

# 5 Steps to Avoid Embarrassment

*Discover these 5 steps so you can avoid  
not having the right data in your executive reports.*

**Tag Inspector**  
AN INFOTRUST PRODUCT

# step 1

## Background Research and Establishing a Baseline

The first step to establishing a baseline is determining how big of a problem this is at your organization. Some companies report weeks without collecting digital analytics data while others have outages for a short few hours.

The easiest way to establish your baseline is by requesting a channel manager or an acquisition manager, depending on how your team is structured, to provide you with a list of times when data coming from GA, Facebook conversion pixel, or any other tag was not available or was not accurate.

# step 2

## Establish a Reporting Process for Loss of Data/Inaccuracies

Next you will need to formalize a process for reporting loss of digital analytics data or identified inaccuracies. If these issues persist, you want to be able to have a documented history of how these issues were reported and corrected. This documentation will also help you solve these problems down the road.

### *We recommend collecting the following information:*

- The date and time when the discrepancy or gap in data collection took place.*
- How the discrepancy or gap was identified, and by whom.*
- The root cause analysis that was performed to determine the underlying issue.*
- Is this a one time occurrence or a recurrent incident?*
- Documented steps that have been taken to resolve this.*
- Downstream systems that have been impacted.*
- Proposed next steps.*

# step 3

## Complete a Tag Inventory

According to Forbes, an enterprise website has over 50 marketing/technology tags. Our research of the largest 1000 eCommerce and CPG sites shows this number as high as 80-85 in certain cases.

Having a tag management system is critical, but the presence of a tag management system is not a substitute for a tag library and a tag policy that your organization can begin following. We recommend your tag inventory include:

### ***Defining Tag (Pixel) Standards:***

*Determine the technical requirements (latency, error rate, etc.) for each tag.*

### ***Tag (Pixel) Library:***

*Maintain a library of authorized and prohibited tags across each site, as well as what data authorized tags should be collecting.*

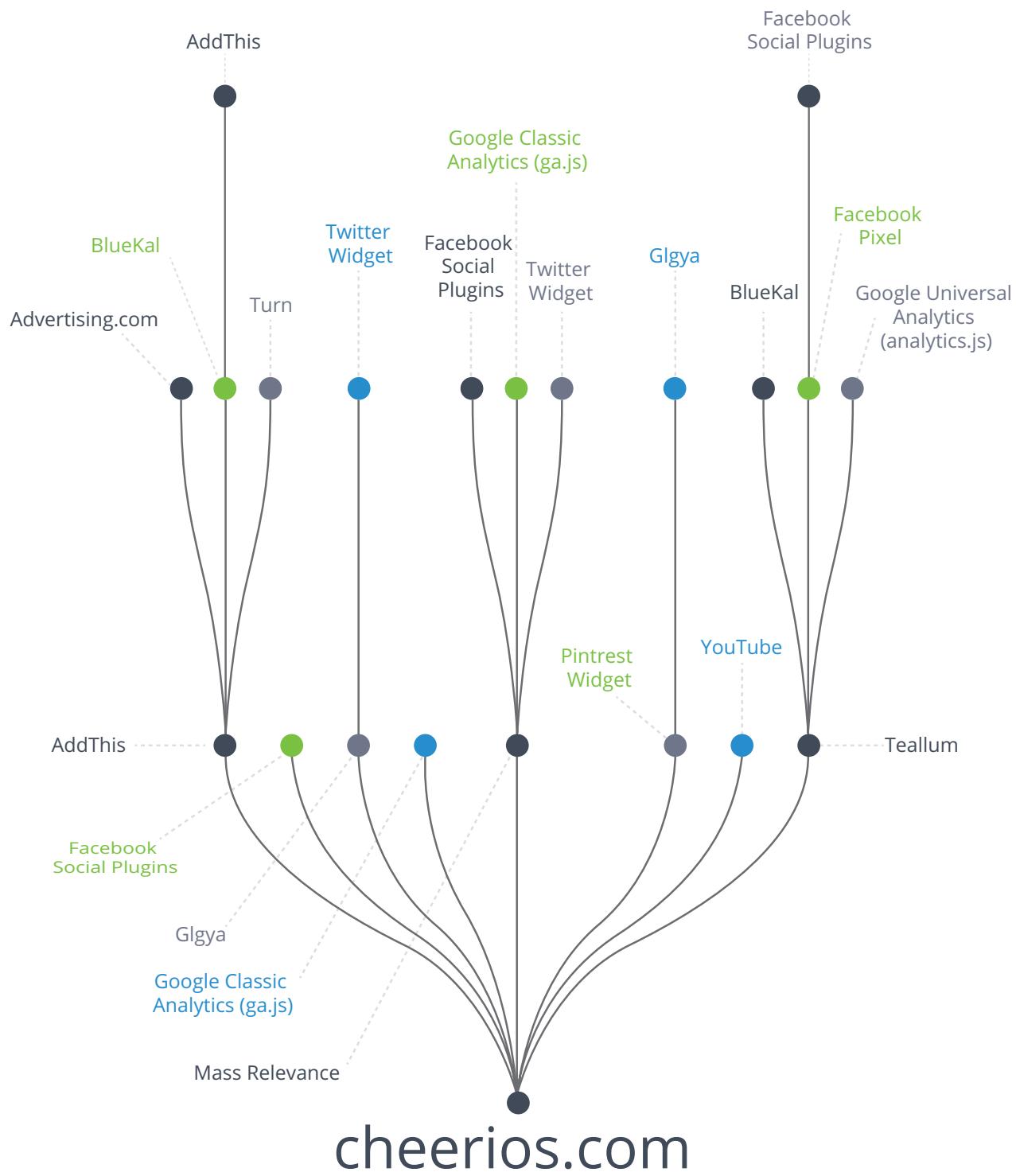
### ***Deployment Schedule:***

*Identify which tags should be present across what time periods and for what duration.*

## Scan Your Site

If you are not sure where to start with your tag audit, use [taginspector.com](http://taginspector.com) to identify all the pixels that are present on your site and how they load.

On the following page you will see an example of what you can expect to find. Tag Inspector also allows you to set-up real-time monitoring of all your tags so you will get notified right away if your data collection drops.



## IS YOUR TAG TREE WELL MAINTAINED?

Are you looking for more tag management insights that will give you a competitive advantage?

Visit us online at [taginspector.com](http://taginspector.com) or email us at [sayhello@taginspector.com](mailto:sayhello@taginspector.com)

You'll also find our upcoming webinars to be informative, educational and full of actionable tips.

You don't want to miss our amazing guest speakers, such as senior Forrester analysts, that join us to discuss industry trends and best practices.

**[Register for a webinar today!](#)**

# step 4

## Collection of Data Points

Establish requirements ahead of time about what data points you need to be collecting from each platform. Unfortunately, having a lot of data does not mean having the right data.

Put together requirements about what information is needed from each marketing and analytics platform. Having the right expectations from day one will help you set up the information you need to collect.

Keep in mind that the majority of platforms do not allow for the collection of this information retroactively. For example, in Google Analytics an event will only begin to collect data once it is set-up. You will not be able to collect data prior to your event set-up date.

# step 5

## When All Else Fails . . .

If your executive meeting is tomorrow, and you have not had the time to perform the recommendations listed above, you can still make your presentation effective by focusing on the right information. We recommend the following presentation flow when you need to report on marketing performance:

**Focus on learnings, not on data.** Even with fragmented data, you can still uncover relevant insights. Over the reporting period, what have you learned about customers, marketing audience, or site performance?

**Share your hypothesis for how you can optimize various marketing functions and what type of test you might need to perform.** We often think of tests in a very limited capacity - for example just doing A/B tests. However, marketing tests can involve changes in the search bidding structure, geo testing and many others.

Show data that you have as an appendix, and call out additional touch points that you seek to collect and why. The need for data will only continue to rise, but do not let it limit you.