



About L2TMedia

- l2tmedia.com
- L2TMedia provides targeted digital marketing solutions including PPC, Display, SEO, YouTube advertising, social media marketing and reputation management.

Results Using Tag Inspector

- Can easily find missing tags on clients web sites.
- Have become more efficient at discovering tracking issues
- Can easily share pages that are missing tags with clients.

“L2TMedia provides targeted digital marketing solutions including PPC, Display, SEO, YouTube advertising, social media marketing and reputation management.”

Q: What was the main pain point you were experiencing when you were first introduced to Tag Inspector?

We work with 400+ clients of which we do not manage any of their websites. We rely on remarketing and tracking tags for campaign performance and reporting and often run into the issue of code “falling off” our client sites, which we wouldn’t know right away.

Q: How were you previously keeping track of changes across your client’s sites?

Manually, doing spot checks from time to time, or noticing missing code after the fact by seeing drops in traffic, conversions, etc. It was not a scalable solution and often problems were not caught until weeks later.

Q: Were you able to be proactive in identifying issues with your clients websites and tagging changes?

Not really. Everything was very reactive, as opposed to being proactive.

Q: Why did you choose to go with Tag Inspector?

We looked at what was available on the market which satisfied our needs. We wanted something which was server-based, not something that had to be installed on individual computers. Scans had to happen in the background and not interfere with other tasks which needed to be performed.

Q: How do you currently use Tag Inspector?

Any and all tags found on these sample pages are tracked and reports are sent daily to a shared email account owned by the L2TMedia team. Reports sent daily depict changes that may have occurred with site tagging and allow team members to review client sites' "tagging health" at any time via the reports or interface, rather than manually checking through a site's source code.

Q: How much time has using Tag Inspector saved you and your team on average? Can you rate on a scale 1-10 how much time/effort it has saved your team

5 – still have not used it as much we would like to, but getting all the accounts added was important.

Q: Has Tag Inspector helped improve visibility to changes occurring on client sites, enable proactive tagging fixes, and/or is your team more efficient with client site set up (in regards to analytics, marketing or advertising tag deployment)?

At this point we have been more efficient at discovering tracking issues and identifying if the issues stem from a tag no longer being present.

Q: Has there been any other benefits with using Tag Inspector, and what would you rank working with the InfoTrust and Tag Inspector product team on a scale from 1-10?

We can easily share with clients which pages are missing specific tags, which is a huge benefit. We would rank working with InfoTrust and Tag Inspector as a 10.

About InfoTrust

InfoTrust is a Google Analytics Certified Partner, Google Analytics Premium Reseller and Salesforce Registered Consulting Partner, helping organizations of all sizes analyze their digital marketing presence to increase online marketing ROI through conversion optimization and CRM integration. For more information, visit infotrustllc.com.

About Tag Inspector

Tag Inspector is designed to help web analysts, digital marketers, developers and even sales executives understand digital technologies that are loading on any website. It was originally developed to discover inconsistencies with analytics tool implementation but can now scan for over 750 different marketing tags. For more information, visit taginspector.com.