



70-point comparison of 7 tag managers

Comparison of 7 tag managers – 70 factors from tag types to privacy

Tag managers allow you to simplify the maintenance of tags on your website or mobile app, standardize the process of updating them and reduce dependence on developers when implementing tags.

These tools are key for collecting first-party user data from various digital channels. The gathered data will equip your company with in-depth insights into your users that will help you create better customer experiences.

You can choose from many tag managers available either as sole products or as part of larger analytics tools. But it's not easy to evaluate the detailed capabilities of these platforms and select one that will work best for your company and how it operates.

That's why we did the research for you.

Keep on reading to find our 70-point **tag management comparison** and learn the ins and outs of 7 popular tag managers.

Preview of our tag management comparison

Note: We've shortened some product names for easier reading. Here are the full names of the products covered:

Piwik PRO Tag Manager

Google Tag Manager (360-only features are noted in the table)

Segment (with Business plan features)

Tealium IQ Tag Management

Commanders Act TagCommander

Matomo Tag Manager

Enlighten Manage

Product overview

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Enlighten Manage
Privacy and security compliance	★★★★	★★★★	★★☆☆	★★☆☆	★★★★	★★★★	★★★★	★★★★
Product capabilities	★★★☆☆	★★★★	★★★★	★★★☆☆	★★★★	★★★★	★★★☆☆	★★★★
Customer care	★★☆☆	★★★★	★★☆☆	★★★☆☆	★★★★	★★★★	★★☆☆	★★★☆☆
Hosting options	★★★★	★★★★	★★☆☆	★★☆☆	★★★★	★★☆☆	★★☆☆	★★☆☆
Customization	★★★★	★★★★	★★☆☆	★★☆☆	★★★★	★★☆☆	★★☆☆	★★☆☆

Hosting

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Enlighten Manage
On-premises (self-hosted)	✗	✗	✗	✗	✗	✗	✓	✗
Cloud	✓	✓ ⓘ	✓	✓	✓	✓	✓	✓
Private cloud	✓	✓	✗	✗	✓	✗	✗	✗
Content delivery network (CDN)	✓	✓	✓	✓	✓	✓	✗	✓
Cloud or private cloud data residency options	✓	✓	✗	✗	✓	✗	✗	✗

Privacy and compliance

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Enlighten Manage
Opt-out / Do Not Track option at the individual tag level	✓	✓	✗	✗	✓	✓	✗	✓
Option to enable zero-cookie load	✓	✓	✗	✗	✗	✓	✓	✓
Tags and tag categories fired based on consent status	✓	✓	✗	✓	✓	✓	✗	✓
Several privacy modes for session and event tracking	✓	✓	✗	✗	✗	✗	✗	✗

Integrations

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Enlighten Manage
Option for a built-in consent manager	✓	✓	✗	✓	✓	✓	✗	✓
Option for a built-in customer data platform (CDP)	✗	✓	✗	✓	✓	✓	✓	✗
Custom integrations and development	✗	✓	✗	✓	✓	✗	✗	✗

Customer support

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Ensignen Manage
Self-service help center	✓	✓	✓	✓	✓	✓	✓	✓
Community forum	✓	✓	✓	✗	✓	✗	✓	✗
Live chat support	✗	✓	✗	✗	✓	✗	✗	✗
Email support	✗	✓	✗	✓	✓	✓	✓	✓
Dedicated support specialist	✗	✓	✗	✓	✓	✓	✗	?
Dedicated customer success manager	✗	✓	✗	✓	✓	✓	✗	?
Personalized implementation and onboarding	✗	✓	✗	✓	✗	✓	✗	?
Personalized product training	✗	✓	✗	✓	✗	✓	✗	✓

General tagging features

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Ensignen Manage
Changelog for individual tags	✓	✓	✓	✗	✓	✓	✗	?
Workspaces for concurrent tagging projects	✗	✗	✓ ⓘ	✓	✗	✗	✗	✓
Overview dashboard	✗	✗	✓	✓	✓	✓	✓	✓
Import / export of tag configurations	✓	✓	✓ ⓘ	✓	✓	✓	✓	✓

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Ensignen Manage
Import / export tag configurations between websites	✓	✓	✗	✓	✓	✓	✗	✗
Moderation queue	✗	✗	✓	✗	✗	✗	✗	✗
Folders for tags, triggers and variables	✗	✗	✓	✗	✓	✓	✗	✓
Application programming interface (API)	✓	✓	✓	✓	✓	✓	✓	✓
Server-side tagging	✗	✗	✓	✓	✓	✓	✓	✓
Test and debug mode	✓	✓	✓	✓	✓	✓	✓	✓

Tag types

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Ensignen Manage
Asynchronous tag support	✓	✓	✓	✓	✓	✓	✓	✓
Synchronous tag support	✓	✓	✗	✓	✓	✓	✗	✓
Tag templates for A/B testing tools	✓	✓	✓	✓	✓	✓	✓	✓
Tag template library	✓	✓	✓	✓	✓	✓	✓	✓
Analytics tag templates	✓	✓	✓	✓	✓	✓	✓	✓
Custom tags	✓	✓	✓	✓	✓	✓	✓	✓
Custom pop-ups	✓	✓	✗	✗	✗	✗	✗	✗

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Ensignen Manage
Content personalization (banners, ads & HTML elements) from within the tag manager	✓	✓	✗	✗	✗	✗	✗	✓
Tag templates for popular remarketing pixels	✓	✓	✓	✓	✓	✓	✓	✓
Tag templates for usability and CRO tools	✓	✓	✓	✓	✓	✓	✓	✓
Custom tag templates	✗	✗	✓	✗	✓	✓	✓	✓

Trigger types

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Ensignen Manage
Library of triggers and conditions	✓	✓	✓	✗	✓	✓	✓	✓
Custom triggers and conditions	✓	✓	✓	✓	✓	✓	✓	✓
Data layer event trigger	✓	✓	✓	✗	✓	✓	✓	✓
Page view trigger	✓	✓	✓	✗	✓	✓	✓	✓
Page scroll trigger	✓	✓	✓	✗	✗	✓	✓	✗
History change trigger (SPAs)	✓	✓	✓	✗	✗	✗	✓	✓
Exit intent trigger	✓	✓	✗	✗	✗	✗	✓	✗
Form submission trigger	✓	✓	✓	✓	✗	✓	✓	✓

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Ensignen Manage
Element visibility trigger	✓	✓	✓	✗	✗	✗	✓	✓
Click ID-, class- or URL-based trigger templates	✓	✓	✓	✗	✓	✓	✓	✓
Event trigger templates	✓	✓	✓	✗	✓	✓	✓	✓
Trigger groups	✗	✗	✓	✗	✗	✗	✗	✗

Variable types

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Ensignen Manage
Built-in variable templates	✓	✓	✓	✓	✓	✓	✓	✓
Custom JavaScript variables	✓	✓	✓	✓	✓	✓	✓	✓
Cookie variables	✓	✓	✓	✓	✓	✓	✓	✗
Data layer variables	✓	✓	✓	✗	✓	✓	✓	✓
DOM element variables	✓	✓	✓	✗	✓	✓	✓	✓
Constant variables	✓	✓	✓	✗	✗	✓	✓	?
Random number variables	✓	✓	✓	✗	✗	✓	✓	?
URL variables	✓	✓	✓	✗	✓	✓	✓	?

Flexibility and limits

	Piwik PRO Core	Piwik PRO Enterprise	Google Tag Manager	Segment	Tealium	Tag-Commander	Matomo	Enlighten Manage
Unlimited number of user roles and permissions	✓	✓	✓	✓	✓	✓	✓	✓
Unlimited number of tags	✓	✓	✓	✓	✓	✓	✓	✓
Unlimited number of custom variables	✓	✓	✓	✓	✓	✓	✓	✓
Support for two-factor authentication (2FA)	✓	✓	✓	✓	✓	✓	✓	✓

The comparison is based on publicly available information gathered in February 2021 and reviewed in October 2022.

Create your Core account (free forever), or get a demo of your ideal Piwik PRO configuration

[Use the free Core plan](#)

[Get a custom demo](#)

Piwik PRO Analytics Suite

An integrated platform for collecting reliable first-party data

Piwik PRO Analytics Suite consists of four modules that complement each other to collect as much user data while respecting their privacy.

Analytics

- Gather, segment and analyze data efficiently, directly in the platform
- Collect reliable, comprehensive data across websites, apps, digital products and post-login areas
- Stay in full control of the data at every stage - during collection, while maintaining it and when proceeding with exports or migrations between different tools
- Customize data collection through reports on the audience, behavior, acquisition and conversions, as well as custom reports, dashboards and access to raw data
- Ensure compliance with data privacy regulations around the world and apply privacy-protective technical measures, such as anonymous tracking

Tag Manager

- Easily manage and integrate tags with your analytics stack without the help of an IT team
- Use extensive libraries, templates and custom code to create, add and debug tags with the help of numerous available triggers, conditions and variables
- Coordinate tag behavior with Analytics, Customer Data Platform and Consent Manager to fit any data collection approach

Consent Manager

- Enhance users' trust and sense of security by displaying appropriate consent banners and letting them select which data processing purposes they consent to
- Manage consents and data subject requests in the same platform where data is collected and processed
- Categorize data from Analytics and Tag Manager so that the data collected remains consistent with the consent received

Customer Data Platform

- Build customer profiles, segment audiences and create insightful single customer views
- Populate the profiles with data imports and data collected using Analytics and Tag Manager
- Set up Consent Manager so data is only collected after specific consent has been granted

About Piwik PRO

Piwik PRO makes powerful, privacy-compliant analytics software and offers high-touch support, so customers can get the most out of their data. Piwik PRO Analytics Suite provides flexible data collection and reports in addition to consent management, tag management and a customer data platform. Analytics professionals from leading organizations, such as the Government of the Netherlands, Crédit Agricole and Greiner, optimize customer and user journeys with Piwik PRO.

Contact

EMEA

+48 71 716 69 50

DACH

+49 2203 989 620

BENELUX

+31 858 881 458

NORTH AMERICA

+1 (888) 444 0049