

Nestlé Purina Revolutionizes Tagging Management with Ensignten Manage

Business

Nestlé Purina PetCare, a wholly owned subsidiary of Swiss food giant Nestlé S.A., is the world’s largest pet food producer with annual revenues of \$2.76 billion and operates in North America, Asia Pacific, Europe, Central and South America. A premiere global manufacturer of pet products, Purina has been providing pet owners with healthy nutrition and a means of positive bonding with their pet since 1893. Today, its portfolio of some 30 brands includes Alpo®, Beneful®, Cat Chow®, Dog Chow®, Fancy Feast®, Friskies®, Mighty Dog®, Pro Plan®, and Purina ONE®. It also makes cat and dog litter products under the Tidy Cats®, Yesterday’s News®, and secondnature® names. Purina products are sold internationally by mass merchandisers, supermarkets, pet supply stores, and online retailers including Wal-Mart®, Target®, PetSmart® and Amazon.com®. Besides pet supplies, the firm offers health insurance for dogs and cats through its PurinaCare® Pet Health Insurance services subsidiary.

Challenge

With dozens of web sites, specific requirements across each of the sites and the Enterprise, over a dozen agencies involved and a multitude of interactive marketing technologies that required constant deployment and customization of their tagging, modifying their tags would be no small task. Purina found that to effectively change the tagging on their sites it was a process that could take several months for even the simplest of changes. Additionally, Purina spends millions on marketing each year to maintain market share in the pet food manufacturing industry. Based on this marketing investment, they wanted to measure campaign effectiveness on a global level, as well as making use of business campaign tracking, CRM, web analytics social media and online video. To do this, they needed to centrally manage the tagging and code customizations for all sites to maintain standards for the company. Lastly, Purina also wanted to migrate its web analytics technology from Omniture HBX to Omniture SiteCatalyst. They quickly realized the enormity of these tasks for an organization of their scale and originally estimated the project of changing tools to be a 6-month, global initiative involving multiple agencies.

Making changes to a multitude of sites across a global organization is not as simple as one might think. Today, the process of updating tags is a slow, time-consuming process, which often results in poor data quality due to tagging errors and the time required to make changes. Additionally, if you would like to change vendors, all of their customized, page-specific code needs to be changed on each page of the site. Using Ensignten this can be done in minutes as opposed to days, weeks or sometimes months of time spent in an IT or Development backlog. Currently, Purina works with over a dozen agencies that are responsible for one or more of their sites. Purina’s goal for their implementation of Ensignten was to have the same solution deployed in line with Enterprise standards on all sites across all agencies and have a seamless process for expanding these standards as new sites are added.



“With Ensignten I’m in complete control of my tagging; adding tags, customizing tags, changing tags anywhere on my site at any time.”

GUY FISH

Assistant Interactive Brand Manager,
Purina

“Ensignten enabled Purina to complete a highly complex web analytics migration on over 30 unique sites in less than 10 business days.”

JOSH MANION

CEO
Ensignten

About Purina

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., the world’s largest food company.

For more information, visit
www.purina.com.

Solution

In March of 2010, Purina implemented Ensignten Manage as their Enterprise, tagmanagement solution. The Ensignten application allows Purina and their agencies to have complete control over how page tags are added, customized and removed from the site independent of the technology that a site has been built in. Additionally, Ensignten provides marketer-level access and complete enterpriseworkflow management to streamline the process of deploying highly customized tagging without the need for IT and/or Development resources.

In particular, due to some of the complexity of flash-based applications such as the Yesterday's News Bag Builder, Purina needed a solution robust enough to handle the intricacies of tagging compiled code—in this case—flash. According to Guy Fish, Assistant Interactive Brand Manager at Purina, "The cost savings realized in hours spent by IT and our agencies on analytics in development and QA cycles has been innumerable. In particular, I was impressed by the flexibility of Ensignten to handle complex, conditional logic on a page-by-page level. Also, their ability to implement highly customized tracking into our flash applications, without any coding, saved our developers more than 600 hours of effort over the course of the SiteCatalyst implementation alone. This is just the first of many technologies we are rolling out on our sites via Ensignten Manage."

Results

Purina is now utilizing Ensignten Manage to streamline the tagging process and eliminate IT backlogs. Due to Ensignten's ability to rapidly deploy and fully customize applications like Omniture SiteCatalyst and Eloqua, Purina can fully manage its tagging for all of its sites worldwide. Guy Fish described his experience by saying, "I am in complete control of my tagging; adding tags, customizing tags, changing tags anywhere on my site at any time."

Purina plans to continue using Ensignten in the near future for implementing tasks currently on their company roadmap such as: Voice of Customer (VOC) and testing and optimization. Ensignten will also continue to reduce the implementation time of the projects from months to minutes.

“By using Ensignten, Purina saved over 600 hours of development time on the implementation of SiteCatalyst alone. This is just the first of many technologies we are rolling out on our sites via Ensignten.”

GUY FISH

Assistant Interactive Brand Manager,
Purina

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.

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