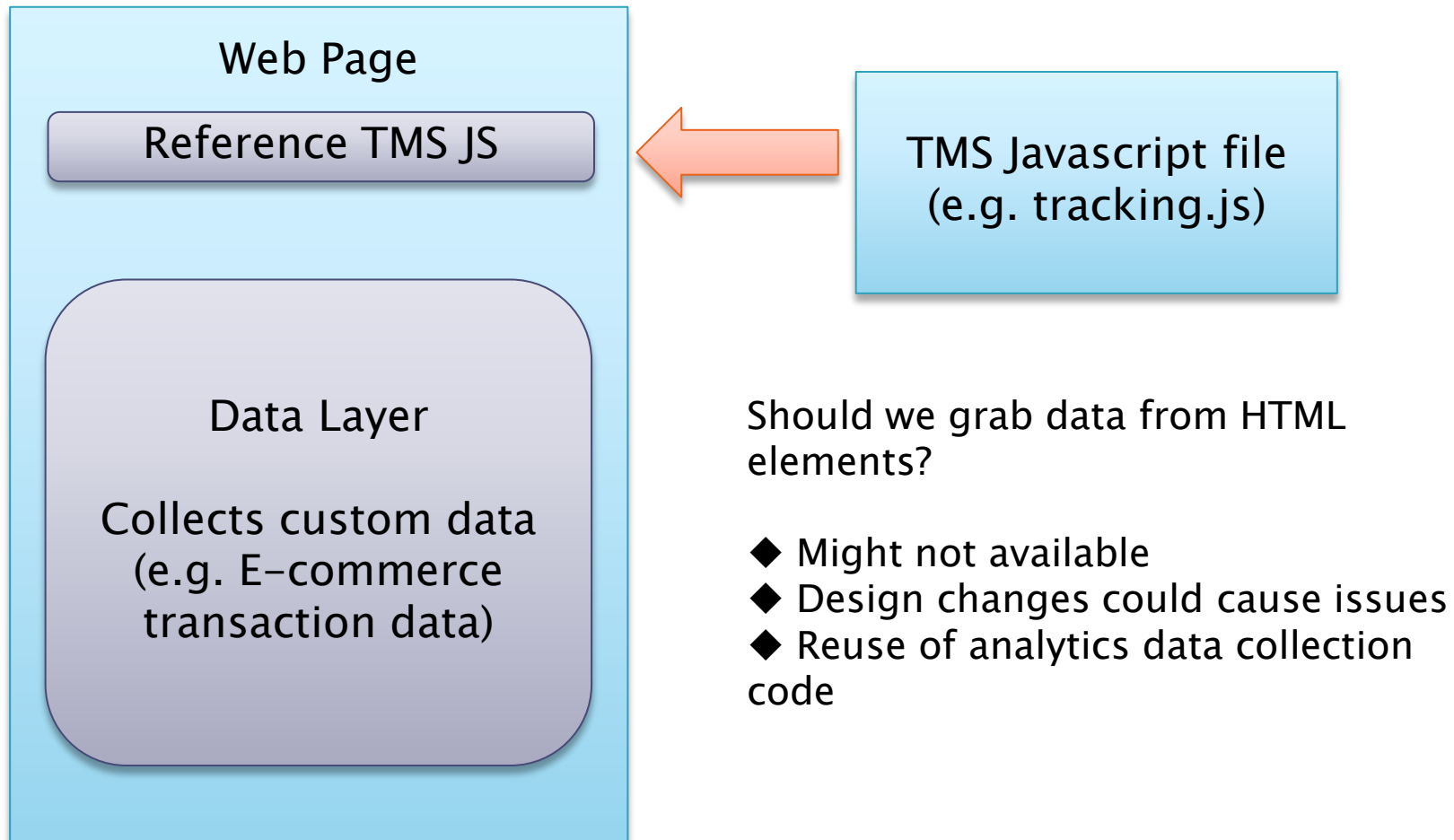
Creating Business Cases

- ▶ Estimate the benefit in \$\$\$
 - Save of tagging cost and time
 - Improvement of conversion rate
 - Reducing risk and outages
- ▶ Example:
 - Current – 8 hours per tag = \$1,600
 - TMS – 1 hour per tag = \$200
 - Saving 87.5% of tagging cost
 - **100 tags = saving \$140,000**

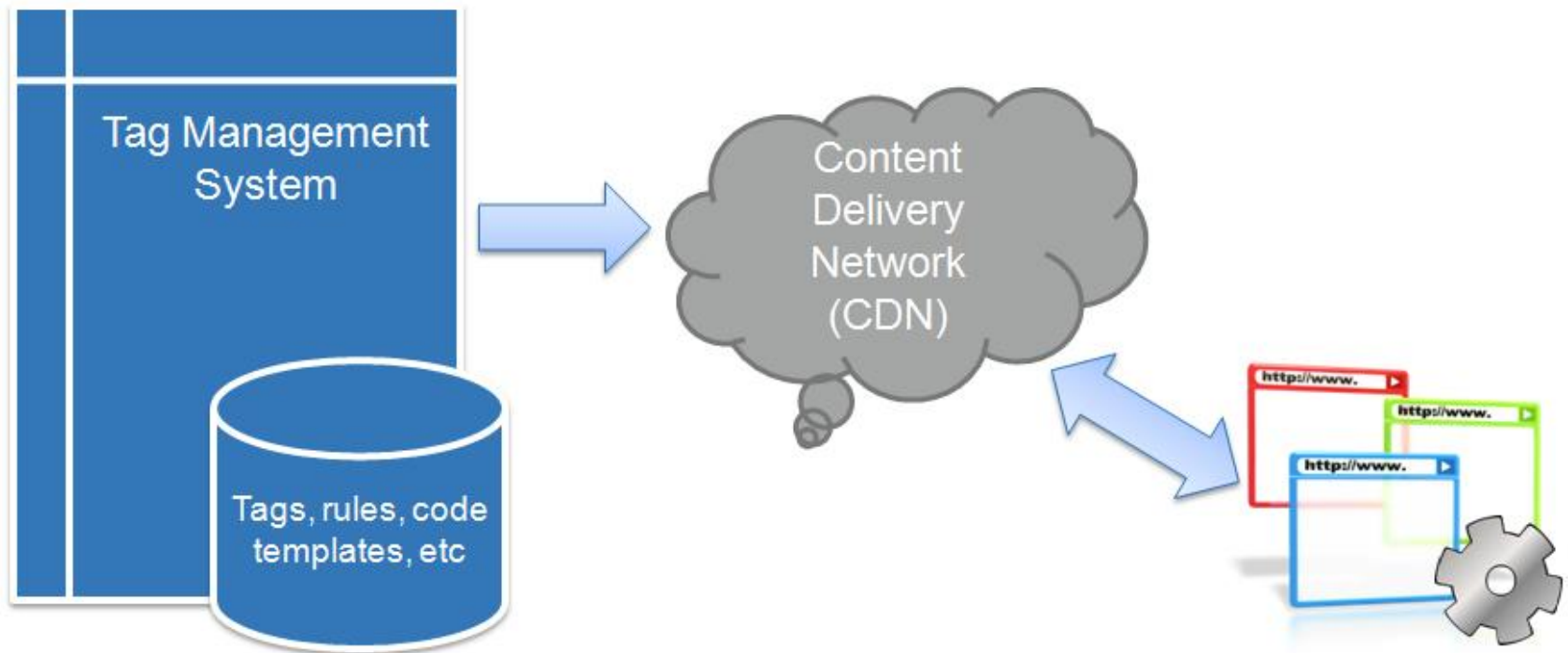
What's in The Market

- ▶ Econsultancy: Tag Management Buyer's Guide (<http://econsultancy.com/au/reports/tag-management-buyers-guide>)
- ▶ One line of code myth – not the full story
- ▶ Two approaches: container tag v.s. dynamic tag
- ▶ Price range: Free ~ tens of thousands dollars

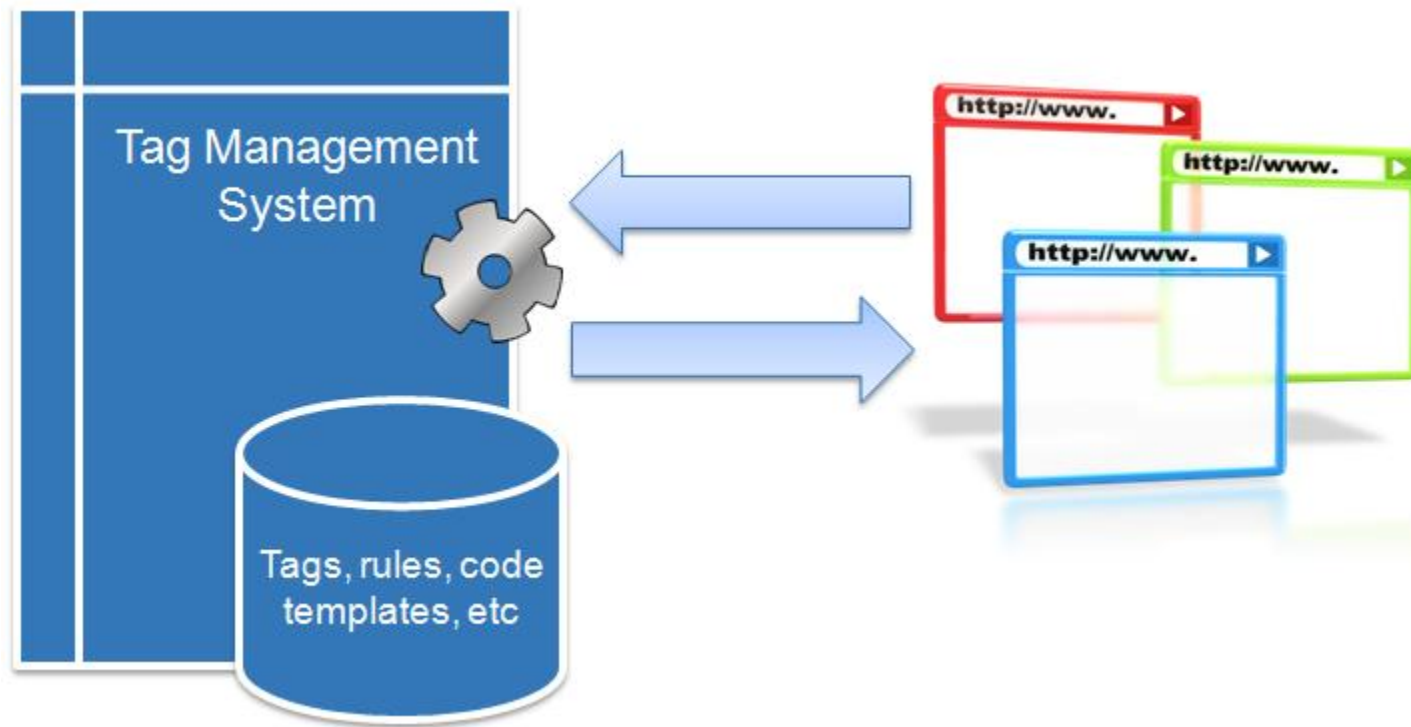
One Line of Code Myth



Container Tag Approach



Dynamic Tag Approach



Container Tag v.s. Dynamic Tag

▶ Container Tag Approach

- Less dependency on TMS platform
- Larger Javascript file to download
- Logic is executed by browser

▶ Dynamic Tag Approach

- Smaller Javascript file to download
- TMS platform executes tagging logic for each request
- No centralized Javascript file

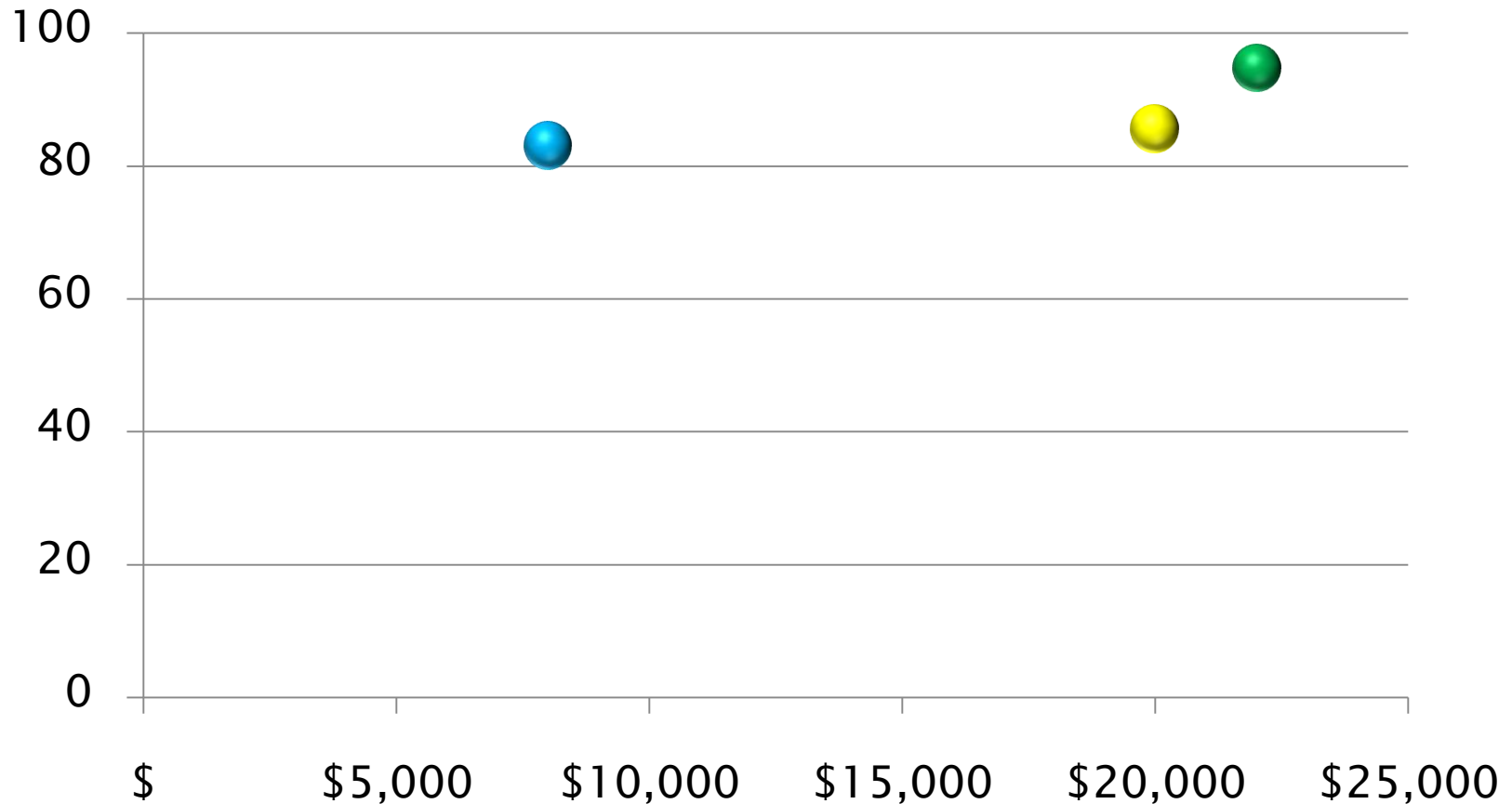
Consideration Points

- ▶ Supported tags
- ▶ Custom tag template
- ▶ Simple and clear interface
- ▶ Live testing / preview
- ▶ Permission levels
- ▶ Change logs
- ▶ Rollback to previous versions
- ▶ Support of native mobile apps
- ▶ SLA
- ▶ Local support
- ▶ \$\$\$
- ▶ Skills and resource for implementation and maintenance

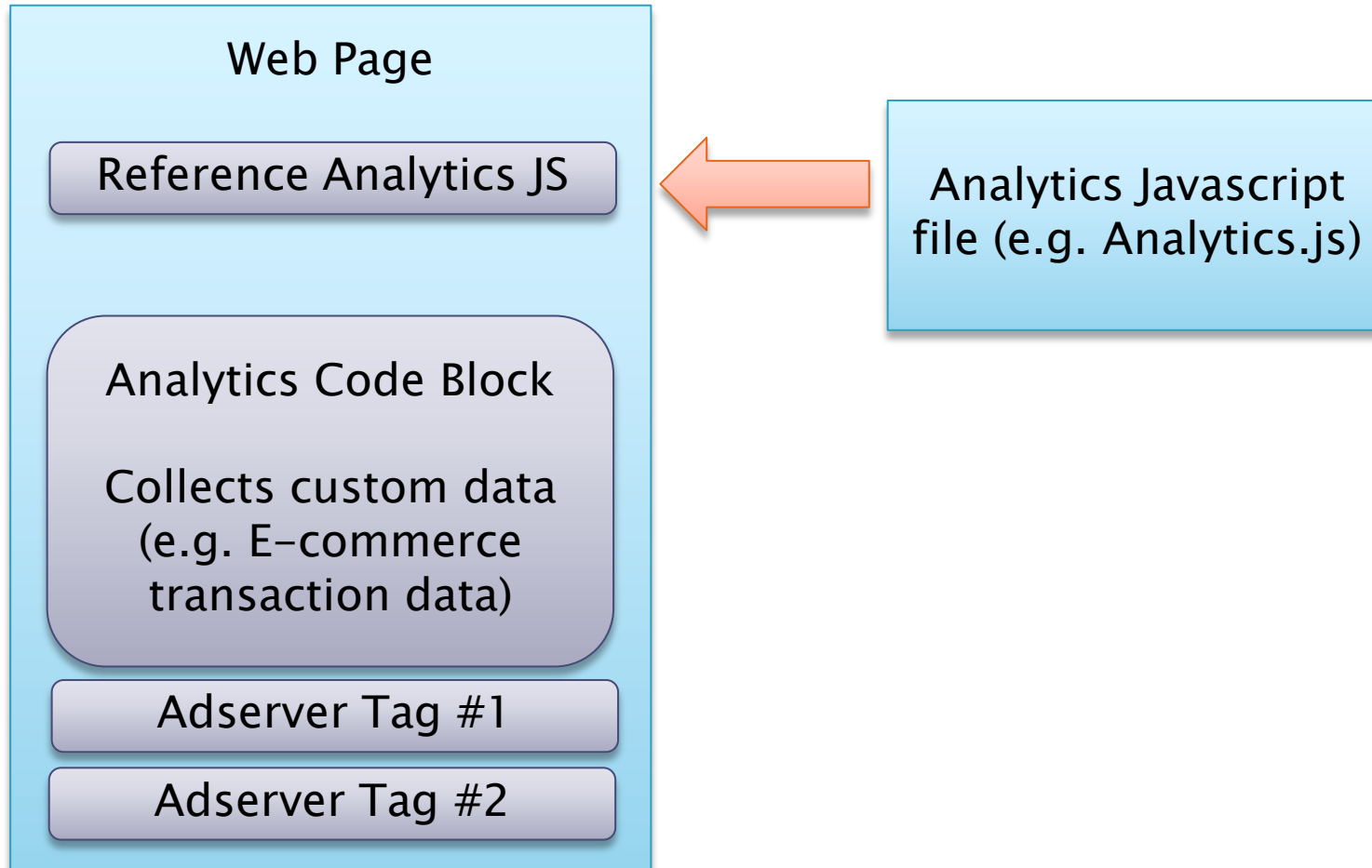
Feature Rating

	Weighting	Provider #1	Provider #2	Provider #3
Analytics Tag Support (interface)	5	10	9	8
Marketing Tag #1 Support (interface)	10	10	10	10
Marketing Tag #2 Support (interface)	10	10	10	10
Optimization Tag Support (interface)	5	10	8	5
Hosting Reliability	10	7	9	7
Rollback Function	10	10	10	10
Mobile Native App Tracking	7	8	10	0
Flash Tracking	5	8	8	8
Live Testing / Preview	10	5	9	10
Audit Change History	10	10	10	10
Permission Control	10	10	10	10
Easy to Use Interface	8	5	9	7
Summary Rating (Max100%)	-NA-	85.6%	94.7%	83.1%

Rating and Cost



Current Implementation



Reuse Data Collection

