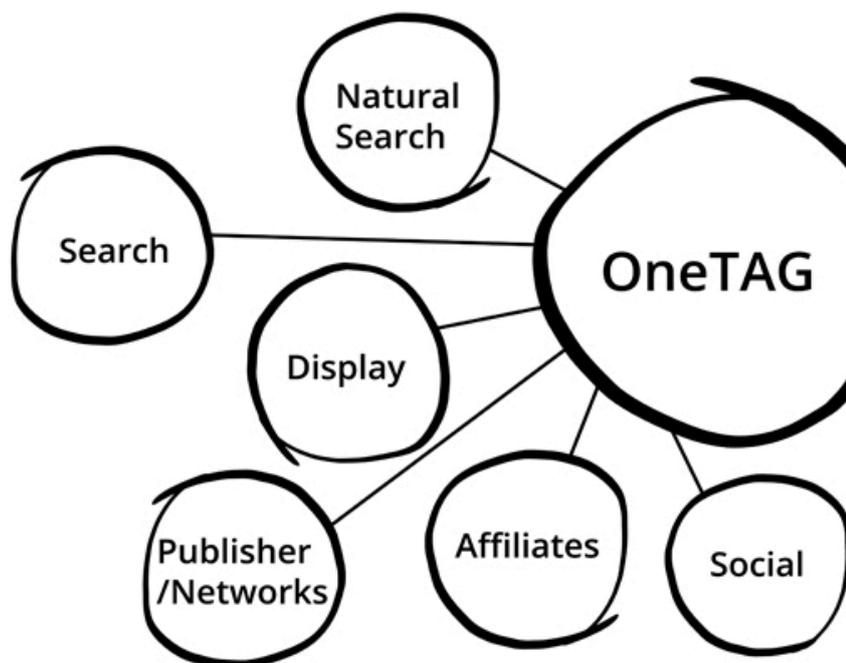


oneTag

A single, no fuss solution for site tagging.



Site tagging simplified

oneTag is a single Container tag deployed once within a client's website CMS. When uploaded oneTag automatically propagates across all pages on the same domain, and each page URL is identified, recorded and made available for remote tagging. The process of site re-tagging becomes far less onerous on the client's web-administration team.

Future proof

Not only is the initial one-step implementation simple, oneTag also future proofs the site as new pages are added. oneTag automatically identifies and propagates to new pages as they are created. The web-administrator does not manually add further site tags, the tag management is entirely remote.

Remote control tag management

Once the oneTag is live on the client's website, all Flashtalking and third party tags are centrally managed through an intuitive interface. Spotlight, conversion, and retargeting tags are all quickly & easily set up, updated, or deleted remotely.

Simple set up for complex tag configurations

The advanced oneTag "regex builder" allows multiple pages across the site to be grouped and used for bespoke retargeting or tracking in a fast and efficient process. For example, a fashion retailer can quickly create 'men' or 'women' audience groups simply by picking up elements within the respective page URLs -

there is no need to select hundreds of individual site pages manually.

De-duplicate all channels

The oneTag provides a platform for de-duplicating conversions for display, paid search, natural search, social and affiliate marketing programs. Any third party conversion tracking can be set to conditionally fire - providing publishers and affiliate partners real time de-duped data pass-back.

Path to Conversion and Attribution

With growing online media sophistication, simply allocating all value to a single click or conversion is potentially too simplistic. Advertisers need an intelligent view on the path to conversion and the different points of interaction across all channels. oneTag allows a marketer to understand the complete path to conversion for search, natural search, affiliate, social and display ads.

Track Natural Search

Natural search, to keyword level, can be tracked via the oneTag. Incorporating natural search in path to conversion data provides a complete picture of a converting visitor's journey. oneTag also allows you to select 'attribute conversions' to natural search only when no other paid media touch point exists on the user journey.