

Enlighten Manage

# Boost Marketing Agility Without Compromising Site Performance or Security

## Built for the enterprise

Our tag management solution makes it possible to fully control the deployment and optimization of your marketing technologies so you can execute any marketing initiative, quickly deploy, conditionally load and enrich any tag – from simple conversion pixels to complex analytics and personalization. This can be done across any channel and device, at scale, while increasing performance and responsiveness without compromising page performance or platform security.

Enlighten Manage is not restricted by the traditional limitations of container-based tag management systems and can therefore provide a workspace structure that mirrors the working environments for the largest global organizations.



### Enterprise security and access management

Tag management systems are powerful tools, so it is imperative that there are security and access controls in place to eliminate any potential risk. Enlighten Manage provides fully customizable user access controls across workspaces, environments and even individual tags with full audit logs and roll back capabilities. This enables sensitive parts of your site to be locked down with stricter access rights. Enlighten offers enterprise-level system access controls, such as multi-factor authentication, single sign on and restricted IP access



### Improve page performance

Enlighten utilizes its own Tag Delivery Network (TDN), an in-house, custom-built content delivery network designed to deliver tags to the page in the most effective manner. Instead of the traditional “container” based methodology, Enlighten offers a more effective system with server-side decisioning, which removes the heavy processing of tags from the customer’s browser onto Enlighten’s servers. This boosts page performance and delivers tags in the most efficient manner possible



### Build your own virtual data and event layer

Centralize the control of your data layer and events within the Enlighten Data Layer management interface. Recycle and virtually modify existing data layers and event triggers, and scrape data at a user, page or session level. Persist data throughout a customer’s lifecycle. Expand your offsite and offline data capture capabilities through the additional module: Enlighten Pulse

## With Enighten Manage, you can:

- Load pages up to 40 percent faster
- Manage security and access rights to a granular level
- Restrict access to sensitive parts of your site
- Utilize enterprise-level access management
- Virtually manage your site's data layer and recycle existing data layers
- Serve any tag, including vendors that modify page content through simultaneous deployment of synchronous and asynchronous tags
- Integrate directly with GitHub for management of tags via GIT repos
- Build your own customized workflows to mirror your company's working environment
- Deploy as a first-party vendor to improve data capture and quality

## Trusted by



"Enighten changed everything for us, and we now have eight-digit ROI from our marketing programs. Being agile changed everything."

Nick Harris, Sr. Manager, Marketing Channel Optimization, United

### About Enighten

Enighten is a global cybersecurity leader, offering next generation client-side protection against data loss, ad injection and intrusion. Through the Enighten solution, organizations can assess privacy risk and stop unauthorized leakage or theft of data, as well as comply with the CCPA, GDPR and other data privacy regulations. Enighten's MarSec™ platform protects some of the largest brands in the world from data leakage whilst ensuring maximum web page performance.

Phone: 1-650-249-4712 | [www.ensighten.com](http://www.ensighten.com) | Email: [info@ensighten.com](mailto:info@ensighten.com) | Twitter: @ensighten | LinkedIn: @ensighten

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