

# Enlighten Case Study

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Industry: **eCommerce**

Company: **Major Electronics**



## Making marketing more agile in order to meet ecommerce customer needs

Competition for consumers in the digital economy is fierce. And whether a customer lingers and shops on a website or abandons their effort to a competitor can boil down to the quality of their online experience. That's why marketers of ecommerce companies are seeking new solutions that will help them become more agile and gain data in real-time in order to optimize, engage and convert. As companies update and replatform their ecommerce sites, they're turning to tag management systems their marketing teams can control directly.

### Challenge: Reduce reliance on IT for tag management and increase marketing agility

A major electronics company, one of the world's most iconic brands, decided to replatform its entire, seven-year-old ecommerce website and grow its analytics program.

The old website required significant ongoing maintenance and support from the IT department, and it often took months for new tags and code pushes to be implemented. With analytics seen as a lower priority for IT, and no tag management system in place, the company's digital marketers often felt stuck.

Not only were IT resources limited when it came to deploying new code, but accurate tracking data was not unified or customer-centric. It was also difficult to obtain visibility into the customer path and track how campaigns on the site were performing.

The marketing team hoped the new ecommerce website would maintain a high level of internal customization, but also integrate an enterprise tag management system in order to amplify the pace and power of marketing initiatives.

### Solution: eCommerce tagging without waiting

The Enlighten team of project managers and success engineers immediately started working with the electronics company to ensure the replatform initiative would be successful, and that customers would have the best experience possible on the new ecommerce website.

By leveraging the power of Enlighten Manage™, the company quickly was able to replatform with minimal additional complexity. And rather than being stuck in an IT traffic jam, waiting for IT resources to deploy tags and code, Enlighten gave the marketing department the ability to:

- Implement tags and deploy new code within hours, without IT involvement
- Maintain a high level of customization
- Increase marketing agility by owning and acting on data in real time
- Deliver the right customer experience
- Boost conversions and accelerate revenue

#### Executive Summary

##### Challenges:

- Replatform an entire ecommerce site to a model less reliant on IT resources
- Amplify marketing's ability to optimize and customize
- Deliver an improved customer experience

##### Solution

- Enlighten Manage was deployed for tag and data management

##### Results

- Vastly increased ability to analyze and optimize for shopper types, delivering more relevant offers
- Easily added tags and new functionalities
- Significantly reduced time and costs of using IT resources
- Unified tagging initiatives across digital touch points

"We were stuck in a traffic jam of coding, often waiting months to implement tags. With Enlighten, we've reduced the wait to just hours. We now have much more marketing agility."

Lead Web Analyst  
Direct ecommerce unit

## Results: Fast tag implementation, low costs, optimize on the fly

Enlighten's platform enabled the electronic company's digital marketers to add tags and new functionalities to the site easily, reduce costs and make data management simpler. Other significant results included:

- Improved data quality
- Faster collection of data and optimization of marketing campaigns
- Spot-on analysis of shopper types, both psychographic and demographic
- Unification of all tagging initiatives across every digital touch point
- Faster page load performance

As the Lead Web Analyst of the direct ecommerce business unit explains, "Enlighten gave us the power to innovate and grow our analytics platform. Now we're able to optimize our business on the fly and do really creative things with our analytics—with no significant IT involvement and total website customization."

"We can optimize more quickly and be more creative with marketing initiatives."

Lead Web Analyst  
Direct ecommerce unit

## About Enlighten

Enlighten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across every marketing channel and device. Using the company's Agile Marketing Platform (AMP), enterprises can now achieve true 1:1 marketing while accelerating the execution of their marketing initiatives and delivering superior user experiences.

Powered by its unique hybrid-tag technology, the Enlighten platform processes tag requests across 150+ countries, for companies transacting over \$1.9 trillion in revenue. The world's leading brands (Microsoft, United Airlines, T-Mobile and Walmart) are achieving marketing agility through Enlighten's single line of code implementation.