

# Paula's Choice

## Google Tag Manager Case Study



## Paula's Choice & LunaMetrics:

# Finding Time and Insights with Universal Analytics & GTM

Paula's Choice knew they needed a tag management system, but wasn't sure which one would make the most sense. As an ecommerce company that specializes in amazing skincare products, they needed an amazing tag management system that would help speed up their implementation time when working with vendors. Additionally, for a company that prides itself on being quick and agile, their process for bringing in new vendors and getting solutions implemented was neither quick nor agile.

**600%**  
Improvement in Tag  
Implementation Time

After researching many different options, Google Tag Manager stood out as the clear winner to help revamp their advertising and analytics tagging on their website. Google Tag Manager offers an immense amount of flexibility and reduces the need for complicated website coding.

When Paula's Choice partnered with LunaMetrics to implement Google Tag Manager, they didn't realize how much value they would receive. More than just installation, LunaMetrics helped coordinate and plan a strategic approach that included upgrading their Google Analytics, implementing Google Tag Manager, and that enabled cross-departmental insights for various stages of a user's journey.

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**QUOTE**  
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**“Working with LunaMetrics has been great - your analysts were clearly experts, easy to work with, and happy to hop on a call to explain complicated issues. I appreciated LunaMetrics guiding the strategy, and our tracking now benefits every department including merchandising, design, and marketing. We didn't know how much Google Tag Manager would help us. I have already started recommending LunaMetrics to others!”**

**Natasha Kocharov**  
*Sr. Manager, Digital Marketing*  
Paula's Choice

## Goals

Implement Google Tag Manager to enable faster and more flexible website tagging. Upgrade existing Google Analytics website tracking.

## Approach

Develop a clear, cross-departmental measurement strategy to connect online metrics to offline goals. Install Google Tag Manager, migrate to Universal Analytics, and implement features like User ID and Enhanced Ecommerce to extend revenue- and transaction-focused data.

## Results

The tag-team approach of Universal Analytics through Google Tag Manager allowed many new features to be implemented with immediate impact. Paula's Choice now has the confidence and technical knowhow to quickly add new vendors to their site and the reports to make data-informed business decisions.