ECOMMERCE 101: TAG MANAGERS

TAG MANAGERS

tag manager   tag man•ag•er   *noun.*
allows marketing professionals, the typical users of tag-based applications, to centrally manage, create, update and publish tags on their own timeframe – without the aid of IT personnel. Tags are snippets of code embedded in a webpage that measure traffic and visitor behavior, providing marketing insight for online advertising efforts.

To quickly match buyer expectations with new features and functionality, merchants are employing the use of tag-based applications. These TBAs integrate new functionality into a webstore, all the while monitoring actions like click-throughs, page views and purchases. Unfortunately, however, many merchants are adding TBAs without the aid of a tag manager.

When a tag manager system (TMS) isn't policing a webstore for competing TBAs, page load times are lengthened, affecting executives, marketers, IT staff – and potential customers.

From the executive perspective, tag managers decrease page load times – a key metric for sales growth.

LACK OF SPEED.

Lack of speed kills sales. Almost half of user traffic expect a webpage to load in 2 seconds or less; they tend to abandon a site that isn't loaded within 3 seconds.

A Tagman survey conducted in 2013 states "a 1-second delay in page load time equals 11% fewer page views, 16% decrease in customer satisfaction and a 7% conversion loss. If a site generates $100K in daily sales, that 1 second delay cost the firm $2.5M for the year.

BAD CUSTOMER SERVICE.

Bad customer service. 44% tell a friend if they had a poor experience shopping online; this goes through their social media network and has a domino effect. When one shopper is unhappy, that person has a network of 10 or 100 friends and they have friends who have friends. There is no longer just one unhappy shopper but hundreds.

* Based on surveys conducted by Akamai and Gomez.com

From the marketing perspective, tag managers mean greater publishing independence.

Reduced time to market.
7 of 10 TMS users create/modify tags in less than a workday; nearly half of them report the process takes less than an hour. The industry average for a manual implementation is more than one week.

Page load times decrease.
64% of TMS users cite an increase in site speed when replacing a manual tag implementation with a TMS. Replacing all the individual tags on a webstore with a single line of code dramatically lowers page load times.

Reduced costs.
45% of TMS users report that tagging costs are reduced significantly versus a manual implementation of TBAs.

No more waiting.
81% of TMS users cite that marketing agility increases by implementing a TMS; no more waiting on the IT team to edit and deploy tags.

* Based on the study, "The ROI of Tag Management," published in May 2013 by Tealium and Econsultancy

From IT's perspective, tag managers offer a slight reprieve from already heavy workloads.

Reduced stress.
75%
More than 75 percent of IT workers said that they have been made to work harder in the past year, but have not been financially rewarded for their efforts.

Reduced workloads.
Since 80 percent of employers are saying they are doing more work with less people, a TMS can offer IT a much-needed reprieve. It allows the marketer to be more productive while reducing the load on IT, a win-win for everyone.

* From Hudson,'s IT Salary & Employment Insight report, Australia

TOP TEN TAG MANAGER SYSTEMS IN USE TODAY

Google	73.3%	Free
BrightTag	6.7%	Paid
Tealium	5.3%	Paid
QuBit OpenTag	4.1%	Free/Paid (free version for website < 1M page views monthly)
Ensighten	3.5%	Paid
Adobe TagManager	2.7%	Free/Paid (bundled with SiteCatalyst)
TagMan	1.7%	Paid
Satellite	1.4%	Paid
UberTags	1.3%	Paid
Tag Commander	0.7%	Paid

* From W3Tech.com for August 2013

The top 5 ways to support a tag manager

- ● Managed in-house (66%)
- ● External agency or consultancy (20%)
- ● Work with the vendor's professional service group (11%)
- ● Allow vendor to manage the entire process (1%)
- ● Allow external agency or consultancy to manage entire process (1%)

1% 1%
11%
20%
66%
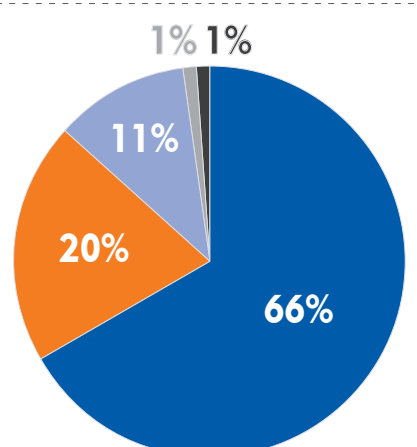
* From a Forrester report titled, "Understanding Tag Management Tools and Technology," August 2012.
  This can be downloaded at www.tagman/Forrester.