magazineluiza.com
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About Magazine Luiza

- www.magazineluiza.com.br
- More than 600 stores across Brazil
- Founded in Franca, Brazil, north of São Paulo state
- Company name chosen in a local radio contest

Goals

- Simplify tracking and management of its Google AdWords campaigns
- Reduce a large number of tags to a minimum

Approach

- Deployed Google Tag Manager on its website offering 35,000 products

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Results

- Shifted tag management from IT to marketers
- Increased AdWords ROI by 30 percent
- Boosted website speed 8 percent
- Unlocked new capabilities, including Dynamic Remarketing Ads and auto-conversion tools such as Display Campaign Optimizer and Conversion Optimizer

Magazine Luiza boosts speed by 8% and ROI performance on AdWords by 30% using Google Tag Manager

Established in 1957, Magazine Luiza is among the largest retail chains in Brazil. Luiza was the first name of one of its founders, and the Portuguese word "magazine" means "department store" in English. The company's extensive website, launched in 1999, today offers about 35,000 products to online shoppers.

Use only a few tags

Magazine Luiza wanted to simplify measurement and management of its AdWords campaigns, and reduce its large number of tags—those tiny bits of website code that let you understand the impact of online advertising and much more—to only a few. Google's AdWords team introduced the company to Google Tag Manager. Magazine Luiza then worked with digital firm Agência CASA to make the switch from its inefficient old system of changing or adding tags one at a time.

> *"Before Google Tag Manager, we had lots of problems under-standing all of the conversions from our AdWords accounts, and that was directly affecting our strategies. Now, we can handle that challenge with as many or as few tags as we want. We're able to measure all the data we need."*
>
> *- Rafael Montalvão, Media Coordinator, Magazine Luiza*

Deploy new tags in as little as 5 minutes

Before its shift to Google Tag Manager, Magazine Luiza's IT team handled all of the tag implementations, changes, and requests. Today, three marketers can manage the tags themselves. The time needed to plan and deploy a new tag has dropped from around two weeks to as little as five minutes.

Casa

"Google Tag Manager is very effective," Montalvão says. "Some tasks that were very complex and time-consuming before are now easy. Now that we can centrally manage our AdWords tagging for multiple accounts, we're able to dive into more detail for every site category and optimize our campaigns."

Free up time for strategic tasks; improve AdWords ROI and site speed

Magazine Luiza has now deployed 23 tags using Google Tag Manager. The company has seen about a 30 percent increase in return on investment (ROI) for its AdWords campaigns, thanks to better tracking and optimization via conversion tags that Google Tag Manager makes possible. The website also runs about eight percent faster.

"We don't see implementing tags as a stressful task any longer," Montalvão says. "With Google Tag Manager, we can devote more IT time to strategic tasks."

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> *- Rafael Montalvão, Media Coordinator, Magazine Luiza*

About Google Tag Manager

Google Tag Manager is a free tool that makes it easy for marketers to add and update website tags—including conversion tracking, site analytics, remarketing, and more—with just a few clicks, and without bugging the IT folks. It gives marketers greater flexibility, and it lets webmasters relax and focus on other important tasks. To learn more, visit google.com/tagmanager

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