CASE STUDY

Course5
Transformative intelligence

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

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

- Course5 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 Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.