



CASE STUDY

Jive Tag Management

BACKGROUND

Jive Software is a business-to-business (B2B) client that provides software for internal collaboration, community-based customer support, sales enablement, and more. 6D Analytics has partnered with Jive for SEO, analytics, and paid search marketing for over three years and 4+ website redesigns.

CHALLENGE

Jive relied on over ten different advertising and marketing automation scripts for measuring conversion including Google Analytics, display, remarketing, and retargeting networks, audience measurement scripts, and social sharing tools. At the same time the company was also going through a redesign of their forms and the structure they used to capture leads.

The main challenge of the project was to properly transition the implementation of disparate tracking scripts and tools into one system, Google Tag Manager, by taking into account the forms Jive was using to capture data, the scripts that were being run on the pages, and the types of data that were being tracked.



PROJECT

Transitioning disparate marketing automation scripts and tools for measuring conversion into one solution: Google Tag Manager.

SERVICES

TAG MANAGEMENT



SOLUTION

From the start, 6D Analytics knew that Google Tag Manager would be an ideal solution for Jive. By grouping the marketing automation scripts into one location, integrating GTM enables modifications to tags within the GTM interface with minimal updates to site code, thus minimizing development time and resources. This allows marketers to add or change tags themselves, whenever they want, in just a few clicks without relying on IT or webmasters.

A scalable and extensible system, Google Tag Manager has a number of built-in benefits. In addition to integrating well with Google Analytics, the tag management system is constantly growing with built-in support for new tools, tags, and scripts, and is incredibly customizable to the needs of each business.

RESULTS

The transition from many disparate tags to one tag management system has paid off for Jive. Instead of maintaining over ten different scripts, the company can now manage everything through the Google Tag Manager interface. This allows them to move more efficiently through paid media programs, more efficiently test paid media networks, perform landing page testing, and experiment with their pages with ease. Implementing a tag management system leaves more time for Jive to focus on their content and advertising programs because the team is spending less time on the technology behind the tags.

MIKE TOMITA, WEB MARKETING MANAGER, JIVE SOFTWARE:

“Google Tag Manager has made it so much easier for us to add and remove tracking scripts to our website, as well as get visibility into which scripts are on which pages. GTM has also provided a lot of flexibility in how we track our website through Google Analytics. Looking back I don't know why it took us so long to start using a tag management system.

6D Analytics knows Google Tag Manager inside and out and was able to get our very complicated tracking structure migrated and working inside GTM in no time.”



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6Dglobal.com | labs.6Dglobal.com | info@6Dglobal.com