



About Smarter Travel Media

- www.smartertravelmedia.com
- Located in Boston, MA
- Portfolio of travel websites providing price comparison, private sales, travel deals, travel news and expert advice

Goals

- Organize and manage remarketing tags
- Execute tag changes with greater speed
- Reduce burden on development staff

Approach

- Implemented Google Tag Manager in less than one day
- Deployed tags across seven sites within the tool

Results

- Streamlined management of remarketing tags
- Increased reliability of new tags
- Minimized development burden
- Liberated time and resource for proactive marketing initiatives

Smarter Travel Media liberates resources to tackle new high-value marketing tasks

Smarter Travel Media is a portfolio of distinctive online travel brands dedicated to helping travelers take trips that fit their budgets. The sites in the Smarter Travel Media portfolio include BookingBuddy (US/UK), OneTime, Airfarewatchdog, Smarter Travel, Tingo and Jetsetter.

Lagging turnaround time

Remarketing with multiple vendors is a growing part of the brand's marketing strategy, so the task of adding new tags to the website is a constant one. In the past, requests came from either the product or marketing departments, and were then handled by the development team. The developers used an ad hoc process for adding these through the development release cycle. Changes were made by deploying new versions of the code base, which required input from both development and QA staff. This meant that the addition of each tag would require significant resources and take anywhere from several days to a few weeks to release.

Smarter Travel Media wanted to improve turnaround times, alleviate the burden on development staff and manage tags without having to go through a scheduled release. In short, the team needed a faster and simpler way of adding tags to Smarter Travel Media's portfolio.

Painless implementation

With Google Tag Manager, Smarter Travel Media's development team found the easy, free and reliable solution it needed. The tool provided all the functionality required and was easy to set up. The site needed no significant changes to accommodate Google Tag Manager, and the team was able to successfully deploy all existing tags with ease. In all, implementation took less than a day.

Quicker tagging and site load times

With the new system in place, the development team continues to be responsible for implementing remarketing tags on Smarter Travel Media's sites. Remarketing tickets are now done more quickly and easily than

“With the Google Tag Manager solution in place, we can deploy tags much faster and with far fewer resources. Therefore, the revenue justification can be smaller and we’re able to test new channels more frequently and with greater speed.”

**-- Brett Malone, Senior
Manager of Search,
Smarter Travel Media**

ever before, making for a more positive experience for development, marketing and product staff. Because it’s no longer necessary to wait for a release cycle to publish changes, requests for changes are typically satisfied within a single day.

It’s not only Smarter Travel Media’s staff that enjoys the advantages of greater speed – site load times have been reduced since implementation, too, which is good news for the travelers that visit Smarter Travel Media’s sites. Google Tag Manager provides a central library for organizing the logic for firing different tags. By centralizing the logic, tags now fire faster. This means Smarter Travel Media travelers can get straight to the information they seek more quickly and enjoy a better user experience.

Improved data accuracy

In addition to enhancing turnaround times, Google Tag Manager has increased tag reliability, too. Previously, Smarter Travel Media used a homegrown library that had proven to be unreliable. Implementing Google Tag Manager fixed those issues. “Our biggest ‘win’ from implementing Google Tag Manager has been speed of implementing new pixels and reliability of those pixels,” explains Brett Malone, Senior Manager of Search for Smarter Travel Media.

Removing obstacles of tagging constraints

With the development staff no longer burdened with time-consuming tag management, there’s more time to pursue other potentially lucrative marketing projects. Previously, high-effort initiatives such as these would be shifted lower down on the team’s long list of priorities. But with Google Tag Manager in place, developers can quickly deploy and test new tactics.

For example, the team rapidly set up Google remarketing and went live with a test within a single day. Results from the activity were exceptional – an uplift of more than 200% in click-through rate. “Without the ease of Google Tag Manager, we would’ve likely left the project in the queue longer while we tackled projects where the outcome was more certain, or deadlines dictated priority,” says Brett. With the newfound agility that the tool affords, the team is able to focus on marketing – rather than on marketing technology – and to apply a proactive approach to promising new projects.

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