



Ensignten: Using Data Tips and Tricks

Create Your Own User Segments

If you've ever thought to create your own actionable user segments Ensignten can help. With the use of our simple app you can create one or many levels of user segmentation, giving you innumerable possibilities to interact with your customers and clients. Imagine segmenting users visiting your site from techcrunch.com and segmenting them as technical users, then retargeting them with specific campaigns that speak to their interests.

Share Data Across Your Domains

Having multiple domain can lead to unique challenges in digital analytics, but using a third party cookie store like Ensignten offers can make persisting information a snap. Creating a unified view of your users across all your domains is traditionally difficult to implement and maintain yet grants powerful new actions, such as displaying ads and special promotions to users on your main website that have viewed products on your discount or outlet website.

Use Website Data in Your Conditions

At Ensignten's core is the ability to send specific tags to specific portions of your website, but did you know you can send additional information from the page? When a call is made to our server component the current URL is passed to Ensignten, however any information available at that time can also be sent, including meta-data tags, cookie information, browser information, or time zone. Think of restricting complex tags to newer browsers to improve performance or sending tags based on another technologies pre-existing user segment cookie.

Use Case

Find Solutions that Benefit Your Business- Customize the Test

With traditional tagging adding new technologies or removing existing ones can be a cumbersome task; potentially leading to using tools that have outlived their effectiveness or the inability to try any of the hundreds of new tools launched each year. However, with powerful TMS and an agile marketing strategy you can easily begin to optimize tagging without risking your current successes.

With so many new technologies making similar claims and vying to claim the title "leader" how can you begin to find the solution that fits your business the best?

Use an agile marketing platform to test those claims on a limited portion of your website traffic, at a lower cost and limited risk than making a switch or adding a new solution.

Begin this process by creating segments of your users that fit your goals, such as testing competing heat-mapping tools side by side. For this example you'd want at least one segment for each tool, but adding an additional segment will allow you to see how these tools impact your user experience and potential revenue as well.

If you're **testing** something that impacts your entire business across multiple domains you can use the Ensignten cookie server mentioned above to store and retrieve the user's segment across multiple domains, preventing contamination of the test.



Now with the segments created and that data being sent to the Ensignten TMS you can begin to deploy tags based on what group you've placed users in. With these tags now running on a live site with real visitor traffic you can see exactly how the solution will work for you, and with the added control group you can even consider the net impact of the tool.