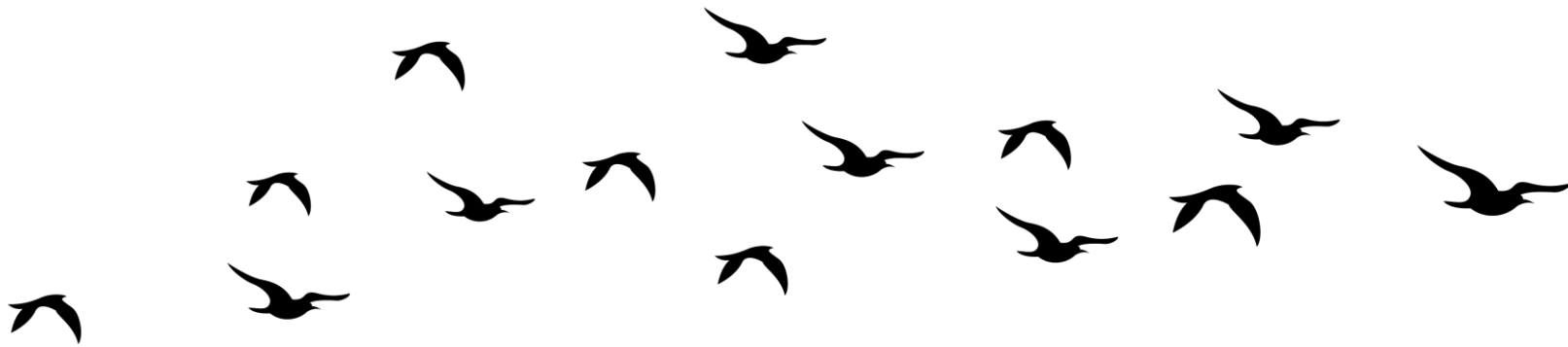


# TEALIUM MIGRATION PROJECT



# FIRST THINGS FIRST: WHAT IS A TAG?

A tag, sometimes called a pixel, is a piece of JavaScript code that most vendors require users to integrate into their web and mobile sites to perform a task such as advertising, live chat, and product recommendations.

In addition to supporting your digital marketing efforts, these 'tags' collect unique visitor behavior information.



# WHAT IS TAG MANAGEMENT?

A tag management system (TMS) makes it simple for users to implement, manage, and maintain tags on their digital properties with an easy to use web interface.

Using a TMS is integral to providing a foundation for your organization's data collection and governance needs while helping to drive better customer experiences.



# WHAT TAG MANAGEMENT IS NOT

Tag management is not the most exciting name for a crucial technology, often being confused with blog tags, tag clouds or search engine meta tags.

Tag management is not related to any of those. Tags are a means to collect and move data between a website or mobile app session, and the technology vendor.

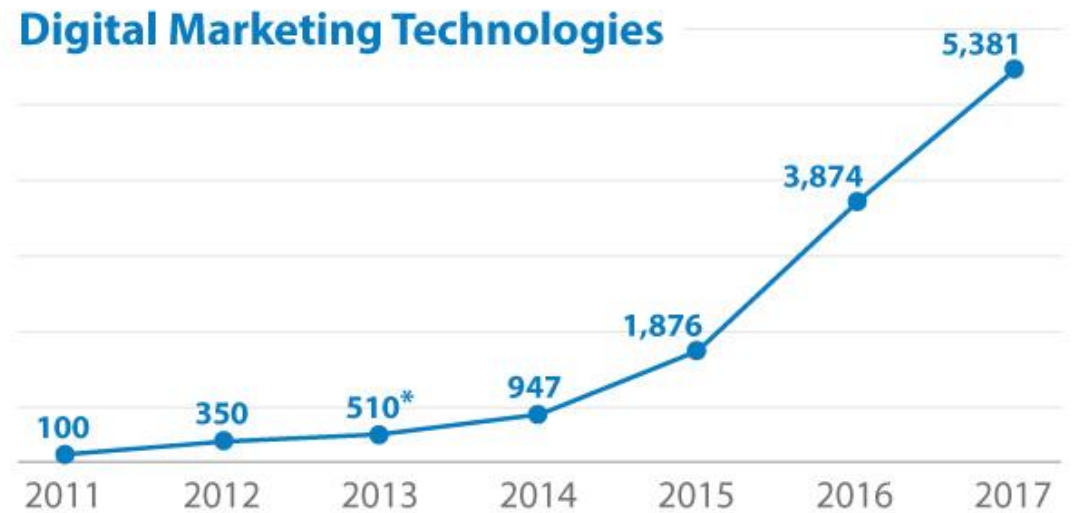
Nevertheless, that is how the industry evolved, and the name stuck, although it is quickly becoming part of a larger data conversation.



# THE RISE OF TAG MANAGEMENT

Tag management systems emerged in the late 2000s to address challenges posed by the explosive growth in digital marketing solutions, now numbering 5,381.

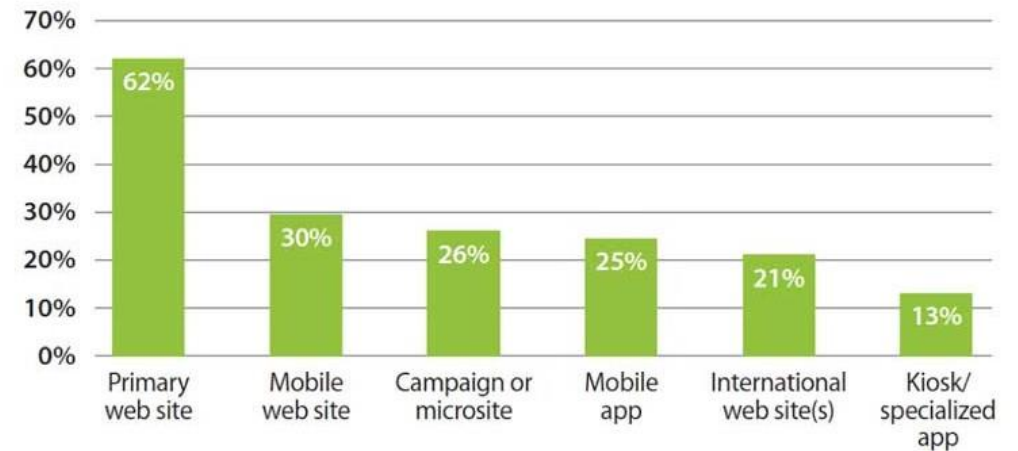
Tag management helps organizations strategically manage their data foundation and streamline tag deployments, which previously required ongoing IT assistance to support.



# TAG MANAGEMENT IS MORE THAN JUST WEB

Tag management has moved rapidly to help manage tags and data outside of the traditional website. Companies are using tag management to control and manage their customer data and vendors across web, mobile, IoT, and connected devices.

Figure 6. The need for tag management spreading beyond the website.



# HOW TAG MANAGEMENT SYSTEMS WORK?

Tag management systems control the deployment of all other tags and mobile vendor deployments via an intuitive web interface, minimizing developer and IT resource.

Enterprise tag management solutions – compared to free tag managers – also deliver a variety of advanced capabilities, such as customization, data management, privacy controls, mobile application support and much more.



# HOW DO WE DO THIS TODAY?



Adobe® DTM



Adobe Analytics



**Summit**  
Changemakers in retail



Google Analytics



**SessionCam**







### Devices and Data Sources



name



page category



statistics



visitor type



high-value



members-signup



product-purchase



page title



page URL



product price



client ID



operating system



gender



device type



purchase history



submit form

### Data Layer



<TAGS>



<APIS>



<WEBHOOKS>



<CODE LIBRARIES>



<FILES>



<DATABASE>

### Integrations



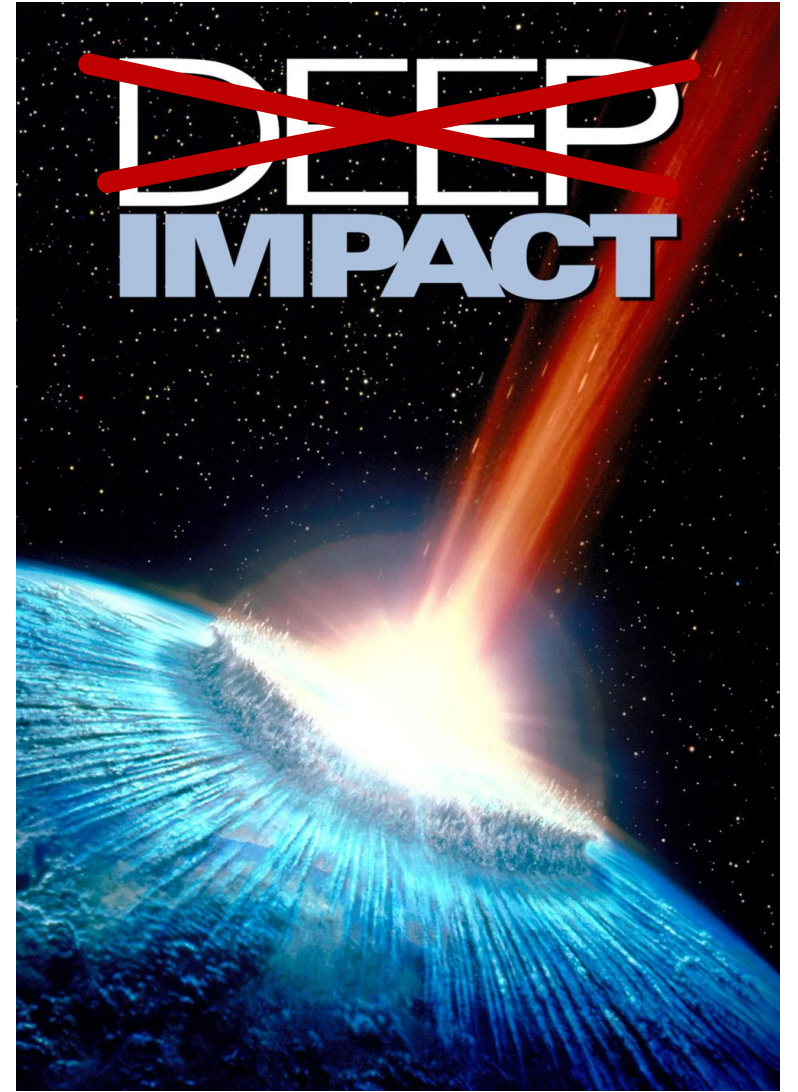
### Vendors

# WHAT WILL THIS IMPACT

Anything or anyone that is using data from our team for the web. This would include Single Customer View and Demand Forecasting / Supply.

We are in effect re-implementing analytics so this will mean it's not a direct like for like implementation.

This doesn't currently include any app data so won't effect Digital Store Browsers or in store kiosks.



# WHAT DO WE NEED FROM YOU

We'll be running workshops to gather business requirements. Please do your utmost to attend these or we may miss the opportunity to ensure we capture the data you require.

If you've not been flagged as needing to be included in the requirements gathering please let us know ASAP so we can make sure we capture your needs.



**WE NEED  
YOU**