

ENSIGHTEN MANAGE

Seamlessly Orchestrate Data and Technology to Drive Results

Deploy, validate, and update disparate marketing technologies on your website while unifying data across brands, domains, mobile apps and display advertising — all within a critical layer of security that ensures consumer data stays private and that tagging governance is enforced.

THE ONLY SOLUTION IN THE MARKET THAT MEETS TODAY'S ENTERPRISE NEEDS

Ensignten Manage is the industry's leading enterprise tag management system and the anchor of a customer data platform that fuels seamless experiences across touch points. Manage has more than 1,100 turnkey vendor tag templates to choose from, helping marketers optimize their marketing technology stack to improve website engagement and conversion, while boosting the value of existing investments. By providing additional capabilities for security, privacy and governance capabilities, Manage gives large organizations a fast run-rate to see immediate ROI.



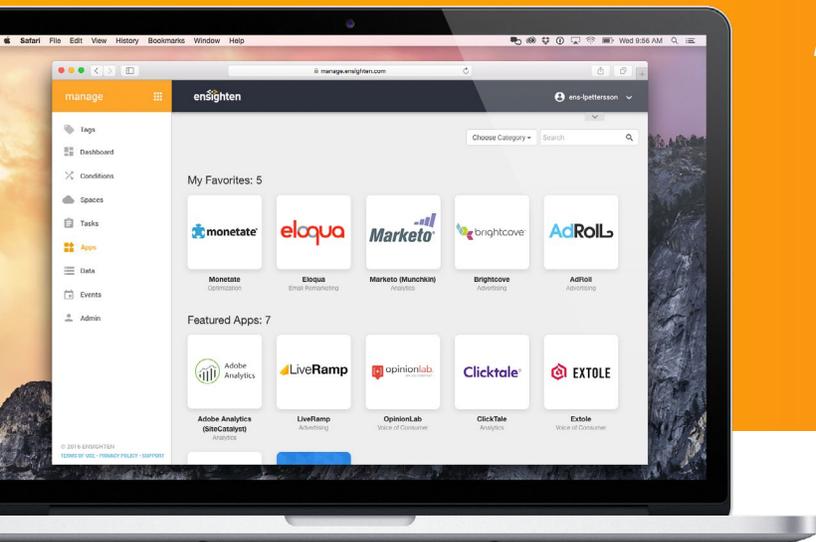
MANAGE TAGS AND UNIFY DATA AT ANY SCALE

Deploy, update and manage all your marketing tags and data through one intuitive, point-and-click interface. Unify and standardize fragmented data sources across technologies to drive greater ROI from your evolving technology stack, while boosting website performance, improving data quality and proactively de-duplicating vendor credits to optimize ad spend.



ENSURE THE SECURITY AND GOVERNANCE OVER TAGS AND DATA

Keep customer and other sensitive data out of the browser, preventing exposure and risk for your brand with a unique hybrid-tagging architecture. Enforce tagging workflows across teams and agencies, and prevent unauthorized exposure. Validate that tags are deployed correctly.



"Ensignten changed everything for us, and we now have eight-digit ROI from our marketing programs. Being agile changed everything."



Nick Harris, Sr. Manager, Marketing Channel Optimization, United



IDENTIFY POTENTIAL PRIVACY RISKS

Visually identify tags that are out of compliance with your privacy policy and industry regulation using Ensignten's privacy dashboard and audits. Pinpoint unauthorized third- and fourth-party tags, and prevent data from leaking to unwanted entities. Provide consumers with flexible opt-in, opt-out choices.



TRACK MOBILE APP USER ENGAGEMENT

Understand how users are engaging with your native mobile apps and unify web and app data into a single view. Ensignten Mobile, a complementary service, lets marketers easily tag apps with basic analytics for key insights in real time, without the typical heavy impact on app development resources.



COLLECT OMNICHANNEL FIRST-PARTY DATA

Collect offsite customer data from channels such as display advertising, email, videos and Internet of Things (IoT) devices, as well as across multiple domains and brands using Ensignten Pulse. Unify first-party data and profiles to enhance personalization tools in real-time and even drive a targeted experience on a customer's first website visit.

ADDITIONAL HIGHLIGHTS

- Hybrid-tagging architecture that delivers unparalleled scale and performance
- Supports all tagging use cases, synchronous and asynchronous, from a single line of code
- Facilitates enterprise work flows with flexible user management permissions and controls
- Flicker-free support for personalization, optimization and testing use cases
- Enterprise service level agreements

TRUSTED BY



ABOUT ENSIGHTEN

Ensignten enables global brands to simplify the management of their data and technology investments so they can orchestrate smarter interactions across touch points. Ensignten's leading customer data platform delivers enterprise tag management; robust profile creation and management; and powerful omni-channel data collection capabilities that bridge customer behavior information from web, mobile, digital advertising, Internet of Things (IoT) and offline sources. Using Ensignten, organizations can leverage rich, first-party customer data and profiles to fuel personalization and enhanced insight using their existing technology investments. Ensignten delivers industry best privacy and security safeguards, unparalleled scale and performance, and the deep integration with the broader digital marketing eco-system. Select customers include CDW, Hearst Corp., The Home Depot, Microsoft, State Farm, United Airlines and T-Mobile. Ensignten is headquartered in San Jose with offices in London, Sydney and San Diego.

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