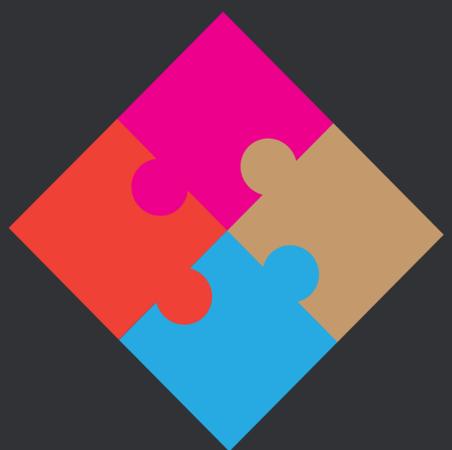


The Marketer's Infographic to Tag Management

Tag Management Benefits



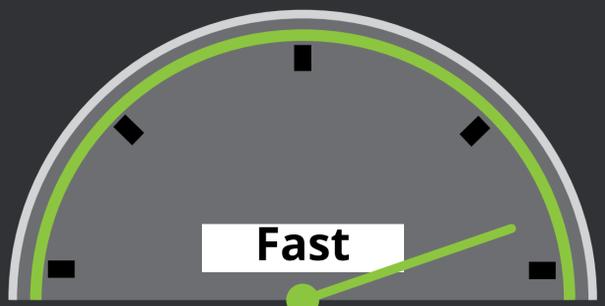
1. E-Privacy



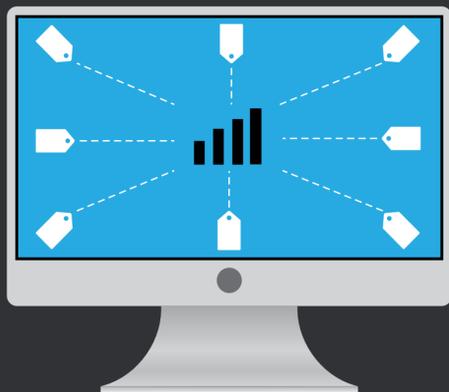
2. Marketing Agility



3. Reduced Cost



4. Improved Site Performance



5. Data & Tag Centralization

Tag Management Systems

Major Paid Players



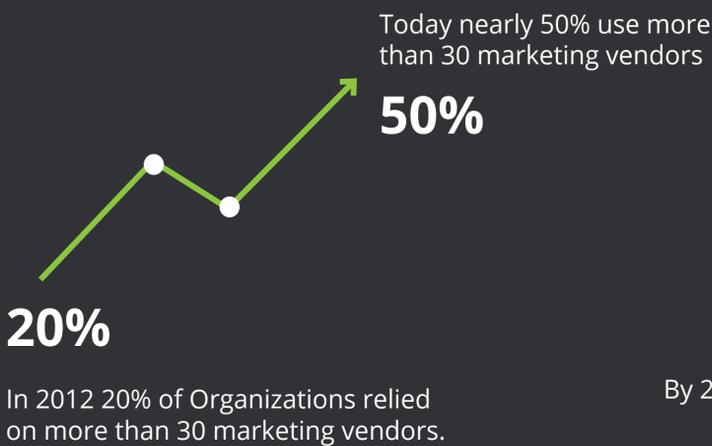
Major Free Players



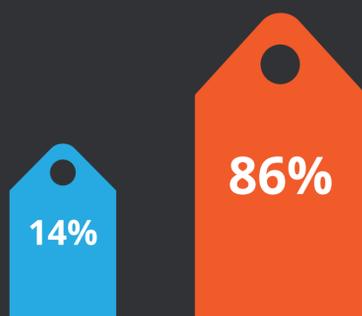
Minor Players



Tag Management: By the Numbers



By 2017 50% of leading websites will have adopted Tag Management



86% of workers see Tag Management as fundamental to Digital Marketing

For more information visit <https://goo.gl/5iUsRE>

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