

2023

Web Governance Report Highlights

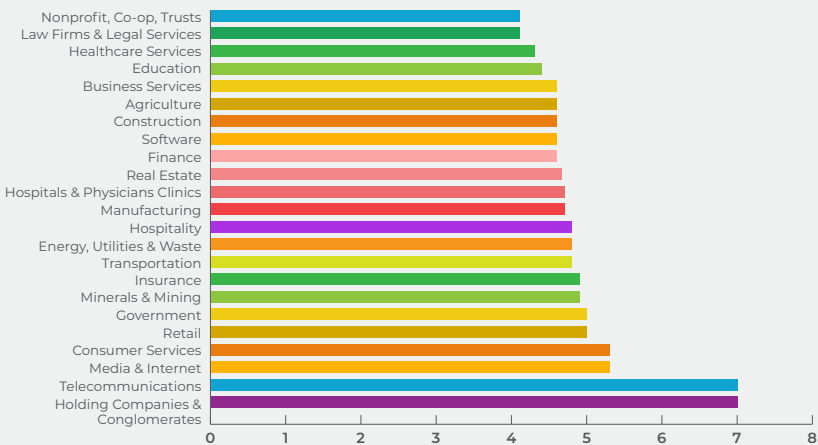
Here’s just an appetizer of the results.

ObservePoint

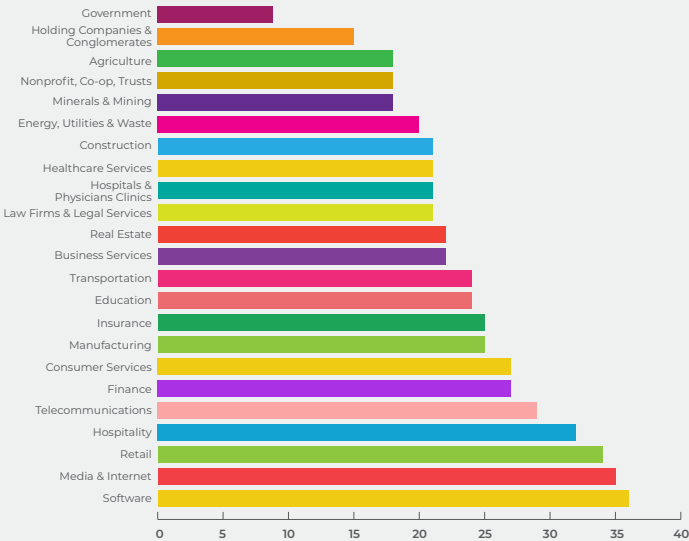
Average Page Load Time by Industry

Average page load time across all homepages was **4.23** seconds. You should be aiming for under 3 seconds for the best performance and bounce rates. The slowest verticals were Telecom and Holding Companies & Conglomerates. Holding Companies are probably not selling anything, but come on, Telecom!

Average Page Load Time by Industry (measured in seconds)



Average Tags by Industry (measured in seconds)



Average Number of Tags by Industry

The average number of tags we found on a homepage was **25.62** with an average tag load time of **415.03 milliseconds**. Best practice would be to stay under 500 ms, so this average is not bad.

Winners of the Most Number of Tags:

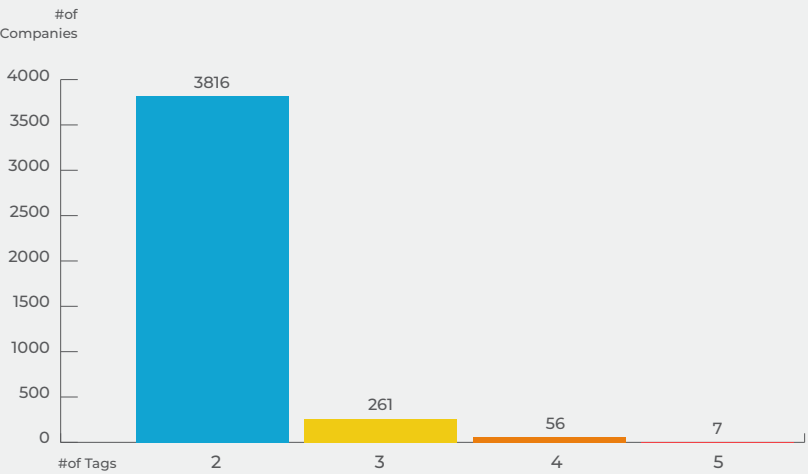
- 1st Place: 81 by an online retailer
- 2nd Place: 76 by a cosmetics company
- 3rd Place: 70 by two travel & hospitality brands

How Many Analytics Are You Running?

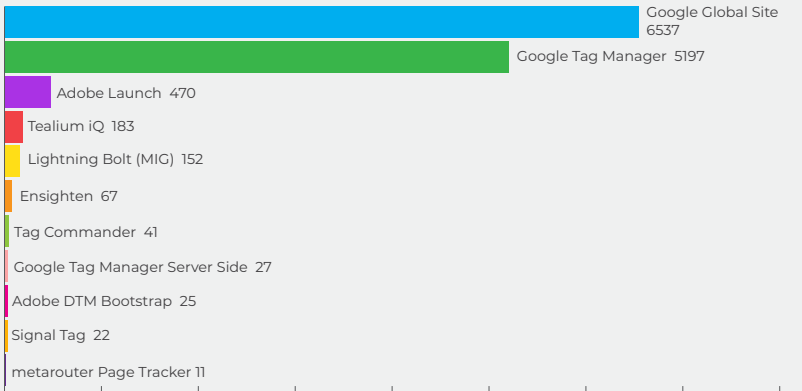
Of the 8,153 companies with analytics tags on their homepages:

- 4,140 companies were running at least 2 analytics tags (51%)
- The most number of analytics tags one company was running simultaneously was 5
- We only found seven companies with 5 analytics tags
- 3,859 companies were running UA and GA4 simultaneously as you would expect from ongoing migrations (47%)
- 203 companies were running Adobe Analytics and Google Universal Analytics (2.5%)

of Companies with Multiple Tags



Most Common Tag Manager



Most Common Tag Manager

Managing tags through a Tag Management System is a best practice, as it helps marketing departments stay agile, speeds up page performance, and makes changes and updates to tags much more efficient.

The most popular Google Global Site is a paired-down TMS for Google properties only. Google Tag Manager is a more robust solution. Best practice is to not use both on the same pages because you could end up double counting data. Turns out 3,904 companies are double tagging with Gtag and GTM.

Who Had the Most Cookies?

The average number of cookies was **17.75**.

The least consumer-facing industries had the least number of cookies.

- Media, Retail, and Software companies all have over 25 cookies on average
- 274 cookies was the highest number from a Retailer

1st and 3rd-Party Cookies by Region

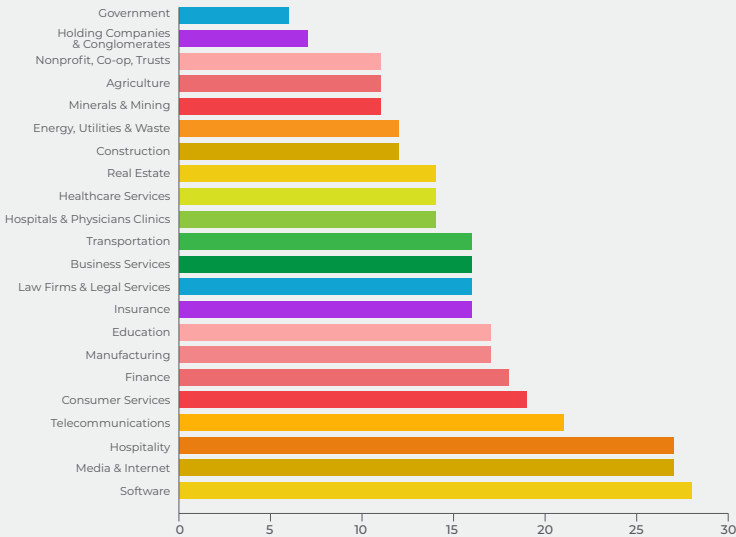
- Average 1st-Party Cookies: 9.49
- Average 3rd-Party Cookies: 8.07

A good rule of thumb is any time you have more than a 50/50 split (more than 50% of your cookies are 3rd-party), then it's worth taking a deeper look at your overall cookie inventory.

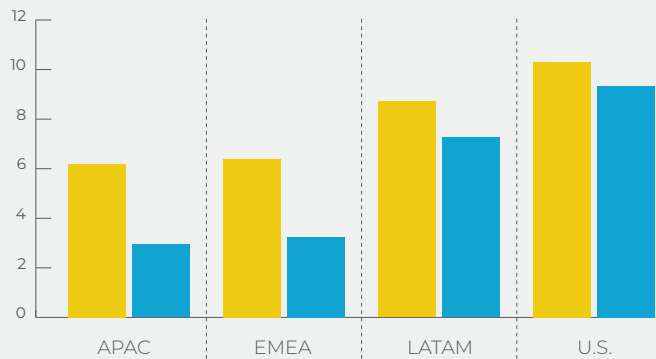
Europe is much further ahead of the U.S. in terms of trying to not only have less cookies but also have less 3rd-party cookies.

If you've got a taste for more data, check out the [full course](#).

Average Cookies by Industry



Average 1st and 3rd-Party Cookies by Region



This report relied on ObservePoint's ability to scan a breadth of pages. If you'd like to see the depth of the information we could provide on your own website, please reach out for a [demo](#) or [free trial](#).

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