

# Tag Management

## for Enterprise-Class Websites

**Enighten Enterprise Tag Management Solutions** enable online retailers to optimize web analytics and digital marketing performance, resulting in greater revenue and lower customer acquisition costs. Our flagship product, Enighten Manage, powered \$16 billion in ecommerce revenue in 2011, serving 90 billion tags as critical infrastructure for powerhouse brands like Sony Stores, Monster.com, Microsoft Stores, Lenovo and many others. Enighten supports any digital services tag from the simple to complex, in any online environment – analytics, personalization, multivariate testing, voice of customer, and more. Enighten also supports iOS, Android, and Flash.

## Accelerate Page Load and Control Your Tags.

### Control Your Tags

Enighten Manage replaces hundreds of lines of code per web page with a single line of code on each page and provides an easy-to-use web interface that enables business users to quickly deploy, manage and optimize tag-based digital services. Enighten Manage also features tag conditional logic to customize tags by page or by domain based on site visitor geography or other factors.

### Speed Up Your Site

Enighten's global Tag Delivery Network streams tag code to a web page as it loads, enabling site visitors to immediately see and interact with your page, while Enighten Manage asynchronously deploys the tags to your page in the background. Enighten's Tag Delivery Network features automatic code error checking, code compression and global server coverage – and it's optimized to serve tag code blazingly fast.

### Empower Business Users

With Enighten Manage, marketers and web analytics specialists can manage tag updates on their own using Enighten Manage's intuitive web interface to change, add or remove tags quickly and easily. With Enighten Manage, everything about tag management becomes easier, enhanced and more efficient, from deployment to changes to everyday use.

“Enighten has removed the road block holding back marketing initiatives by improving our implementation of tags from days to minutes.”

The logo for LendingTree, featuring the word "lendingtree" in a lowercase sans-serif font with a small green square above the "i".

## Improve Site Stability and Make IT Happy

IT departments love Ensignten Manage. In addition to getting them out of the business of day-to-day tag maintenance and deployment, Ensignten Manage provides a powerful JavaScript management system that prevents the loading of faulty or unresponsive tag code, which stops a bad tag from ever freezing your web pages.

### Key Benefits

- Improves page load time by 20% to 50%
- Enables fast deployment and maintenance of any tag by business users – no IT needed
- Replaces hundreds of lines of JavaScript code with a single tag
- Prevents tag-related page breakdowns
- Extensible across Flash and mobile apps
- Improves site QA and rollout process
- Supports multi-user workflow



monster.com



SONY



Microsoft



HomeAway

## About Us

Ensignten’s enterprise tag management solutions enable the world’s largest enterprises to manage their websites more effectively. Ensignten’s industry-leading tag management platform replaces hundreds of lines of code per web page with a single line of code and empowers marketers with an easy-to-use web interface to quickly add, remove or manage any 3rd party service - such as web analytics tags or advertising pixels. Ensignten’s global Tag Delivery Network serves over 60 billion tags annually to over 13,000 web domains, accelerating page load times and handling more than \$16 billion in eCommerce for customers Sony, Microsoft Stores, Monster, A&E Networks, LendingTree and Lenovo.