



Global PC vendor simplified 80,000+ page digital presence management through automated tag management solution

CLIENT

Leading US PC manufacturer

INDUSTRY

Information Technology



BUSINESS IMPACT

- Higher quality of Adobe tags
- Timely issue identification led to technical fixes with a faster turnaround time (TAT)
- Operationalized process for auditing source code and tags with minimal human intervention



BUSINESS CHALLENGES

- Client had 80,000+ web pages spread across 15 domains and multiple languages, which contributed to data integrity challenges in the implementation of Adobe SiteCatalyst
- Lack of coordination between site and analytics teams resulted in inconsistency and errors in tagging
- Questionable data was frequently found by business partners, usually without any explanation, leading to a distrust of the numbers shown by the analytics team

OUR APPROACH



- Defined and documented the intended tagging logic for all variables, based on variable maps, site structure, and discussions with business partners
- Configured an automated solution to collect all data captured for every variable on every page
- A web form tracker was created to compare data collected to the business rules and variable map, and identify patterns in implementation issues across page types
- Provided actionable recommendations to correct any tagging issues identified

OUTCOME

- C5i validated almost all the web pages of the client, identifying instances of unique errors
- Old and/or decommissioned tags were removed from the website
- All tag issues were fixed leading to improved confidence in data accuracy and better decision making
- Consistency in tagging across all domains and regions enabled accurate global and cross-domain reporting
- Reduction in time required to implement new or revised tags
- Developers' time was saved in validation, allowing them to focus their time on correcting tags

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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