Table of Contents

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> *When platforms enter the same market-place [as pipeline businesses], the platform virtually always wins.*
>
> —**Harvard Business Review: Pipelines, Platforms, and the New Rules of Strategy**

Closed software litters the tag management market today. A closed tag manager follows the classic value chain of a pipeline business. Value is created linearly by a single company to deliver a product that's controlled and enhanced by that company alone. Over time, closed tag managers become a bottleneck to innovation because their point-to-point integrations become fragile and customers are left wanting more value sooner than a single company can deliver.

Launch, by Adobe, was created as an open platform that enables technology providers to add new features to Launch. Instead of restricting resources to one company, Launch shares its resources and infrastructure with the world, creating a community of connected developers that together create a sustainable ecosystem of integrated marketing technology. And because Launch provides the underlying platform, not every extension, its community can quickly support changing technology over time without the constraints that closed tag managers face.

When closed software providers see open platforms enter their space, they panic and push myths into the market. This paper debunks those myths and shows why an open platform offers much more value than a closed system.

A HELPFUL ANALOGY

As a smartphone owner, you derive a large portion of value from apps, like Lyft or Airbnb, that add new functionality to your phone. Launch is like the operating system on your phone, and the extensions in Launch are like apps.

Top 6 myths about Launch, by Adobe

MYTH 1

Launch does not support native mobile applications.

Launch now supports native mobile applications.

Launch has always supported mobile-friendly web applications, but in general we don't recommend customers develop hybrid apps because they are often unstable, quirky, and less performant. Instead, we recommend brands develop 100% native mobile applications , which Launch now supports.

MYTH 2

Launch forces IT to manually code and update unsupported tags.

Thankfully, this is false. In fact, Launch includes a Pixel Loader ex-tension that was developed by a partner. This one extension can generate tag templates to support any unsupported marketing pixel while demonstrating the value of having an open platform.

MYTH 3

Launch doesn't provide the best turnkey integrations, resulting in lost revenue.

Launch actually offers the highest quality integrations because unlike closed tag managers Launch allows the most qualified developers to build integrations instead of restricting software development to Adobe developers.

To learn more, read Better in Launch: Integrations.

MYTH 4

Launch leads to inaccurate analytics data, resulting from implementation oversight.

Adobe Analytics is the undisputed leader in customer intelligence, and the best engineers to build the Adobe Analytics integration are the ones who built Adobe Analytics. Because Launch is open, Adobe Analytics engineers are the developers who built the Analytics Launch extension. Launch also has a robust integration with Google Analytics.

Beyond the high-quality integrations built by experts, Launch customers get complimentary access to Adobe Cloud Platform Auditor. With Auditor, you can scan, understand, and improve your Adobe client-side implementations. This gives you more confidence in your implementation, so you can rest assured your analytics insights are accurate. To learn more, visit Adobe.com, or run your first scan by logging into Auditor.

MYTH 5

Launch slows down page performance and decreases conversions.

In real-world testing, deploying Launch asynchronously has proven to be the fastest performing option to deploy Adobe solutions.

When closed tag managers share Ghostry-measured tag load speeds, they fail to mention that these metrics are several years old. Therefore, they didn't account for the advantages of Launch, such as the library being self-hosted, or the fact that Launch supports asynchronous loading. No other technology can deploy Adobe solutions faster than Launch. And we can prove it. For more details, read Adobe Experience Cloud Web Browser Technology performance overview.

Launch doesn't provide enterprise security and privacy protections.

Launch has been adopted by some of the world's biggest, and most heavily regulated, financial services companies because it offers robust enterprise capabilities, including:

Self-hosting—Only Launch can be hosted on a company's own servers so it inherits all of the security measures of that company's environment.

Rights management—Administrators control which capabilities are accessible to each user.

Approval workflows—Launch allows companies to customize their approval workflows so nothing gets published without the proper approvals.

Consent managers—Launch includes integrations with three consent managers: Evidon, OneTrust, and TrustArc.

To learn more about Launch's strong security measures, read Better in Launch: Security.

A detailed comparison

The following chart examines a range of benefits tag managers offer and rates how strongly Launch meets each benefit compared to closed tag managers.

AGILITY

Benefit		Details · ◐ Closed tag managers · ● Launch, by Adobe
Time savings for marketing	◐ ●	Leading closed tag managers were built over nine years ago using now-antiquated design philosophies. Launch was built using modern design philosophies and allows marketers to implement their own web, mobile, and OTT tracking more easily and quickly than with competitive solutions.
Time savings for IT	◔ ●	There was a time when closed tag managers were a major asset to IT. Those times are gone. IT now has higher expectations that revolve around openness and speed. Closed tag managers have severely limited APIs, if any at all. Every function of Launch for web, mobile, or OTT is accessible through open APIs. This means IT can deploy extensions and new rules, capture new data, and even publish through APIs, giving customers unprecedented speed and agility.
Coding requirements	◔ ●	Launch is a new product built on the most modern and open framework. As a result, Launch is the most marketer- and IT-friendly tag management system on the market. Closed tag managers were built many years ago, using hard-to-upgrade practices.
Integration breadth	● ◐	Since its release in late 2017, Launch has added nearly 40 turnkey integrations. Closed tag managers do have hundreds of integrations; however, with a bustling community of developers actively developing on Launch, we're confident Launch will surpass closed tag managers in quantity. And, Launch already delivers higher quality.
Integration depth	◔ ●	In the simplest terms, a tag manager executes if-then statements: If certain events occur under certain conditions then take certain actions and send certain data. Launch allows technology providers to add new events, conditions, data types, and actions, giving marketers and IT integrations with real depth, and not just configuration screens.
Integrated technology stack	◔ ●	Closed tag managers allow businesses to superficially integrate technologies and build their own stack. However, they lack the openness to deeply integrate these technologies. Launch is open sourced under an Apache 2.0 license, which means it's open to receive innovation from any technology provider and act as a foundation upon which these technologies providers can build deep integrations that go beyond turning a technology on or off. Also, Adobe will not revoke access to Launch even if a customer decides to leave Adobe Experience Cloud. Anyone who implements Launch will always have it.
Frequent upgrades	◔ ●	Since its release in late 2017, Launch has added over 50 new features. Closed tag managers haven't added 50 new features in the last two years combined. To prove Launch receives frequent innovation, read Launch, by Adobe, release notes.

DATA MANAGEMENT & TRANSPARENCY

Benefit	Details	⬤ **Closed tag managers**	⬤ **Launch, by Adobe**

Data integration

Closed tag managers only provide data mapping and sometimes require companies to first build a data layer before being able to map to that data. Launch can map to data layers, capture data outside of data layers, and even support capturing data from single-page applications. Launch also enables technology providers to add new data types. For example, a recently added extension to Launch allows businesses to capture swipes in multiple directions and map those to variables in an analytics solution or another technology.

Workflow management

Launch includes robust workflow management to help organizations precisely control what is published to web, mobile, and OTT properties without sacrificing efficiency.

Performance

Launch is the only modular tag management system on the market, which means that core Launch functions, such as identifying click or tap events , can be used in any extension—including those developed outside of Adobe. This helps Launch decrease page and app weight. Plus, Launch can be deployed asynchronously on web properties and uses the most modern minification methods. All of these features lead to unmatched performance. To learn more, read the Adobe Experience Cloud performance overview white paper.

Environments

Launch supports an unlimited number of development environments and a single staging and production environment. This arrangement allows organizations big and small to operate efficiently.

Expedited publishing

For rapid development, Launch allows customers to enable Active Libraries, which expedites publishing.

Conflict resolution

Launch was designed to accelerate publishing without eroding its integrity. One way it does that is through Conflict Resolution, which notifies users if another user has made changes to any element of their library, so they can decide which version to use.

QA tools

All customers using Launch have complimentary access to Adobe Cloud Platform Auditor, which allows customers to scan, understand, and improve their Adobe web-based implementations. To get started, log in to Auditor and run a scan.

Consent management
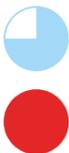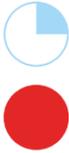
Launch currently integrates with three consent managers:
- Evidon
- OneTrust
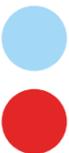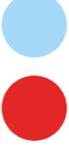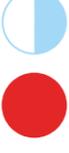- TrustArc

Single-page application (SPA)

Launch contains many enhancements that enable users to more easily work with SPAs, including the ability to integrate with dynamic data layers using the Adobe Context Hub extension, and the ability to detect changes in history. Learn more about how Launch supports SPAs.

SECURITY AND PRIVACY COMPLIANCE

Benefit	Details	● Closed tag managers	● Launch, by Adobe
Self-hosting		Other tag management systems rely on one, or sometimes more, third-party content delivery networks (CDNs) to host their application. This design often increases a company's risk profile by introducing more variables and relinquishing control over a critical component of architecture to a third party. Launch takes a different approach. Customers can host Launch on a CDN or on their own servers—which is known as self-hosting. With self-hosting, Launch can inherit the security measures already in place on the customer's environment, which provides both confidence and absolute control. To learn more, read Better in Launch: Security	
User permission		Closed tag managers typically leverage antiquated user permission workflows such as assigning rights to users. Launch uses a modern approach that assigns users to rights. This slight change makes it easy for admins to see a list of all individuals with rights to approve, for example, instead of clicking through a long list of all users to identify each user that has approval rights. To learn more, visit Launch Documentation: Users.	
Transparency		The core Launch rules engine is known as Turbine, and it's open sourced under an Apache 2.0 license. Any company is welcome to inspect this source code to glean a complete understanding of how the core components of Launch operate. To access the source code, visit the Reactor repository on Github.	
Consent management		Launch integrates with three consent managers: • Evidon • OneTrust • TrustArc	

SUPPORT

Benefit	Details	● Closed tag managers	● Launch, by Adobe
Customer care		Launch has a fully staffed customer care team to support customers.	
Consulting services		Adobe has a number of optional professional services packages that can meet any customer need.	
User community		Launch users and developers actively participate in our Launch community forum, Slack channel, and Github.	
SLA		Launch is covered by the Adobe Experience Cloud SLA.	
Business stability		Adobe is a Fortune 500 company that is a market leader in every category we compete in. Since it was founded in 1982, Adobe has been a stable company and will continue to thrive for decades.	