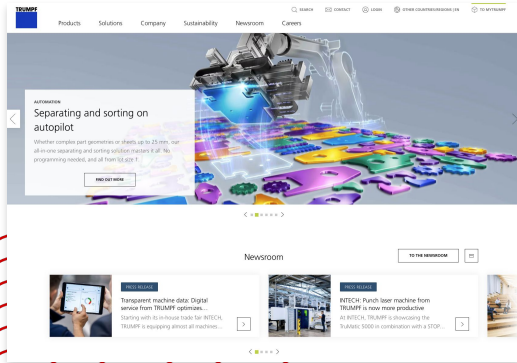




How TRKKN Enhanced Tagging Helped TRUMPF to Manage Micro Conversions With Ease

TRUMPF

TRUMPF • Germany
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The Challenge

TRUMPF has implemented a very elaborate and comprehensive Google Analytics tracking in collaboration with TRKKN and faced the challenge of continuously implementing Micro Conversions with Google Tag Manager (GTM). Traditional methods involved creating numerous tags, triggers, and variables in GTM, leading to a complex and time-consuming set-up and documentation process. This approach was not only costly but also made maintenance and updates difficult. The client needed a solution that would be both effective and efficient.

The Approach

TRKKN Enhanced Tagging offers a streamlined approach, providing a set of plugins for Google Tag Manager that automate the tracking of user interactions in a standardised way. The feature set not only includes common interactions like forms, videos, downloads and more, but also offers Custom Click, Form, AJAX Tagging, and a built-in Component Click Attribution. With a centralized setup, TRKKN ensured all TRUMPF's data was collected consistently and remained fully comparable. This approach allowed the client to capture approximately 95% of their tracking requests with a single tag, substantially reducing the need for custom coding and extensive developer involvement.

Partnering with TRKKN

TRKKN's expertise and consultative approach helped TRUMPF establish a tagging solution, that is not only scalable and customisable, but also simplifies data collection, configuration, visualization, and testing.

The Result

By implementing TRKKN Enhanced Tagging, TRUMPF was able to reduce tags in GTM by 64%, from 124 to 45. By enabling a more straightforward self-service, Developer resources involved in tracking decreased by 79%. This led to a faster setup, quicker launch times, reduced costs and workload, and more consistent data across projects. With less time spent on complex GTM configurations and project management, the client could focus on data analysis and activation, enabling faster and more frequent improvements to the user experience and a better ROI.

“Measure faster, optimize faster – thanks to lean, flexible tracking. With TRKKN Enhanced Tagging, we implement campaign goals with greater flexibility, and gain consistent, comparable data for better decision-making.”

— Christoph Zackl – Product Owner Google Analytics & Marketing Analyst, TRUMPF

64%

Tag reduction for better performance and overview

79%

Reduction in analytics-related developer tasks