

Dasha Randlett Consulting

Tag Smarter. Sell Faster.

Tagging isn't just for internal use.
In e-commerce, it powers
collections, filters, site search,
and email automation.
Clean tags mean cleaner
storefronts—and faster sales.



Behind Every Filter Is a Tag

Tags connect SKUs to collections and campaigns. They let shoppers filter by season, theme, or product type. They also help your team pull clean product lists in seconds.



For Campaigns & Promotions - Tag for Every Launch

Need to promote spring gifts, limited runs, or sale items?

Tag SKUs like “Spring2025,” “BOGOEligible,” or “BackInStock.”

Then reuse them for PDPs, homepage blocks, and ad sets.



For Merchandising & Search - Drive Discovery, Not Just Order

Tags support advanced filtering and search on PLPs.

They also power dynamic carousels and category pages. Your merch team shouldn't have to copy/paste SKU lists.



Tag Management & Naming Rules

Build a System, Not a Mess

Audit your tags. Remove duplicates.

Set rules like "Sale_2025" vs. "2025_Sale" and stick to them.

Make tags searchable, predictable, and scalable.



Sync Across Platforms - Align Storefronts and Backend

Use tags in Shopify, Klaviyo, Looker, and PIM tools.

One tag should work across collections, email flows, and inventory reporting.

Keep your storefront and operations in sync.



Results That Matter Fewer Errors. More Conversions.

Well-tagged SKUs reduce
missed listings and promo gaps.

They improve search, power
filters, and simplify campaign
setup.

And yes, your team moves faster
with less guesswork.



Need a Tagging Clean-Up?

I help e-commerce teams build clean, scalable tagging systems.

So your store runs smoother,
your campaigns launch faster,
and your products always show
up in the right place.

