Transparent.rTMA™

Rapid Tag Management Assessment

TRANSPARENT

Unlock the potential of your 1st party digital data and minimize your risk from 3rd Party providers

Organizations face serious challenges around capturing, managing and activating against data to fuel their precision marketing ambition. Marketers often struggle with the complexities of capturing 1st Party data from their owned properties and may not be fully aware of the risks imposed on them by 3rd Parties who are capturing data from these same properties.

Transparent Partners has designed rTMA™ to provide a quick and comprehensive assessment of your Tag Management practices to evaluate your operational processes, identify and prioritize key areas for improvement, and advice on a consistent set of practices to capture 1st Party data and control and manage 3rd Party data capture. rTMA™ also includes a foundational education session for your team with the latest developments and best practices on Tag Management.

Key Features

1. Current state Tag Inventory Evaluation
2. Identification of immediate and long term opportunities
3. High-Level roadmap to address key priorities
4. Organizational education on the benefits and best practices for Tag Management

Benefits

Data Transparency
Visibility and insights into all data capture mechanism employed on owned properties

Operational Efficiencies
Optimize management processes to minimize operational costs and revenue loss.

Decisioning and Activation
Unlock 1st party data collection and actively manage 3rd party data collection to achieve improved marketing targeting and activation opportunities

Privacy Compliance and Governance
Ensure compliance with global privacy and consumer preferences, as well as mitigate data leakage that may occur within a browser

Testimonials

"*Transparent helped us uncover new ways to create value for the **Walmart Media Group** with their unique approach and understanding of trends in the digital landscape. They applied the necessary rigor and discipline to craft a transformative opportunity for our business*" -- *VP of Product & Innovation at Walmart*

Fees and Timing

OFFERING	RAPID Inventory Evaluation and Recommendations	+BASE Workflows, Tools Usage and Governance	+DETAILED Enterprise-wide Tag Audit
INVESTMENT	$20K	$50K	$75K
TIMING	2 weeks	7 weeks	10 weeks

Contact us at: Info@Transparent.Partners for more information