

St. James's Place



ST. JAMES'S PLACE
WEALTH MANAGEMENT

St. James's Place Wealth Management uses Google Tag Manager to roll-out new measurement strategy across 1,300 adviser websites

Scale and flexibility

With a network of over 2,800 advisers, 1,300 of whom want to monitor the use of their websites, St. James's Place had the challenge of delivering rich measurement at a serious scale.

Following advice and guidance from ConversionWorks, they used Google Tag Manager to standardise Google Analytics measurement across each of the adviser websites and to provide rolled-up reporting at a group level.

Google Tag Manager to the rescue

The St. James's Place digital marketing team required richer measurement of user behaviour than the standard 'out-of-the-box' metrics.

For example, they needed to track downloads of PDF documents, clicks on links to third-party sites, 404 error pages and interaction with the sophisticated site search and individual form fields.

St. James's Place Wealth Management is a FTSE 100 company with £52bn of client funds under management.

www.sjp.co.uk

1,300
Websites
measured using
Google Tag
Manager



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They also wanted to utilise the more powerful functionality within Google Analytics such as Custom Dimensions. Google Tag Manager facilitated the process, allowing metadata to be easily passed from the website's database into Google Analytics.

With functionality such as Custom Dimensions the reports instantly become more relevant, insightful and actionable.

Agility wins the day

Once deployed the digital marketing team discovered Google Tag Manager offered ongoing benefits:

"The biggest benefits came after Google Tag Manager was rolled out. For the first time we found we had the flexibility to make changes in minutes not days."

"Now we can deploy tags for platforms such as DoubleClick across all 1300 sites in minutes. And as we update technology such as our video platform the measurement can be updated across all sites with ease."

Paul Golledge, Digital Marketing Manager, St. James's Place



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"We knew our challenge of measuring over a thousand websites was unique, but would require us to make compromises on what we could measure."

We found that by using Google Tag Manager we didn't need to compromise at all."

Paul Golledge, St. James's Place
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