

Tagging Strategy and Data Quality

Learning objective: You'll define a CRO-driven tagging strategy, assess the quality of your events, and know exactly how to brief your team on the events that actually matter for A/B testing decisions.

Key Takeaways

- Focus on CRO-relevant events and prioritize by business value.
- Evaluate data quality based on completeness, accuracy, consistency, and timeliness.
- GTM and an approval process are your quality gates.

Framework steps

1. Know your events
2. Assess quality
3. Prioritize
4. Funnel
5. Engagement
6. Micro-Conversions
7. Errors

Key points at a glance

CONCEPT

Why a Tagging Strategy Matters

Every event you track costs resources: setup, maintenance, documentation.

CONCEPT

The Five Event Categories for CRO

One: Funnel events. Page views, cart, checkout steps, purchase.

CONCEPT

Assessing Data Quality

Completeness: are all business-critical events being captured?

CONCEPT

Event Prioritization by CRO Value

High: events directly tied to revenue or conversion.

Every event needs a clear name, a purpose, and an owner.

GTM lets you test new events quickly before they go live.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.