



About Novartis

- 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
 - <http://www.novartis.com/>
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Goals

- Improve customer experience globally
 - Streamline management of the company's 130 websites
 - Get the right metrics into the hands of the right people
 - Implement Google Analytics Premium at scale
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Approach

- Used the Google Tag Manager API to generate the containers, tags, and macros
 - Adopted the Google Analytics API to create Google Analytics accounts, properties, and views
 - Tapped the APIs to modify several groups of websites that needed customizations, such as IP address anonymization
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Results

- Saved time and freed up the developers and marketers to work on other high-priority tasks
 - Pulled and shared more consistent and pertinent data across sites
 - Created dashboards that report across multiple properties
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Novartis Implements Google Analytics Premium on a Global Scale to Improve Customer Experience

Novartis is a global leader in health care; as such, it has thousands of websites worldwide, about 130 of which focus on corporate communications. Effectively managing this number of sites requires ensuring that data from each website gets to the right person and that teams can confidently compare the same metrics to continuously improve the company's sites for customers. To accomplish this, Novartis wanted to consistently and efficiently implement Google Analytics Premium across its key communications websites, ensuring that implementation was done correctly on each individual page.

A project of this scale requires many Google Tag Manager containers and Google Analytics Premium properties, so Novartis knew it would need to be able to quickly replicate any changes and updates made in one site to other sites. This includes copying Tag Manager tags, macros, and rules as well as duplicating settings and configurations in multiple Google Analytics Premium properties and views. For example, nearly every website had the same interactions and goals, so Novartis wanted to make sure the naming conventions and goal settings were consistent.

In other instances, Novartis needed the flexibility to customize the implementation for specific groups of websites. For example, some countries have specific data privacy requirements, and hand-coding these types of parameters for many sites was daunting.

Establishing consistency across sites

The [Google Tag Manager API](#) and the [Google Analytics Management API](#) made it easy for Novartis to accomplish its implementation and verification objectives for its global project.

Novartis started by defining clear requirements tied to business objectives: 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? It started with a small batch as a test to work out all the kinks in the process.

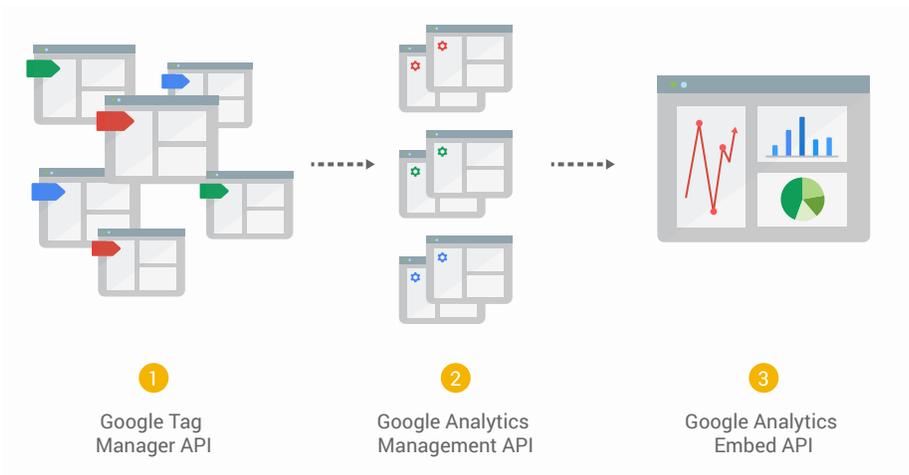
With Python, Novartis used the Google Tag Manager API to create the containers, tags, and macros. Then it used the Google Analytics API to create Google Analytics accounts, properties, and views. Novartis first implemented and tested one container tag. Once it verified that data was flowing properly into the appropriate Google Analytics view, it used both APIs to implement all remaining tags and configure the Google Analytics views for the other websites. Finally, Novartis

"We developed a process whereby we use the Google Tag Manager 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 for Novartis

went back, using the APIs to modify several groups of websites that needed customizations such as IP address anonymization.

Novartis found value in being able to add and edit all of its Google Tag Manager containers and Google Analytics Premium properties in one place. This made it easy to see the relationships and ensure that data from one website and Google Tag Manager container was going to the right Google Analytics property.

One tip Novartis offers is to start simple and make sure your naming conventions are clear. Then once you try something programmatically using API, you'll be able to quickly check the user interfaces to see if it worked as expected.



About Google Analytics Premium

- Google Analytics Premium is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results.
 - For more information visit: google.com/analytics
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Moving from implementation to analysis

Novartis found that it saved time and had more consistent data by using the Google Tag Manager API and the Google Analytics API. Together, the APIs made it seem as though Novartis were doing a much smaller-scale project, even though in reality it was huge. They gave the company the opportunity to dot its i's and cross its t's at scale. They reduced the number of errors or gave it the tools to catch problems early without having to verify everything manually or on an individual basis. Most importantly, they freed up the developers and marketers to do other high-priority tasks.

Novartis is now moving from the implementation stage to the analysis stage. It plans to use the Google Analytics Management API to provide analysts with access to the appropriate reports. Novartis has also started dabbling in [Google Analytics Embed API](#) to create dashboards that report across multiple properties and to create visuals that cannot be duplicated in the Google Analytics interface. For example, it created one dashboard that has widgets for each content group, showing the most popular pages. The graphs use two different axes to identify the impact of non-homepage pages and where to focus efforts and resources. And this is only the beginning!