

Adobe® Marketing Cloud dynamic tag management

Market-leading tag and data management capabilities



“Dynamic tag management was developed by marketers, for marketers, so it simplifies the complex process of tagging all web properties without relying so heavily on IT resources. We love the easy-to-use interface and flexibility, but more importantly it helps my team more quickly, easily and accurately collect, measure and distribute the critical data we rely on to optimize and monetize our business.”

Brandon Proctor, Vice President of Marketing, Build.com.

Dynamic Tag Management allows marketers to not only quickly and easily manage tags but it also provides innovative tools for collecting and distributing data across digital marketing systems while also enabling the responsive delivery of user-specific content —providing new levels of agility and control to companies seeking to thrive in today's fast paced digital marketplace.

Business challenge

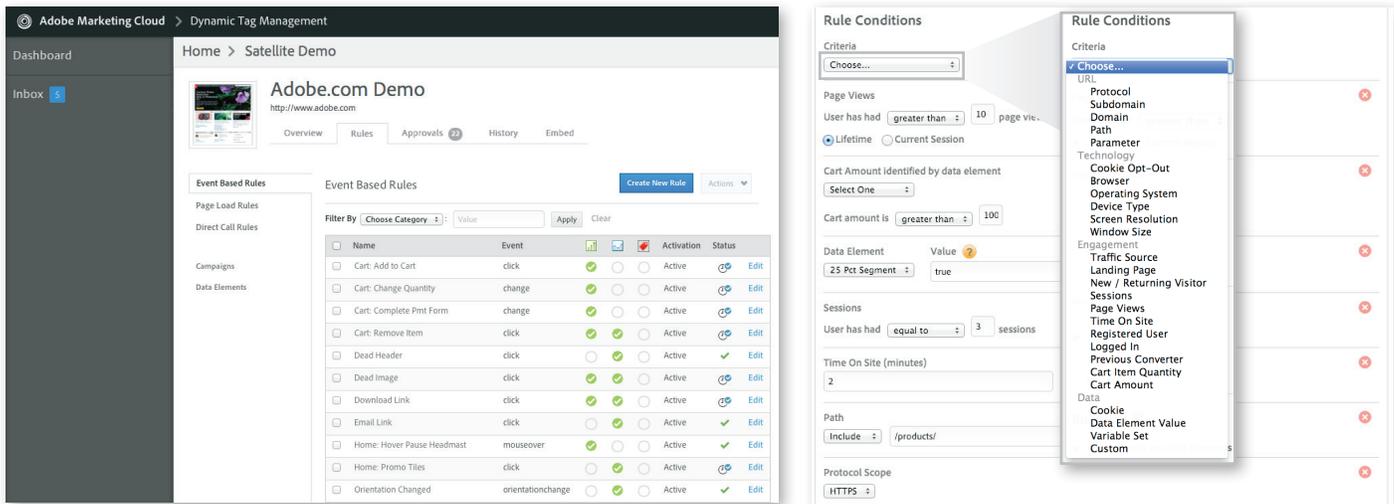
The world of digital marketing is a complex space. Marketers are expected to consistently identify their customers and prospects and the online spaces they inhabit—and that's just the beginning. Marketers must then deliver content while measuring its engagement and effectiveness all the way through the conversion funnel and beyond. To accomplish this, marketers have historically needed to rely upon JavaScript “tags” to implement their strategies and programs on their websites. For the most part, “tagging” sites and other online experiences has been the domain of IT, subjecting marketing strategy to IT process and prolonged implementations based upon technical release schedules and resource availability. In addition, as the technologies and tools used by marketers to implement digital strategies and deliver consumer experiences become more sophisticated, the technical requirements associated with installing and managing these tools continues to grow.

These factors are hampering marketers' ability to quickly adapt to the fast-paced, dynamic digital marketplace and compromising the effectiveness of the very tools that are designed to make digital marketers successful.

Solution

Dynamic tag management provides digital marketers tremendous flexibility and control to implement and optimize digital experiences while reducing IT dependence—allowing marketers to focus on marketing, rather than tags. Dynamic tag management not only solves standard tag management problems, such as code deployment, data management, and rule building, but also provides an intuitive capability that maps directly to marketing scenarios and user experiences. This approach makes it easier for marketers to develop digital marketing strategies and quickly implement them without dealing with potentially frustrating IT projects. To allow marketers to deliver the right message or collect the right data for any given scenario, this robust capability identifies specific users and audience segments on the site to enable instantaneous delivery of segment-specific content and to generate specific experience-based reporting.

Dynamic tag management is offered to Adobe Marketing Cloud customers as an included, value-add feature. Adobe is committed to keeping the dynamic tag management capability open and will continue to develop features that allow for deployment of the most popular digital marketing services, including non-Adobe services. To enable digital marketers everywhere, dynamic tag management is scheduled to be available at no charge to organizations who are not Adobe Marketing Cloud customers in the near future.



Benefits

- Improved site speed—Optimize loading of multiple analytics and marketing tags, proven to slow page loads.
- Quicker implementations—Significantly reduce deployment time
- Increased efficiencies—Reclaim substantial amounts of time spent managing analytics and media tags.
- Control and security—Develop and deploy tag strategies by collaborating with marketing, analysts, and IT to recommend, test, and deploy tags within protocols and across systems all within the capability.
- Enhanced flexibility—Quickly test and optimize tags without being bound by release cycles.
- Centralized tool management—Trigger many tags and technologies simultaneously, rather than creating separate rules for each one.
- Reduced costs—Minimize the need to use JavaScript-trained IT resources for tag management activities.

Key features

- Unmatched rule-driven data collection
- Site-centric rather than tag-centric user interface
- Robust process and workflow management
- Lightweight, meta-based library
- Ability to host anywhere
- Built-in collaborative tools
- Management of multiple sites

For more information

www.adobe.com/marketingcloud



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