



TAG COMMANDER

# Tag Management in the Era of Smart Data

## THE YELLOW PAGES CASE STUDY

Yellow Pages is a Canadian digital media and marketing solutions company. By enabling standardization of the company's online customer data acquisition and simplified governance of its portfolio of e-marketing tools, TagCommander is contributing to Yellow Pages' ongoing digital transformation.

“The implementation of a single Tag Container by TagCommander allowed us to reduce web page load times by 15%.

Alexandre Métier, Senior Manager, Digital Data Collection, Yellow Pages



## A CASE IN ONGOING DIGITAL TRANSFORMATION

Yellow Pages is a leading digital media and marketing solutions company offering services to small and medium enterprises across Canada.

extensive display, mobile and other location-based marketing solutions to the country's largest national agencies and advertisers.

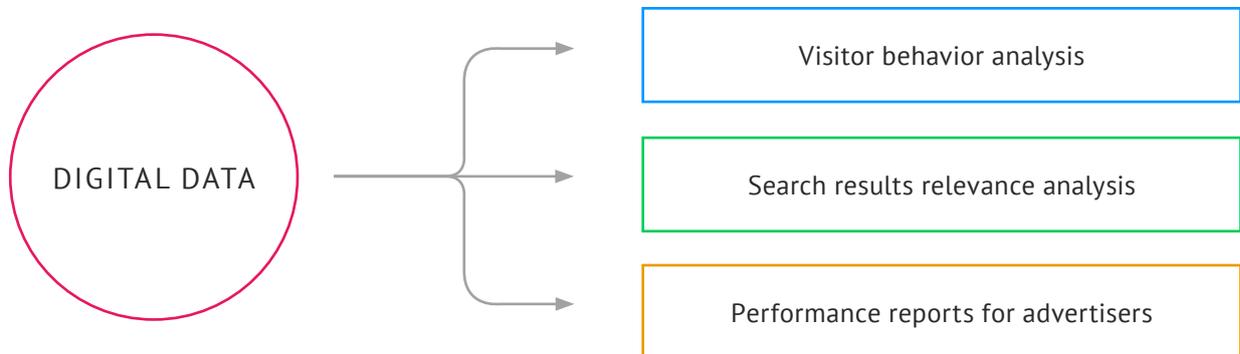
The company contributes to the success of these businesses by connecting them with local consumers in their communities. Yellow Pages serves close to 300,000 local Canadian businesses providing them with single-point access to a full suite of print and digital products and services.

In Q3 of 2014, for the first time in the history of the company, Yellow Pages' digital revenues overtook those of its traditional print business.

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The company is also a leader in national digital advertising through Mediative, a digital advertising and marketing solutions provider which offers

The company's current focuses are to grow its customer base, raise brand awareness and perception, and refine its online media offering. This includes not only enhancing its flagship local search websites, but also launching a series of mobile apps to address specific local search needs, such as restaurants, shopping and entertainment.



Data acquisition standardization at the heart of Yellow Pages' Big Data-enabled digital transformation

**THE NEED FOR STANDARDIZED DATA COLLECTION AND SIMPLIFIED GOVERNANCE OF THE MARKETING TOOLS PORTFOLIO**

In 2013, the company set out to redesign its operational business intelligence systems to gain visibility into the performance of all its web and mobile properties.

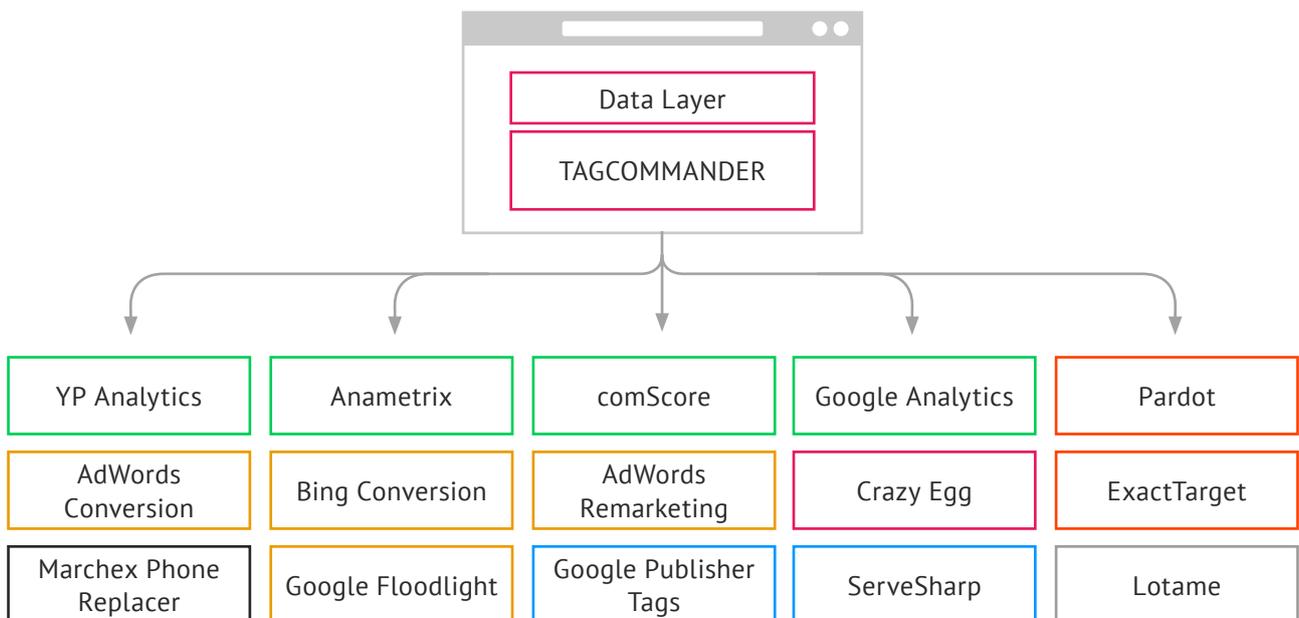
An external audit concluded at the time that Yellow Pages needed to standardize collection of online data across its full portfolio of e-marketing solutions, made up of fifteen best-in-class tools (CRM, analytics, ad server, and more). The audit also made the case for simplifying governance of this portfolio.

- The company lacked reliable processes to manage digital tags across its websites and mobile apps.
- Every e-marketing solution had its own data model, which made acquisition and analysis of online customer data challenging.

- The company lacked agility in governance of its marketing ecosystem: adding or replacing a given tool could take weeks, with the need to make changes across hundreds of impacted pages.

To support its ongoing digital transformation, the company had to gain in marketing agility. It needed to standardize its online data collection process, and cut its dependence on its point marketing solutions' proprietary data models.

After discussions with other companies that had overcome the same challenges – including AXA – Yellow Pages became convinced that an Enterprise Tag Management system would answer its data collection challenges all while giving its marketing teams great agility in managing and evolving their portfolio of e-marketing solutions.



*Yellow Pages' portfolio of best-in-class e-marketing solutions*

Analytics | Conversion/Remarketing | Ad Server | CRM | DMP | Heat Map | Call Tracking



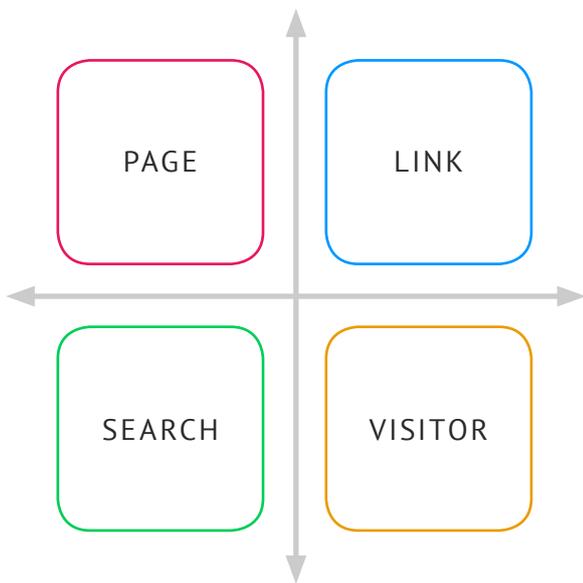
## YELLOW PAGES' DATA COLLECTION CHALLENGES

Minimize impact on page load times (SEO and User Experience)

Boost data quality to support ongoing digital transformation

Standardize collection upstream to facilitate correlations downstream

Integrate tagging in agile development and quality assurance process



*A custom Data Layer that anticipates future analytical needs*

## A RIGOROUS TAG MANAGEMENT PLATFORM SELECTION PROCESS

To select the right Tag Management solution for its needs, Yellow Pages issued a request for proposal (RFP) listing nearly one hundred selection criteria to three international vendors, including TagCommander. The company's primary criteria were performance, customer support, ease of use, and support for custom data layers.

Working with consultancy LogicAgent, the company tested the three vendors' respective performance in a test environment under various simulated user loads.

Following the rigorous process, Yellow Pages chose TagCommander. In addition to the first-place finish at the performance benchmark, Yellow Pages selected TagCommander for the following three reasons:

- Innovation – Yellow Pages was convinced by the TagCommander product roadmap, which allows it to anticipate its marketing system's evolution (APIs, Data Hub, and server-to-server in particular).
- Customer orientation – Yellow Pages was particularly impressed by the expertise and customer focus of TagCommander's presales, consulting, and customer support teams.
- Usability – Yellow Pages noted the ease of use of TagCommander – which has since been key to fostering adoption by users.

## SEAMLESS DEPLOYMENT

Working closely with the TagCommander Customer Success team, Yellow Pages deployed TagCommander Tag Management throughout its online properties and mobile apps. The company started out by defining its own custom Data Layer, spanning 115 personalized variables, fully independent from those of its marketing solutions. The variables were carefully chosen (page, link, search and visitor) to cover all measured events and answer all analytical needs. The tags of all fifteen e-marketing solutions now share the same variables.

The company documented its tagging and data collection processes and trained over 100 staff members in the new processes.

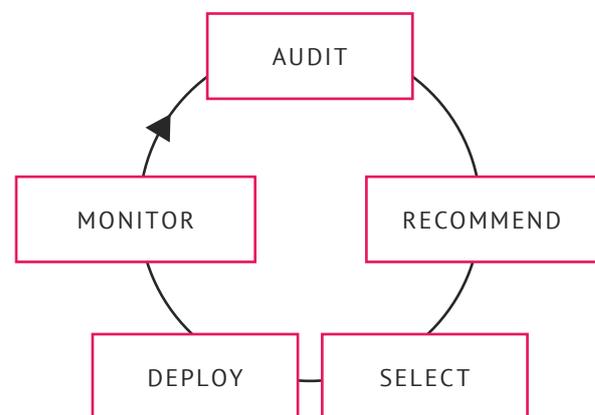
## INCREASED MARKETING AGILITY THAT ACCELERATES YELLOW PAGES' DIGITAL TRANSFORMATION

Since adopting TagCommander, Yellow Pages has achieved significant gains in marketing agility contributing greatly to its accelerated digital transformation.

- The company experienced a 15% reduction in page load times – with measurable boosts in SEO ranking, and the latitude to capture more data.
- Tags are now deployed on the right pages, with surgical precision, as an integral part of Yellow Pages' ongoing agile mobile and web development processes.
- Simplified sequenced firing of tags is possible, based on their importance.
- Data collection across all online properties is standardized – with live data streamed live into the company's Hadoop Big Data store, leveraging the TagCommander Data Management solution. "Full control over deployment of our marketing solutions in general, and of our analytical solutions in particular, enables us to guarantee the quality and relevance of our data," explains Alexandre Métier, Senior Manager, Digital Data Collection, Yellow Pages.
- Testing, swapping in, or deploying a new marketing solution now takes less than two weeks versus over a month prior.

The company is taking advantage of this newly gained speed to more actively manage its portfolio of e-marketing solutions – with the goal of always having a set of high-performance, best-in-class tools that best meet its marketing and analytical needs.

"TagCommander allows us to centralize management of our marketing solutions and integrate the deployment process for those solutions in our agile development cycle," says Alexandre Métier. "The deployment of a new marketing solution, from definition of requirements through to production, now requires only two weeks versus over a month prior. TagCommander allows us to industrialize rollout of our marketing solutions across all of our digital platforms."



*The newly gained agility enables proactive governance of Yellow Pages' e-marketing solutions*

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**Alexandre Métier**, Yellow Pages





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