Fashion retailer Dafiti enjoys new operational efficiencies and a 25% boost in site speed

About Dafiti

- www.dafiti.com.br
- Headquartered in São Paulo, Brazil, with 1300 employees
- Active in Brazil, Argentina, Chile, Colombia and Mexico
- Online retailer of over 85,000 products and 800 different brands
- 50 million monthly visits
- Operating three platforms in Brazil: Dafiti, Dafiti Premium and Dafiti Sports

Goals

- Manage tags across multiple sites
- Reduce dependence on IT
- Decrease page load times

Approach

- Implemented Google Tag Manager
- Migrated all tags to tool
- Built a data layer

Results

- Decreased page load times by 25%
- Put ability to publish and unpublish tags into hands of marketing department
- Slashed time-to-market of new campaigns with media partners
- Reduced IT overhead

Operating across Brazil, Argentina, Chile, Colombia and Mexico, Dafiti offers more than 85,000 retail products from international brands. The emphasis is on shoes and apparel, although the inventory also comprises accessories, beauty and home décor. The company launched in 2011, and has already been named the most influential e-commerce brand on Facebook for the region.

A tricky path

With several different websites in its portfolio, Dafiti had to maintain more than 100 tags from media partners across a variety of tools. This created two major challenges: page loads were increasing, and the dependency on IT staff to address tagging needs was significant. "Some tags were deployed within our CMS platform," explains Dafiti Marketing Intelligence Manager Anderson Kenji Mise. "But many of them required a different rule to be 'fired,' so we needed some implementation support from IT."

Get up and go

Dafiti investigated Google Tag Manager as a means to tackle these challenges. Implementation, which involved four domains on Dafiti's content management system, was an easy task. The majority of implementation time was spent on migrating existing tags. In all, the tool now manages well over 100 tags from affiliate and remarketing partners, DoubleClick Floodlight tags, and more.

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>
> *- Anderson Kenji Mise, Marketing Intelligence Manager*

Up to speed

In the area of performance, Google Tag Manager's ability to eliminate redundancy has had a clear impact. "A data layer proved to be very useful to send the same value over different tags," Mise explains. The outcome for the user? Dafiti reports that the site is 25% faster since implementation.

Internally, Google Tag Manager has been a huge help in maintaining versions of tags and managing Dafiti's publishing workflow. Although it initially required javascript programming and HTML, implementing the data layer means Dafiti marketers no longer need IT development to deploy new tags. The immediate result is more flexibility within the marketing department to publish and unpublish tags. "It's been very useful so far, cutting our time-to-market on launching new campaigns and media partners, and reducing overhead on IT," Mise says. "It was a win-win situation for both IT and marketing."
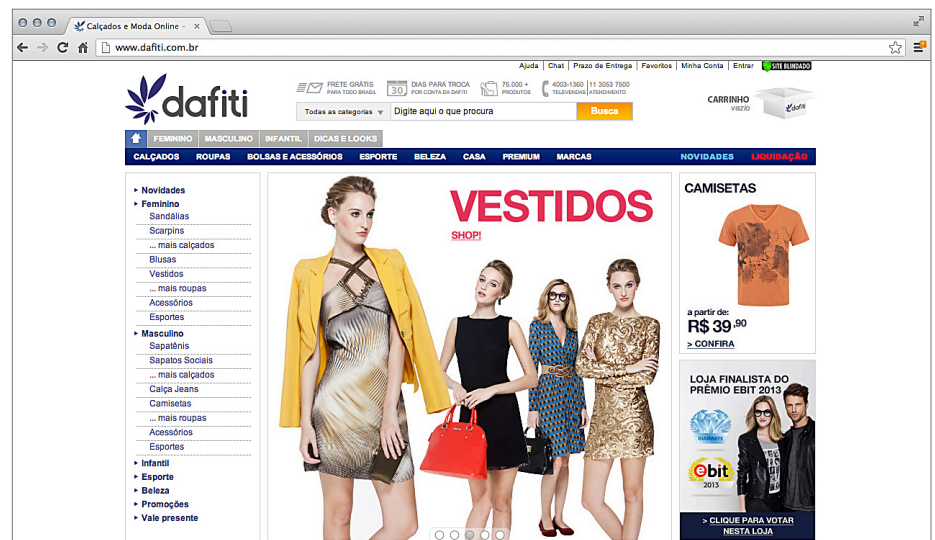
About Google Tag Manager

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