

Google Tag Manager 360 and Google Analytics 360 help Novartis improve customer experience on a global scale

Novartis uses APIs to take on enterprise-sized challenges



About

- Novartis discovers, develops, and successfully markets innovative products to prevent and cure diseases, to ease suffering, and to enhance the quality of life.
- Headquarters: Basel, Switzerland
- www.novartis.com

Goals

- Improve customer experience globally
- Streamline management of the company's 130 websites
- Get the right metrics in the hands of the right people

Approach

- Implement the Google Analytics 360 Suite at scale
- Use Google Tag Manager 360 API to generate containers, tags, and macros
- Create accounts, properties, and views with the Google Analytics 360 API
- Used APIs to modify groups of sites for customizations including IP address anonymization

Results

- Saved time and freed-up developers and marketers to work on high-priority tasks
- Pulled and shared more consistent, pertinent data across sites
- Created dashboards that report across multiple properties

Global healthcare leader Novartis has thousands of websites worldwide. With at least 130 of these sites focused on corporate communications, Novartis needed to get the right data to the right people and make sure its teams could confidently compare metrics.

Since the communications sites had common interactions and goals, Novartis needed to establish consistent naming and goal setting, and be able to quickly replicate any changes and updates made in one site to other sites. At the same time, Novartis needed the flexibility to customize specific groups of sites, such as for countries with specific privacy requirements.

Novartis wanted to consistently and efficiently implement analytics across key communications websites, ensuring that each individual page was measured correctly. They needed a scalable tool to create consistency, efficiency, and avoid daunting hand-coded parameters for custom cases. Novartis turned to the Google Analytics 360 Suite for the ultimate in ease-of-use, powerful features, and flexibility.

Establishing cross-site consistency

The Google Analytics 360 Suite is a set of powerful tools that can be used individually, and are even more powerful together. Novartis used Google Tag Manager 360 and the Google Analytics 360 APIs to implement and verify custom analytics globally.

The company started by defining clear requirements tied to business objectives, asking questions like:

- Which websites would be included?
- How should the account hierarchy be structured?
- Which interactions or events needed to be captured?
- What privacy settings needed to be enabled?

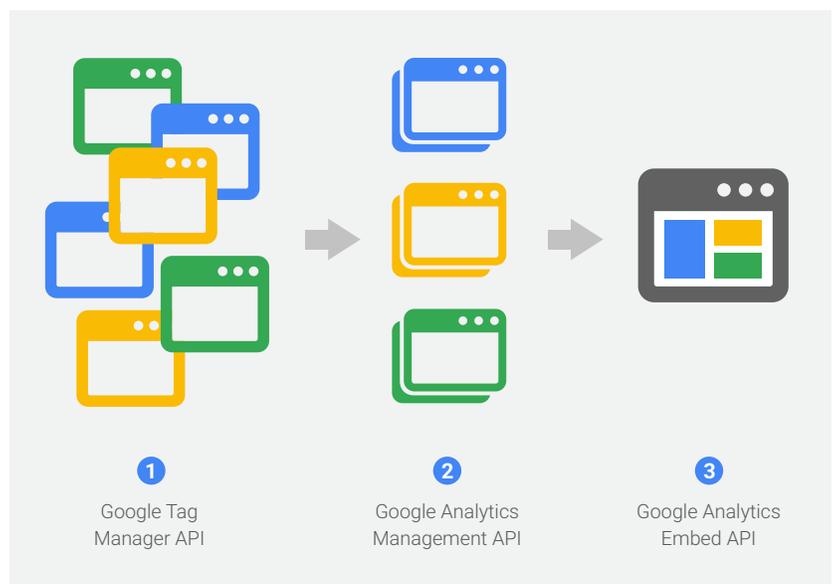
"We developed a process whereby we use the Google Tag Manager 360 API to eliminate a manual, error-prone process and thus could shift our attention from several low-value tasks to determining how to create a great digital experience for our customers."

—Angela Grammatas
Digital Analytics Manager,
Novartis

The Novartis team defined a small test group of sites they would use to work out all the kinks in the implementation process. Novartis used Python and the Tag Manager 360 API to create containers, tags, and macros. Then, they used the Analytics 360 API to create accounts, properties, and views.

Novartis first implemented and tested one container tag to verify that data was flowing into the proper Analytics 360 view. Next, the team implemented the rest of the tags and configured Analytics 360 views for the remaining sites. Finally, they modified the sites that needed customizations such as IP address anonymization.

The ability to add and edit all Tag Manager 360 containers and Analytics 360 properties in one place made it easy for the team to see relationships and ensure data was correct. Starting simple and setting clear naming conventions helped later programmatic changes roll out smoothly, with easy ways to check that changes worked as expected.



From implementation to analysis

Novartis saved time and got more consistent data with Tag Manager 360 and Analytics 360. Powerful APIs helped the team take on a huge and complex project in manageable steps. The Google Analytics 360 Suite gave the Novartis team confidence by automating tasks, reducing errors, and giving people the tools to catch problems early. Most importantly, these tools freed-up developers and marketers to focus on high-priority tasks.

Novartis is now moving from the implementation stage to the analysis stage. The company plans to use the Google Analytics 360 Suite to give analysts access to appropriate reports. Novartis has also started creating dashboards that monitor multiple properties and visualize results. For example, one dashboard offers widgets for each content group, showing the most popular pages. Meaningful graphs help the Novartis team identify the impact of non-homepage pages, and where to focus efforts and resources.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite