

Global Manufacturer Improves Page Load Speed by 150% with Crownpeak Tag Auditor

Transforming a tag management process and realizing rapid results in website performance

CROWNPEAK SOLUTIONS

Tag Auditor with Trackermap®

GLOBAL MANUFACTURER OVERVIEW

- **Regions:** Global
- **Employees:** 200,000
- **Industry:** Automotive
- **Revenue:** \$100+ billion

CHALLENGES

- No centralized approach to tag management
- Serious website latency problems
- Potential security issues

RESULTS

- Optimized vendor tags across websites
- Provided visibility of global martech supply chain
- Reduced vendor tags from 200 to under 100
- Improved page load time by 150%

BENEFITS

- Reduced risk and improved consumer confidence
- Instilled robust new tag governance process

When a global manufacturing corporation needed a tag management solution to take control of the expanding network of martech tags deployed across their websites, they selected Crownpeak Tag Auditor (a feature of TagControl), for its industry-leading database of over 6,000 martech vendor tags and its Trackermap® tool, which provides real-time visibility of the marketing supply chain.

The challenge

The corporate web team was struggling to operate without a centralized approach to tag management. As their sites evolved to feature increasing numbers of tags from strategic partners, they urgently needed a solution to take control of their digital marketing supply chain, manage risk, and optimize performance.

According to the company's Interactive Manager, "It was like the wild, wild west. Tags were being added in an uncontrolled process, redundant tags were accumulating, and our page performance and site security were suffering."

The solution

Tag Auditor was used to review the company's entire tag ecosystem and eliminate redundancy. "Manually auditing our tag implementation would have been impossible due to the scale and complexity of our deployment. So far, we've been able to consolidate from 200 to under 100 vendor tags, and this is just the first step in the process," says the Interactive Manager.

In addition, the company needed to understand the full scope of their digital marketing supply chain. Vendor tags often act as containers for a host of related partner tags or "piggyback" tags, which can cause their own performance and security issues. Crownpeak's integrated Trackermap tool enabled the web team to visualize the full digital marketing supply chain in real-time, making it possible to chase issues upstream and block unwanted or problematic third-party tags.

"The ability to see all the tags, not just the container tags, but the tags within those tags, is very, very beneficial," explains the Interactive Manager. "Tag Auditor's vendor database provides us with detailed information we need to understand exactly who those vendors are, how they are getting access and what data they are collecting. We now have complete control of our supply chain – no surprises!"

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› Interactive Manager

The results

With Tag Auditor in place, the company optimized vendor tags across their websites, reducing vendor tags from 200 to under 100. The web team also transformed its tag management process, realizing rapid results in website performance in the process.

Tag Auditor enabled the web team to optimize their tag implementations, disable slow loading tags and correct inefficient, synchronous, and above-the-fold tag deployments. “Before we implemented Tag Auditor, our page performance was crazy. With Tag Auditor, we’ve realized above-the-fold page load improvements of up to 150%. It’s been a huge improvement,” says the Interactive Manager.

The benefits

As important as the Tag Auditor platform itself, the company saw reduced risk and increased confidence across their sites. The web team uncovered insecure tags that had the potential to compromise the security of their web pages, making them dangerously accessible to sniffers and man-in-the-middle attacks.

In addition to the security risk, when insecure (HTTP) tags are deployed on secure (HTTPS) web pages, they generate “mixed content warnings” in the user’s browser, which has a detrimental impact on user confidence. “With Tag Auditor, we can be confident that any tag vulnerabilities are swiftly identified and resolved and that we are delivering a secure and trustworthy experience,” says the Interactive Manager.

Crownpeak also helped embed a tag governance process to ensure ongoing best practice. “Any tag that’s being added to the site now goes through a robust UAT process,” explains the Interactive Manager. “Each tag must be in compliance with our rules and performing correctly before it goes to production. In addition, we now have contacts associated with each tag so when a Tag Auditor alert goes off, for example when a tag from our blacklist is found, site managers and administrators are automatically notified.”

Building on this framework, the company is now working with its legal teams to ensure all tags meet compliance with privacy regulations such as the CCPA.

The Crownpeak experience

What is it like to work with Crownpeak?

“It’s been awesome – account reps have been very patient and knowledgeable. Understanding international and state-level data protection requirements is complicated, but Crownpeak already know the answers. Having a solution in place that helps us verify tag compliance is a big asset in meeting those demands and puts us in a very strong position,” says the Interactive Manager.