

DIGITAL IMPLEMENTATION SERVICES AND TAG MANAGEMENT

LAUNCH FASTER REGARDLESS OF TOOLS,
TAG TYPES, OR MATURITY MODELS

Agile marketing measurement and tracking ability



REDUCED MANUAL EFFORT

Proprietary tag audit tool for every release, capable of auditing pre- and post-implementation



ACCELERATED TAG DEPLOYMENT

Intake process and quick turnaround allows marketers to measure campaigns from the start



HOLISTIC QA AND AUDIT PROCESS

Identify data and KPI gaps, variance from best practices and recommend next steps



FASTER LOAD TIMES

Systematic and scalable implementations that increase site performance

An effective tag management system allows marketers to create the ideal online customer experience and delivers actionable data for business leaders. Deploying and validating tags is cumbersome and bad data often skews dashboard reporting when managing tens of thousands of tags across desktop, mobile, and tablet.

eClerx Digital's tag management consultants assist marketers from the early stages of addressing their business objectives and tagging needs, and then provide ongoing support and training. Applying a comprehensive tag management solution, our experts systematically identify and solve data quality issues and then create a scalable implementation process that assures accurate, complete and trust-worthy data for sound decision-making.

OUR SOLUTIONS

Tool Integrations

Specialized in tag management and experienced across platforms, our experts consult with marketers to understand business reporting requirements and then recommend and implement the best integration solution.

Tag Audits and Data Quality Assessments

Our team audits not only the data but also the implementation and compares all to best practices. They then provide recommendations and next steps for improvement.

Third-party Tag Management

Our tag management team quickly and efficiently implements marketing pixels, affiliate, personalization, real-time support, voice of customer and audience measurement tags.

Digital Analytics Platform Migrations

Migration from Google Analytics to Adobe Analytics or vice versa is simplified. We own the TMS activities and complete migration of the platforms to ensure no data gaps and provide ongoing support and training. We can develop scalable custom code when necessary.

Digital Analytics Implementation Enhancements

We can optimize initial implementations by adding new data points, fixing data quality issues as well as launching new subdomains or adding functionality to existing websites. We are also able to adjust for KPIs missed during the initial implementation.

New TMS Implementations or Migrations

Whether migrating from a legacy implementation to a new TMS, migrating from one TMS to another, or starting or redesigning a website, we help structure and design your data layer and digital analytics implementation strategy to assure no data gaps during migration.

A Few of Our Supported Platforms and Tools



ABOUT ECLERX

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, Italy, Germany, and Singapore, along with its delivery centres in India and Thailand.

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