Tag Man
an ensighten company

CASE STUDY: VIRGIN ATLANTIC

Virgin Atlantic gains more than 40:1 ROI from tag management and deduplication through TagMan

Objectives

- Enable Virgin Atlantic to add, edit and remove tracking tags more efficiently
- Allow Virgin Atlantic to see the entire path to conversion of its online customers and so 'deduplicate' CPA commissions

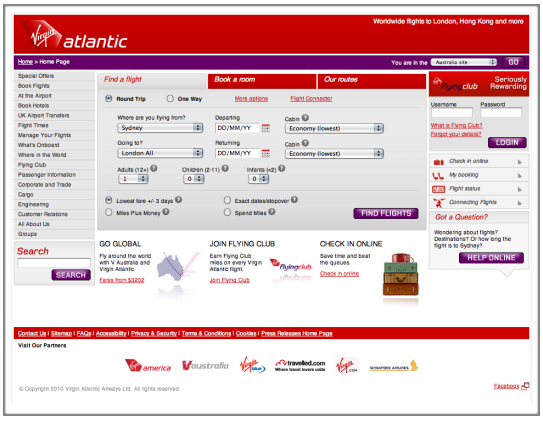
Strategy

- Implement TagMan's single, independent, universal container tag
- House all page tags, including affiliates, paid & natural search, and display in the TagMan system
- Combine data feeds to provide reporting across all channels, including complete path to conversion of any user

Virgin atlantic

"TagMan has delivered everything we hoped. We made the investment for its benefits in pure tag management and to free us from the bonds of incumbent technology providers such as ad servers. But, that this investment delivers a return of more than 40 times on CPA commission duplication alone is fantastic."

Veronica Brown,
e-commerce commercial manager,
Virgin Atlantic



Results

Deduplication - over a two-month period, TagMan tracked 8 separate CPA channels in the US and UK:

- Identified 21.1% of CPA commission payments that were duplicates
- Six-figure saving in just two months, achieving an ROI – purely on deduplication - of 41:1

Tag management – TagMan has enabled Virgin Atlantic to deploy two complex tags to its sites:

- Coremetrics - Virgin Atlantic switched easily to a new web analytics provider, a process that ordinarily would take months
- 'Live Person' online customer service chat system - enables Virgin Atlantic customer service staff to launch an online chat with a user at critical points in the buying process