

EnSighten Manage

Boost Marketing Agility Without Compromising Site Performance or Security

Built for the enterprise

Our tag management solution makes it possible to fully control the deployment and optimization of your marketing technologies so you can execute any marketing initiative, quickly deploy, conditionally load and enrich any tag – from simple conversion pixels to complex analytics and personalization. This can be done across any channel and device, at scale, while increasing performance and responsiveness and without compromising page performance or platform security.

EnSighten Manage is not restricted by the traditional limitations of container-based tag management systems and can therefore provide a workspace structure that mirrors the working environments for the largest global organizations.



Enterprise security and access management

Tag management systems are powerful tools, so it is imperative that there are security and access controls in place to eliminate any potential risk. EnSighten Manage provides fully customizable user access controls across workspaces, environments and even individual tags, with full audit logs and roll back capabilities. This enables sensitive parts of your site to be locked down with stricter access rights. EnSighten offers enterprise-level system access controls such as multi-factor authentication, single sign on and restricted IP access



Improve page performance

EnSighten utilizes its own Tag Delivery Network (TDN), an in-house custom-built content delivery network designed to deliver tags to the page in the most effective manner. Instead of the traditional “container” based methodology, EnSighten offers a more effective system with “Server-Side Decisioning”, which removes the heavy processing of tags from the customer’s browser onto EnSighten’s servers. This boosts page performance and delivers tags in the most efficient manner possible



Build your own virtual data and event layer

Centralize the control of your data layer and events within the EnSighten Data Layer management interface. Recycle and virtually modify existing data layers and event triggers, and scrape data at a user, page or session level. Persist data throughout a customer’s lifecycle. Expand your offsite and offline data capture capabilities through the additional module: EnSighten Pulse

With Enighten Manage, you can:

- Load pages up to 40 percent faster
- Manage security and access rights to a granular level
- Restrict access to sensitive parts of your site
- Utilize enterprise level access management
- Virtually manage your site's data layer and recycle existing data layers
- Serve any tag including vendors that modify page content through simultaneous deployment of synchronous and asynchronous tags
- Integrate directly with GitHub for management of tags via GIT repos
- Build your own customized workflows to mirror your company's working environment
- Deploy as a first-party vendor improving data capture and quality

Trusted by



"Enighten 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

About Enighten

Enighten is a global cybersecurity leader, offering next generation client-side protection against data loss, journey hijacking and intrusion. Through the Enighten solution, organizations can access privacy risk and stop unauthorized leakage or theft of data, as well as complying with CCPA, GDPR and other data privacy regulations. Enighten's MarSec™ platform protects some of the largest brands in the world from data leakage, whilst ensuring maximum web page performance.

Phone: 1-650-249-4712 | www.ensighten.com | Email: info@ensighten.com | Twitter: @ensighten | LinkedIn: @ensighten

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