



ZETA TAG PLACEMENT

The better way to more fully understand your customers and prospects.

Too often, marketers are forced to use guesswork and incomplete data to identify prospects which leads to nonrepresentative outcomes. Zeta Tag Placement allows you to gain a 360-degree view of known customers as well as unknown prospects visiting your site. The ability to identify anonymous website visitors through Zeta Tags expands your reach across channels and gives you powerful data on identity and intent. With Zeta Tag Placement you can improve segmentation, campaign targeting, and analytics—as well as achieve response and conversion rates that boost your bottom line.

Zeta Tag Placement uses Zeta’s proprietary identity graph to map individuals to online and offline signals in order to understand their propensity to convert. Zeta matches first-party data files with a variety of 1:1 identifiers, including email (personal and business) and phone numbers. Matches are then extended to leverage full name and full postal address to create the highest possible deterministic match rate.



more accurate...

Tracking



Reporting



Activation



Powered By the Zync Container Tag

The Zync Container tag is a flexible JS code snippet that can be easily configured to collect a variety of data points from your website. Zync tags also allow for other tags or pixels to be placed behind them to expand data collection for more accurate tracking, reporting, and activation.

ADVANTAGES OF TAG PLACEMENT

Website Personalization:

Generate rules and interest-based interaction triggers to deliver individualized onsite messages such as custom overlays, alerts, or banners.

Dynamic Creative Optimization:

Pass product details as custom parameters to insert dynamic content into a display ad. With the help of the Zeta Recommendations API, the ZMP automatically pulls content from an existing content resource library based on items viewers have viewed or shown interest in.

Intelligent Retargeting:

Intelligent Retargeting uses Zync tags in conjunction with the Zeta Identify Graph to identify anonymous website visitors. Anonymous visitors that are known to the brand can be matched to your CRM, while unknown visitors can be matched using Identity Graph. Visitors can then be targeted in other channels such as search, social, and display. There is also the option to enrich site visitor profiles with Zeta Data Cloud's proprietary, predictive data to optimize campaign targeting, messaging, and creative.

Advanced Segmentation:

Expand user signals to include on site-wide activities for smarter targeting. Advanced segmentation can categorize users based on site activities like page views, purchases, and searches and allow for precise retargeting based on both known and unknown audiences, as well as geo-specific targeting.

Audience Insights:

Unlock transformational analytics and create dynamic dashboards to uncover deep insights on your customers, prospects and products.

Engagement Scoring:

Zeta's proprietary algorithm scores site visitors to enrich lead data and improve campaign ROI. As users browse, the ZMP determines interests based on historical and real-time engagement and scores users accordingly. These scores can be used to inform remarketing campaigns across email, social and search, and personalize website overlays with relevant offers based on score and interest.

Omnichannel Attribution:

Understand the customer journey and interaction between media channels at the individual level. Omnichannel attribution brings to life the power of Zeta's vast deterministic identity graph and analytics to tie media exposures and interactions directly back to sales regardless of source.

CRM Event Capture:

Capture a wide range of events such as item search, item view, add to cart, and purchase, to enhance multi-channel targeting. Data can be used to build campaigns based on web browsing behavior where a user has not converted within a specific time frame.

Churn Prevention:

Identify at-risk or disengaged customers through trend analysis and engagement over time to proactively take steps to retain their business and cultivate long-term loyalty.

Acquisition:

Optimize messaging and marketing efforts, tailoring content to individual needs and preferences, leading to more effective campaigns and better conversion rates.

Don't wait for the next opportunity. Create It.

Predictive marketing insight. Industry-defining identity management. Omnichannel experience building. The Zeta Marketing Platform is everything you need to grow your customers and your business in today's digital ecosystem. Recognize your best customers and prospects across channels and devices and be where they are going next—the right offer at the right time, every time.

Talk to your Zeta Sales or Account Representative to place your tag and expand the value of the ZMP.

Contact us at info@zetaglobal.com

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