



GoPro increases marketing flexibility and reduces burden on IT with Google Tag Manager

About GoPro

- www.gopro.com
- Located in San Mateo, California
- Wearable and gear-mountable cameras and digital devices

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 across multiple technology platforms and web properties
- Implement comprehensive data layer and advanced tracking automation scripts
- Distribute access and management across marketing team and agency partners

Results

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

GoPro cameras enable people to record and share life's most meaningful experiences. They have quickly grown to become the world's leader in wearable and gear-mountable cameras and digital devices that ensure adventure-seekers can capture the most thrilling moments of their lives.

A mountain of tags to manage

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. These tags had been added to their code base over time and managing tag versions, deployments, and changes was a major burden. With their marketing strategy becoming even more complex, it was critical to find a way to implement and maintain marketing tags that would scale with the marketing organization.

"Google Tag Manager 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

Forging a new path

Analytics Pros, an analytics and optimization agency, was proud to introduce GoPro to Google Tag Manager, Google's tag management solution that organizes marketing and analytics tags and reduces the burden on IT. With over three years of experience in tag management and automation and a long-standing engagement supporting GoPro's digital analytics programs, Analytics Pros led a comprehensive migration to Google Tag Manager. Starting with an inventory of all of GoPro's existing tags, Analytics Pros deployed Google Tag Manager across multiple technology platforms in a matter of days, immediately giving GoPro greater control over their website tags.



About Analytics Pros

- www.analyticspros.com
- Headquartered in Seattle, Washington
- Analytics Pros is a digital analytics and optimization agency and a Google Analytics 360 Suite Partner and Reseller serving startups, SME's and enterprises worldwide

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Analytics Pros put together a solution that consolidated the following tags into one integrated tool:

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

At the end of the implementation, stakeholders were delighted to have access to their tags through a dynamic tool that provided the flexibility to define and manage tags on the fly.

"We were thrilled to migrate GoPro to Google Tag Manager and bring a new level of agility and digital insight to their marketing efforts. With Google Tag Manager 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, Google Tag Manager is a serious game-changer that provides the kind of competitive edge our clients need."

- Caleb Whitmore, Founder & CEO, Analytics Pros

Be a tagging hero

With the Google Tag Manager platform, GoPro was able to provide their digital marketing team and agencies with the controls they needed to manage tagging and measure their digital properties at the scale and fast pace at which the company moves. As a result, GoPro can provide the responsive tracking capabilities necessary to keep up with their nimble digital initiatives.

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

