



TRANSFORMING 'I THINK' TO 'I KNOW'

TAG MANAGEMENT SOLUTION

Tag Management is a more efficient way to manage third party code, dropping just a single tag onto your site.

WHAT IS 'TAG MANAGEMENT'?

Tags (pieces of code) send data about your site and its visitors to third party vendors (e.g. Google, Doubleclick, Adobe). You may currently have hundreds of tags across your site, which may affect your site's performance.

Tag Management is a more efficient way to manage third party code, dropping just a single tag onto your site.

WHY YOU NEED IT

Tag management allows you to manage all your tags in a single platform. This means you don't have to rely on IT or your agency to update page code for you. Less code on the page increases the speed and improves user experience of your site.

HOW TO USE IT

Once your tag management solution has been implemented, you can:

- Load all third party tags in one platform.
- Tailor specific rules for each tag.
- Automatically turn off tags.
- Create a safe testing environment for new vendors.

This is managed by you through your web browser.

THE DIGITAL BALANCE APPROACH

We will work with you to implement the new Adobe Dynamic Tag Management platform. We can then manage the platform for you, or we can train your team to manage it internally.

ABOUT DIGITAL BALANCE

Our aim is to help clients change their digital behaviour. We want to transform I think to I know and we do that by immersing ourselves in customer-based data, research and industry best practice. We are proud to partner with Adobe across the APAC region, implementing Adobe's Digital Marketing tools for many of Australia's best-known brands.

ADOBE PRODUCT LIST

The new Adobe Dynamic Tag Management platform is free if you are using Adobe Analytics.

LEARN MORE

Visit our site and learn more about tag management:
www.digitalbalance.com.au