

CASE STUDY: ONESTOP INTERNET, INC.

Reducing Tagging Costs & Increasing Marketing Results

Company

Onestop was founded in January 2003, providing web design and e-commerce technology to the retail apparel industry. The company has broadened its services over time to include online marketing, product photography, technology integration, call centers, and more. Onestop currently serves dozens of major apparel retailers, including Reef, Nicole Miller, True Religion Brand Jeans, and many more.



Challenge

Onestop handles the e-commerce operations for 35+ major apparel retailers, and is frequently tasked with implementing tag-based digital marketing solutions across its entire client base. However, deploying and managing these mission-critical online solutions can be a daunting task, requiring many hours of work on behalf of both marketing and IT staff. Every time marketing wants to add or make a change to the vendor tag, it has to go through an elaborate process that requires opening an engineering ticket, QA testing, uploading the code changes, and more. This entire process can take hours of work and sometimes weeks to fully execute. In one example, Onestop was spending several hours per client web site to implement Kenshoo, a bid management solution.

Solution

Onestop turned to Tealium, the leader in enterprise tag management, for help. Tealium offers an innovative solution that enables marketers to add, edit or modify digital marketing vendor tags by themselves without burdening IT resources. Once Tealium's single line of code is installed, all other vendor tags can be managed through an intuitive, web-based interface. Users can select from 300+ integrated digital marketing vendors (such as Kenshoo), add some account details, and click publish — those tags are then immediately implemented on the website. Tealium completely eliminated the bottleneck for Onestop.

Results

Tealium delivered immediate ROI for Onestop. In the case of Kenshoo, what normally would have taken approximately 100 hours to implement across all of its sites, Onestop accomplished in just two hours with Tealium. Over the last year, Onestop estimates it has saved a total of more than 1,000 hours using Tealium to deploy and manage tag-based solutions across its entire network. At \$200 per hour, that equals at least \$200,000 in savings. In addition, Onestop has been able to generate more revenue for its clients by being able to move much more quickly and efficiently in deploying various online marketing solutions and campaigns.

“Tealium is one of those solutions where the value and the benefit is realized almost instantly. It immediately eliminated the tagging issues we were having, helping us move faster and more effectively as a marketing department.”

— Jeremy Hermanns
VP of Performance Marketing,
Onestop



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