

Google Tag Manager 360 offers GoPro more control and marketing flexibility

GoPro manages tags at the speed of business



About GoPro

- GoPro makes incredibly popular wearable and gear-mountable cameras and digital devices.
- Headquarters: San Mateo, California
- www.gopro.com

Goals

- Organize and manage digital marketing and measurement tags
- Deploy tag additions or changes rapidly and with minimal IT burden
- Optimize site speed with reduced tag overhead

Approach

- Deploy Google Tag Manager 360 across multiple technology platforms and web properties
- Implement comprehensive data layer and advanced tracking automation scripts
- Enable access for marketing team and agency partners

Results

- Streamlined tag deployment
- Reduced lead time requirements for new campaign launches
- Enabled seamless management of all tags across GoPro digital platforms
- Minimized burden and cost for IT resources

GoPro helps adventure-seekers capture and share the most thrilling moments of their lives. The brand has quickly grown to become the world's leader in wearable and gear-mountable cameras and digital devices.

With the growing popularity of GoPro products and accompanying complexity of their digital marketing activities, GoPro found itself with dozens of tags measuring countless engagement activities across its web properties.

With so many tags added to GoPro's code base over time, managing versions, deployments, and changes had become a burden. As the company grew, it was critical to find a way to manage tags that would scale as the marketing strategy evolved.

Forging a new path

Analytics Pros, an analytics and optimization agency, introduced GoPro to Google Tag Manager 360, part of the Google Analytics 360 Suite. Tag Manager 360 organizes marketing and analytics tags and reduces the burden on IT.

It was easy for Analytics Pros to lead a comprehensive migration of GoPro's tags to Tag Manager 360. Analytics Pros deployed Tag Manager 360 across multiple technology platforms in a matter of days, immediately giving GoPro greater control over a wide range of website tags in one, integrated tool:

- Google Analytics 360 tags
- AdWords Conversion Tracking tags
- Voice of customer & heatmapping tags
- Remarketing tags for multiple platforms
- DoubleClick Floodlight tags
- Custom tracking pixels



About Analytics Pros

- Analytics Pros is a digital analytics and optimization agency serving startups, SME's, and enterprises worldwide.
- Headquarters: Seattle, Washington
- www.analyticspros.com

"We were thrilled to migrate GoPro to Google Tag Manager 360 and bring a new level of agility and digital insight to their marketing efforts. With Tag Manager 360 in place we can deploy new tags or changes to existing tags without the delays of application development cycles. In the fast-paced world of digital analytics and sophisticated marketing programs, Tag Manager 360 is a serious game-changer that provides the kind of competitive edge our clients need."

—Caleb Whitmore
Founder & CEO,
Analytics Pros

"Google Tag Manager 360 centralizes our tags into a single location that gives our marketing and analytics teams the flexibility to make tagging updates within minutes without burdening IT."

—Lee Topar
Director of Online Marketing,
GoPro

With Tag Manager 360, stakeholders were delighted to access tags through a dynamic tool that provided the flexibility to define and manage tags on the fly.

Be a tagging hero

With the Tag Manager 360 platform, GoPro gives their digital marketing team and agencies the controls they needed to manage tagging and measure digital properties at the scale and pace the company needs. As a result, GoPro gets responsive tracking that keeps up with nimble digital initiatives.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite