



CARDINALPATH

CARDINAL PATH TAG MANAGEMENT SOLUTIONS

Simplify your tagging, boost
your site's performance
and reliability

Implementing the right tag management system (TMS) doesn't have to be as complex and time-intensive as the resource-consuming process of developing, deploying and keeping track of tags.

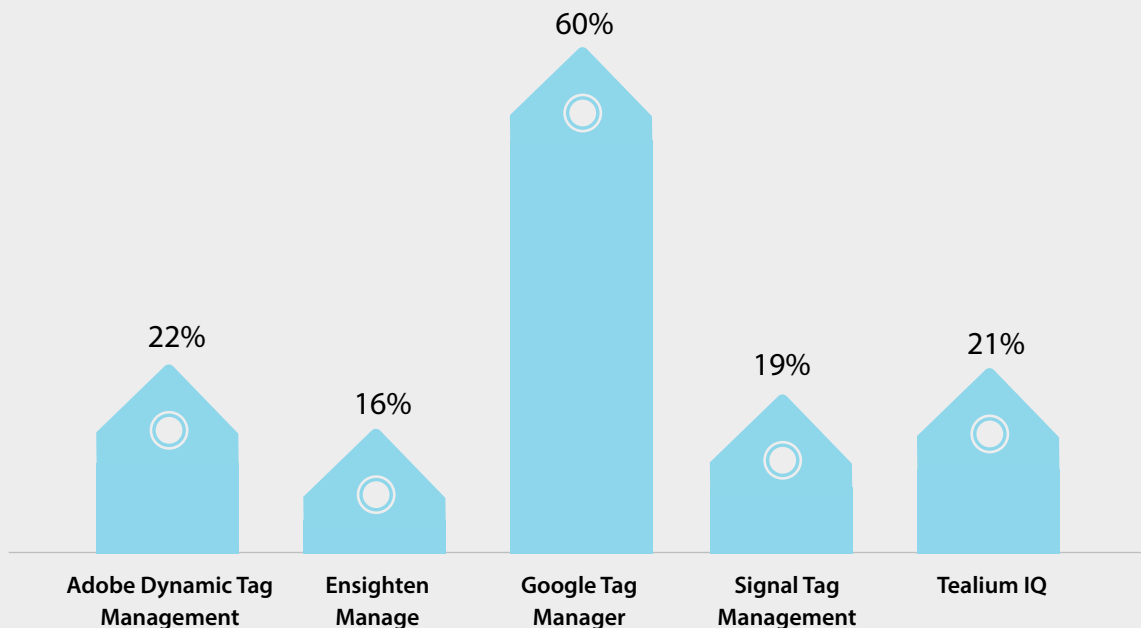
Using a TMS makes it easier to manage the implementation of digital marketing technology for websites, and is considered to be a best practice for any website, yielding a variety of measurable benefits. A well-deployed TMS can:

- Ease the tag deployment and development process, reducing dependency on development resources
- Empower Marketing and Analytics teams to manage, configure, create, and deploy the tags
- Improve the processes for troubleshooting, updating, and editing of tags
- Improve site load times for viewers
- Improve consistency and accuracy of reporting
- Improve Governance and Privacy Compliance
- Simplify the procedures of managing multiple tags from different vendors
- Improve page performance by using a single container tag or tag accelerator
- Reduce the dependency on the analytics vendor

COMPETITIVE ADVANTAGE

A recent Cardinal Path report [State of Digital Marketing Analytics in the Top 500 Online Retailers](#) found that a full 42 percent of Internet Retailer's Top 500 have yet to adopt a tag management system, giving quick adopters of time and resource-saving TMS solutions a competitive edge. The report also outlines the leading TMS' within this group. All of them, from free tools like Google Tag Manager and Adobe Dynamic Tag Management to market-leaders like Ensignten, Signal and Tealium, are [Cardinal Path partners](#).

Tag Management Systems in the IR Top 500



EXPERTISE IN ENSURING EVERY TAG IS ACCOUNTED FOR

Cardinal Path's data and digital analytics experts take a vendor-agnostic approach to helping you select the best TMS solution for your organization's business needs. Our TMS specialists can ensure your tags and vendors are migrated in a safe, orderly manner to guarantee your implementation is smooth and delivers on the promise of providing a single point of truth for your site's tags.

“ A tag management system is not just an industry best practice, it’s basically a prerequisite for getting serious value from analytics. ”

GETTING STARTED

Cardinal Path’s TMS solutions are custom-tailored to your organization’s business requirements.

We start with a comprehensive audit and evaluation of your existing tags, the pages involved and the vendors you’re working with. From there Cardinal Path will:

- Work with you to determine the best TMS vendor for your business needs
- Develop a high-level testing plan for your approval
- Provide guidance for a governance model
- Create tests
- Roll out your testing plan
- Review results
- Plan a tag migration schedule
- Perform tag validation/final audit
- Provide knowledge transfer

LET’S GET RESULTS.

Speak with a tag management expert today:

Contact us:

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Cardinal Path is a premier digital data analytics firm that works with the world’s most prominent organizations to create, implement and action advanced analytics. Named **Most Influential Agency/Vendor of the Year** by the Digital Analytics Association in 2015, Cardinal Path is known for its industry leadership and for tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity. With dedicated teams of award-winning analysts, statisticians, data scientists, developers, and many of the top minds in the digital marketing space, we help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.