

Penn State World Campus

Google Tag Manager Case Study

Using Google Tag Manager For Instant Results

When Penn State World Campus needed to quickly transition their tracking from another analytics solution into Google Analytics, they called again upon LunaMetrics, a Google Analytics and Google Tag Manager Certified Partner, to address their very specific needs and aggressive timeframe. As an early adopter of Google Tag Manager, LunaMetrics staff recommended and implemented Google Tag Manager to quickly and effectively go beyond Penn State's expectations.

Goal

Transition from the existing Penn State World Campus website tracking tool to Google Analytics within a two-month time frame while maintaining or improving the current level of functionality. Focus on key conversions, like the "Request For Information" form.

Approach

Understanding the goal of this transfer was paramount. LunaMetrics staff went on-site for a day to talk one-on-one about the World Campus site and to learn about the staff goals.

Implementing Google Tag Manager, in its earliest form at the time, was crucial to achieving these goals. After demonstrating Google Tag Manager's capabilities and discussing its many benefits, Penn State World Campus agreed to use Google Tag Manager immediately.

LunaMetrics went above and beyond to teach the technical skills needed, working as an extension of the World Campus team. They not only answered questions but empowered the World Campus team to confidently take over control of the site's tracking at the end of the engagement.

Results

With the swift implementation of Google Tag Manager, the new site tracking was completed and ready to launch ahead of the project deadline. Penn State World Campus was pleased with the quality of the work, how quickly it was completed, and the overall smooth transition. "We view LunaMetrics as an extension of our team; our analyst has been awesome to work with." added Shelby Thayer. "We feel 100% confident in the implementation and the quality of our data."



"We are so happy that we implemented Google Tag Manager when we transitioned, it has put control completely into the hands of our web analyst. LunaMetrics did a great job of helping us accomplish all of our goals of the transition; from the requirements all the way to the knowledge transfer."

Shelby Thayer
Director of Web Strategy and CRM
Penn State Outreach and Online
Education

