

#Practical 1: Mining Twitter: Exploring Trending Topics, Discovering What People Are Talking About, and More: Why Is Twitter All the Rage?, Exploring Twitter's API, Fundamental Twitter Terminology, Creating a Twitter API Connection, Exploring Trending Topics, Searching for Tweets, Analysing Tweets and Tweet Entities with Frequency Analysis.

```
#Practical1.py
```

```
import tweepy
#Authenticate to Twitter
Auth=tweepy.OAuthHandler("M42RKxXEWKwj3nlldJvCbJS5Y","UL
hQ6WzoaBTpGVG7liGxbwsoQqiFRgh6Lh7SWmh2VqAqDGmhiR")

auth.set_access_token("1757656639291924480-
tEVVypc7XoCSRO3mPSc1CbGzxP2aE9","HIEe1Jxoc9ZUX1evsUhmr
9c0s38UbhA8Q87AWrFKc9k3m")

api = tweepy.API(auth)

try:
    api.verify_credentials()
    print("Authentication OK")
except:
    print("Error during authentication")

# Retrive trending topics for aspecific location(WOEID 1 in this example)
trends = api.get_place_trends(1)

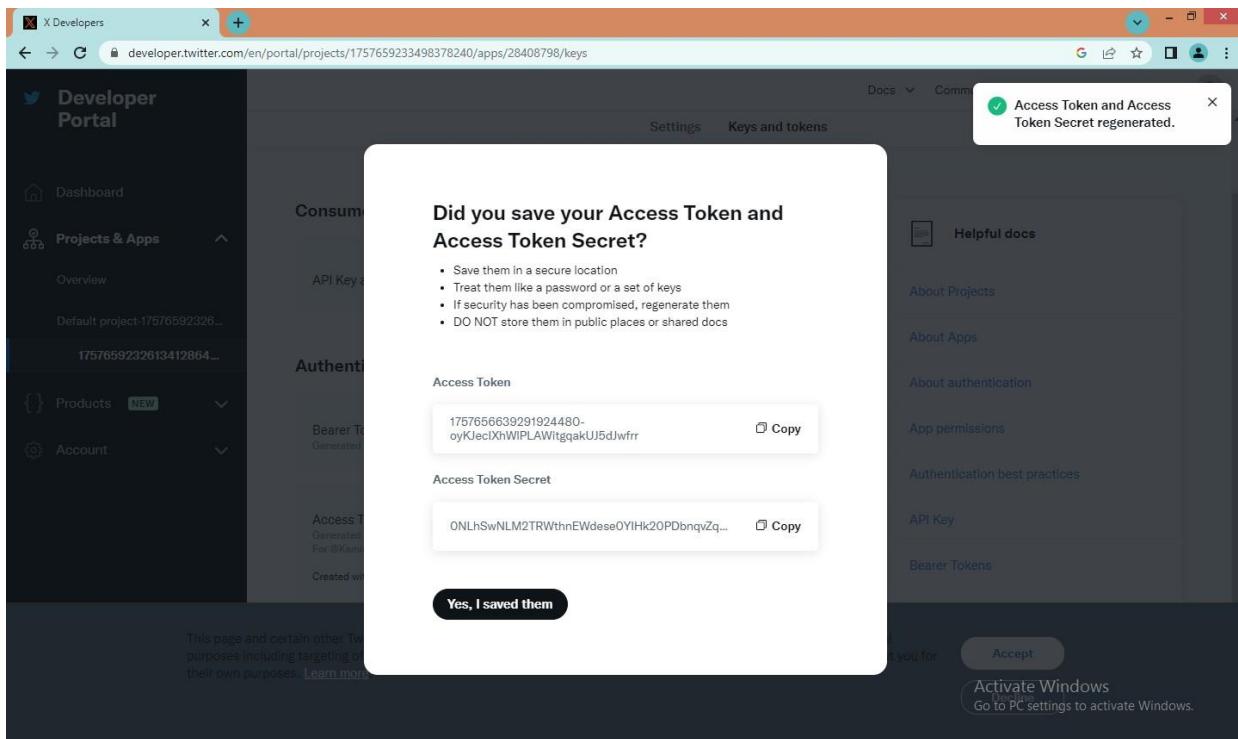
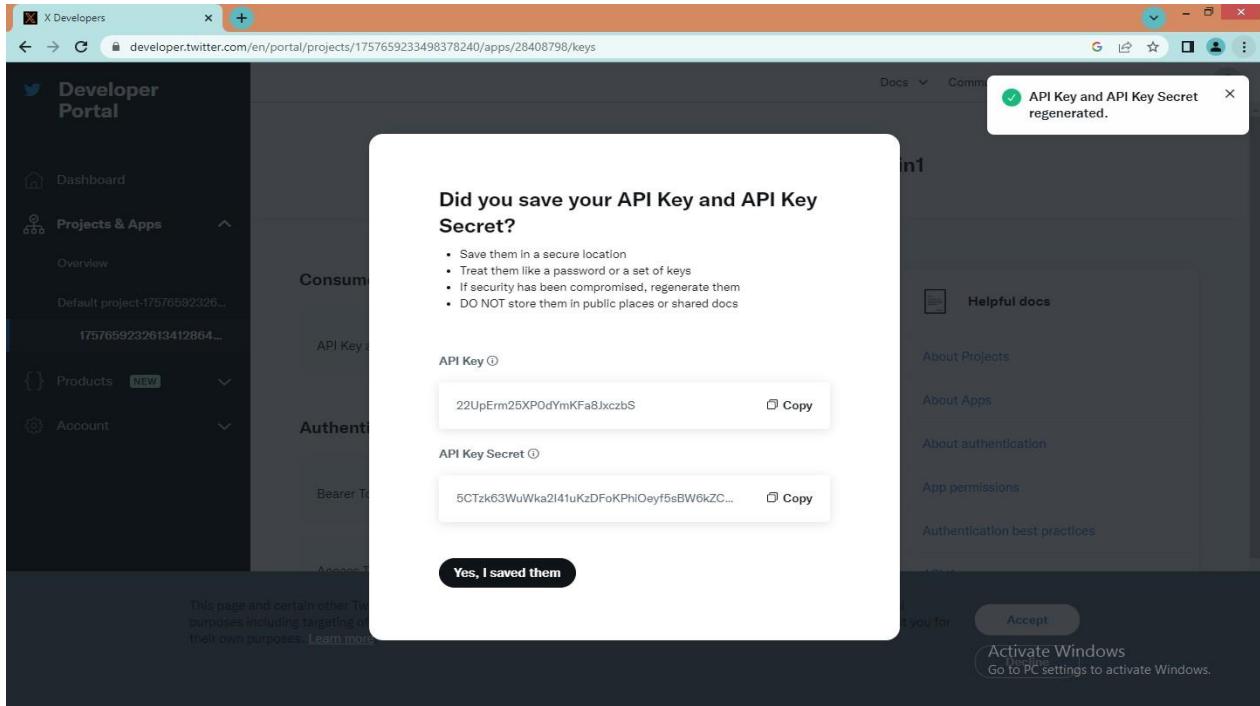
# Print the trending topics
for trend in trends[0]['trends']:
    print(trend['name'])
```

#OUTPUT

Authentication OK

#Twitter Developer Portal

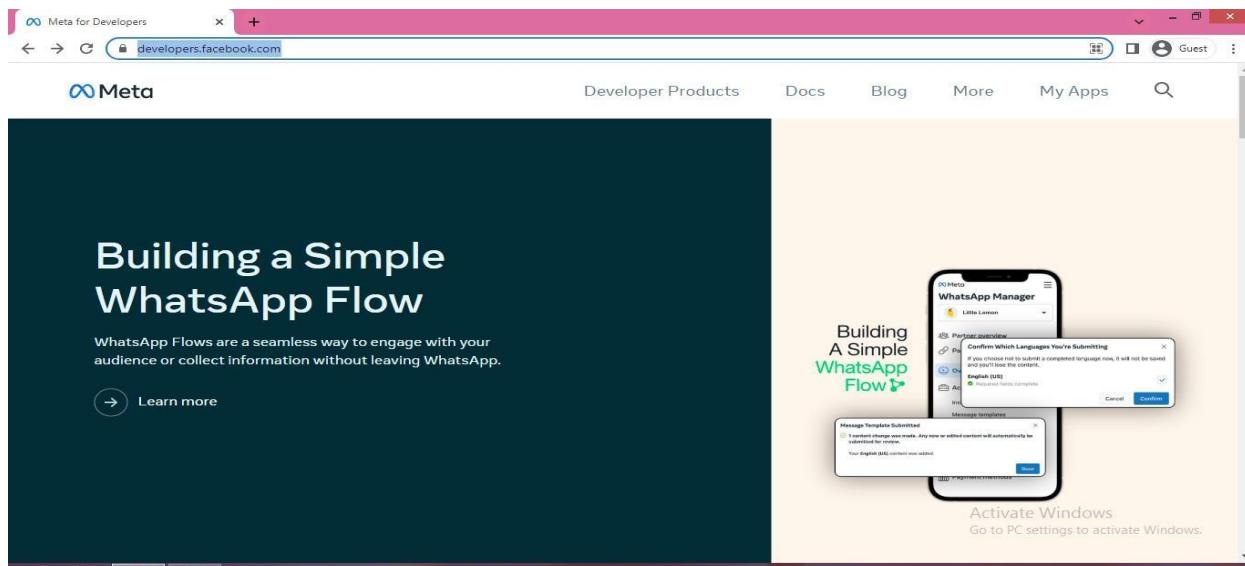
The screenshot shows the Twitter Developer Portal interface. The top navigation bar includes links for Docs, Community, Updates, and Support. The main content area is titled "1757659232613412864KaminiShin1". The left sidebar has sections for Dashboard, Projects & Apps (selected), Overview, Default project-17576592326..., and Account. The "Projects & Apps" section shows a card for "1757659232613412864...". The main content area has tabs for "Settings" and "Keys and tokens" (selected). Under "Consumer Keys", there is a field for "API Key and Secret" with a "Reveal API Key hint" link and a "Regenerate" button. Under "Authentication Tokens", there is a field for "Bearer Token" with a "Generate" button. A sidebar on the right titled "Helpful docs" lists links for About Projects, About Apps, About authentication, App permissions, and Authentication best practices. At the bottom, there is a cookie consent message from Google, LinkedIn, and Demandbase, with "Accept", "Decline", and "Activate Windows" buttons.



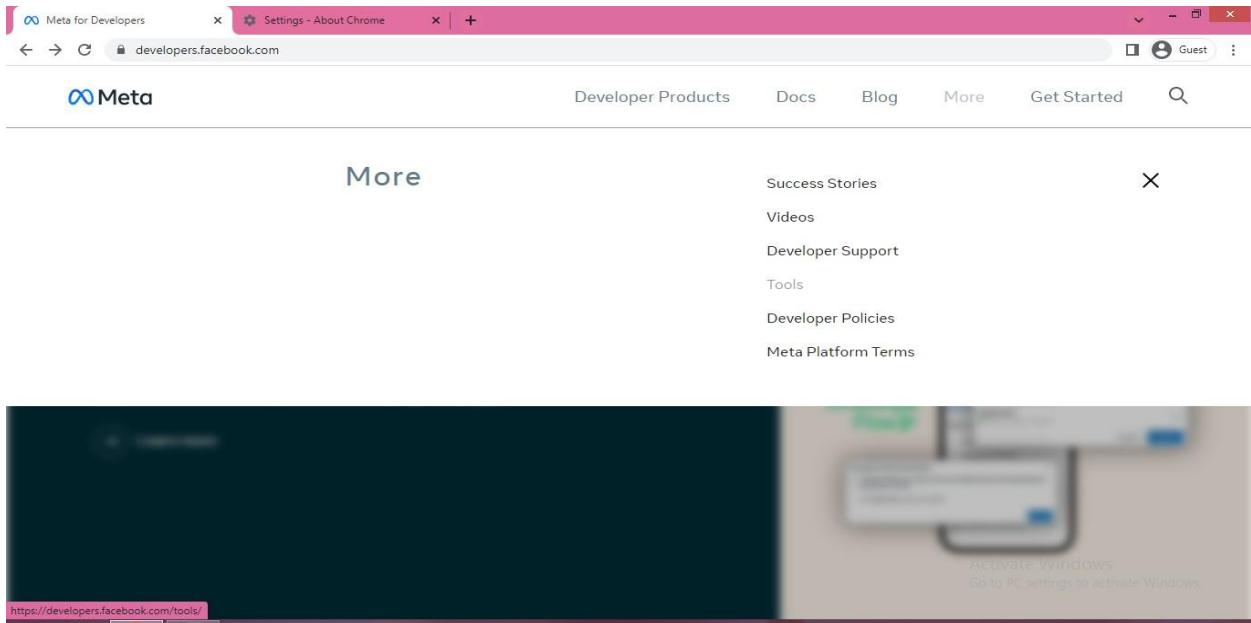
The consumer Key, consumer key secret, access token and access token secret are used from the above developer portal in the python script #Practical1.py

Practical 2: Mining Facebook: Analyzing Fan Pages, Examining Friendships: and More Overview, Exploring Facebook's Social Graph API, Understanding the Social Graph API, Understanding the Open Graph Protocol, Analyzing Social Graph Connections, Analysing Facebook Pages, and Examining Friendships.

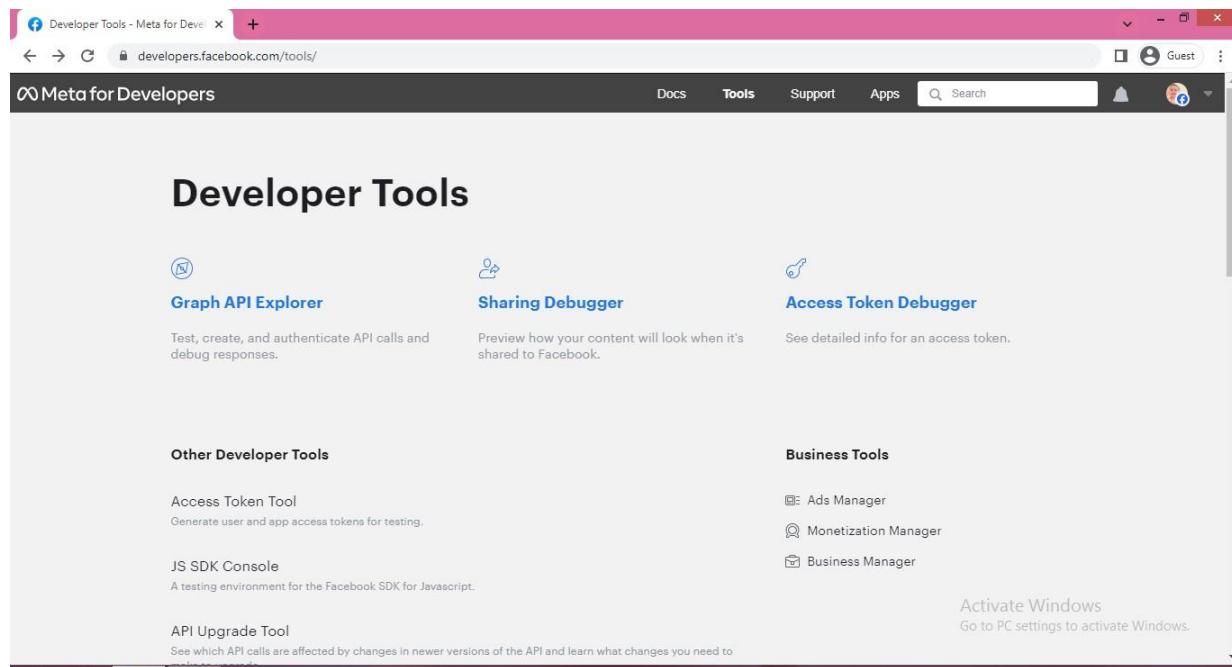
Step 1: First, Go To The Developer.Facebook.Com



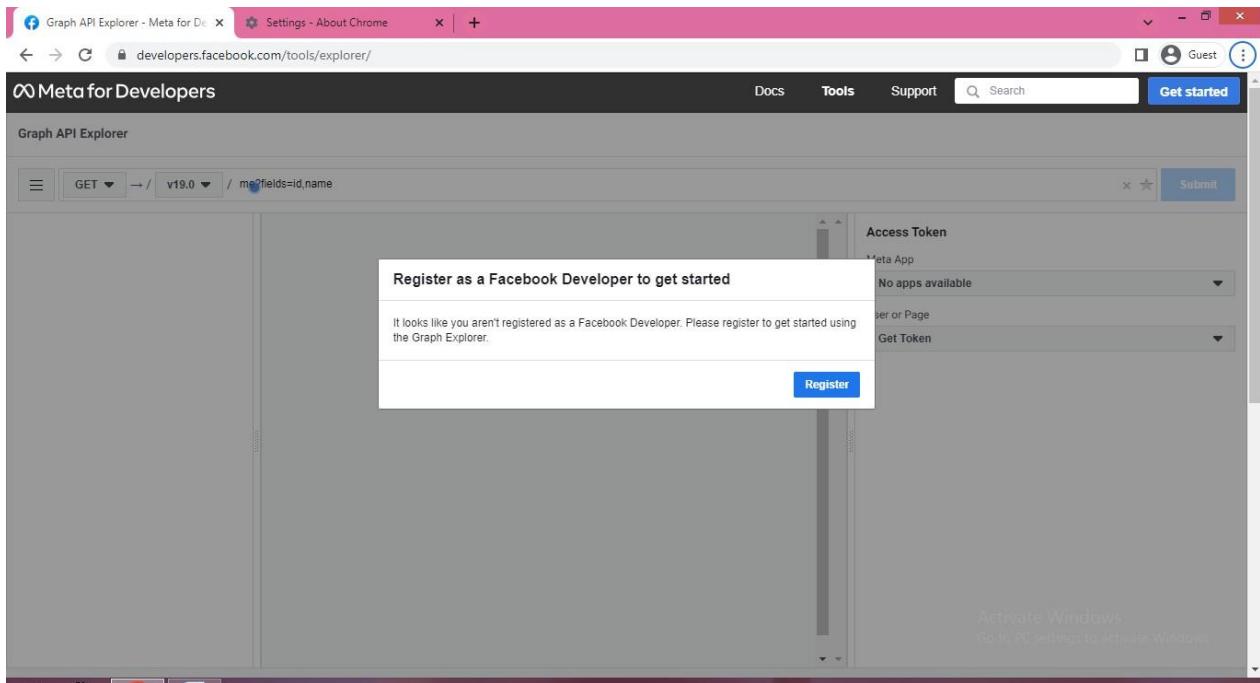
Step 2: In More Option , Select Tools.



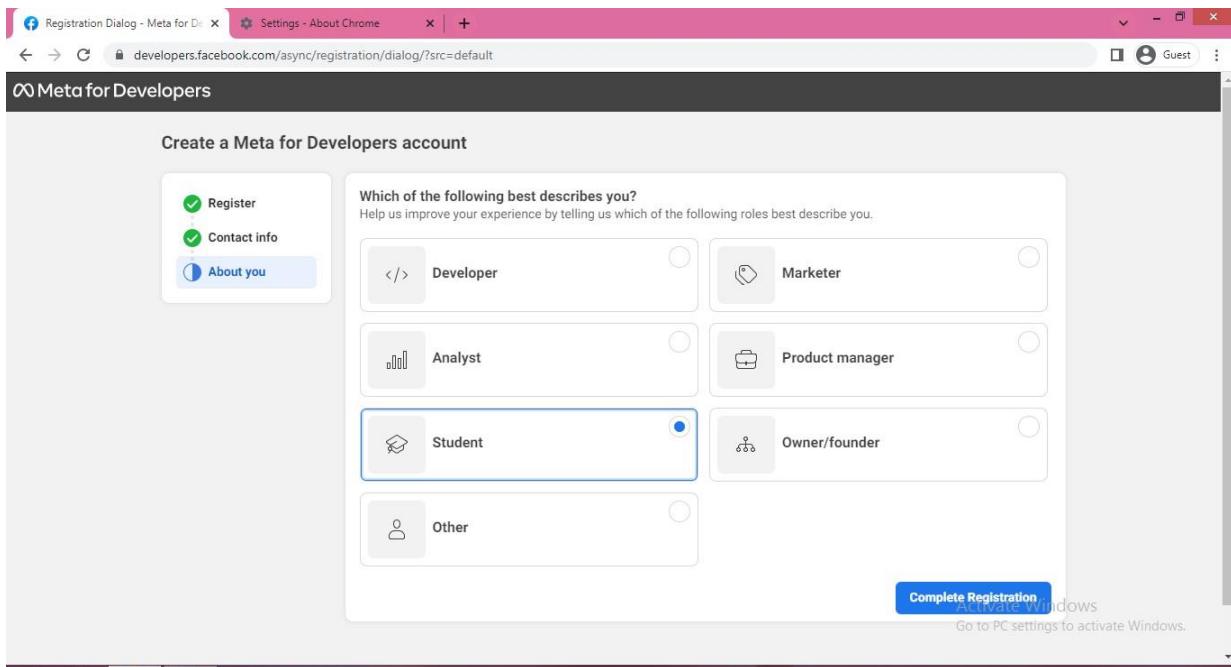
Step 3: In Developer Tools Select Graph API Explorer



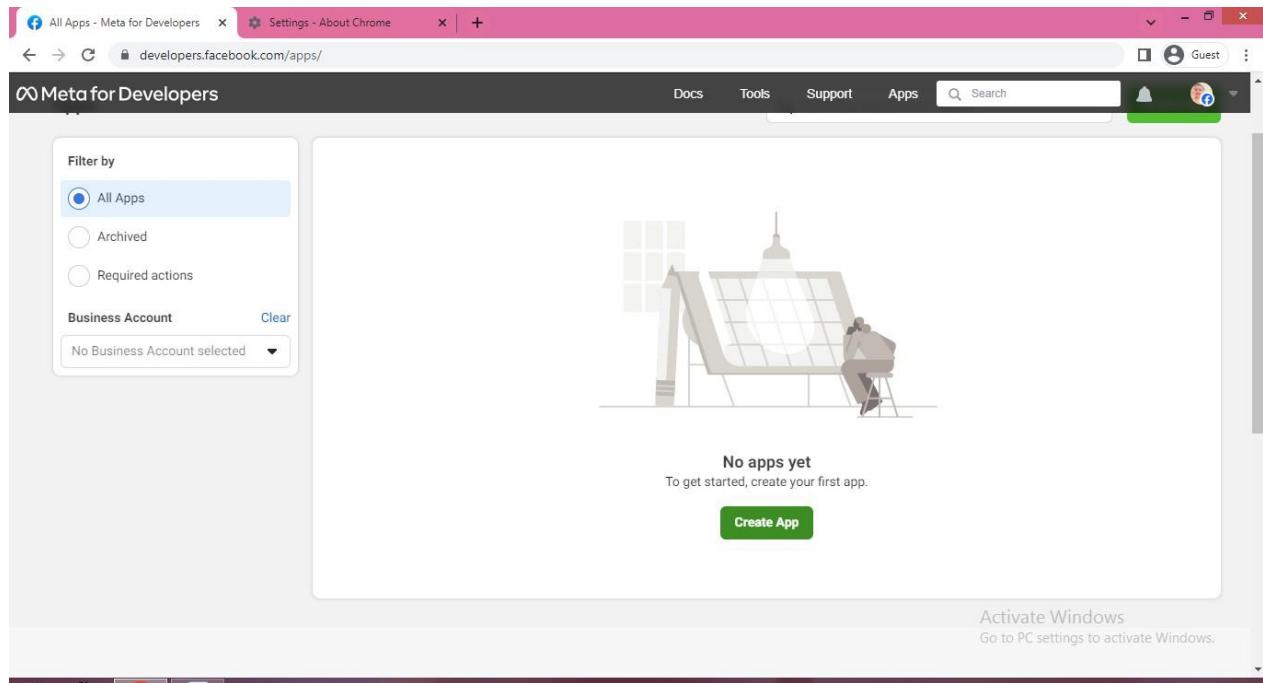
Step 4: Click On Register.



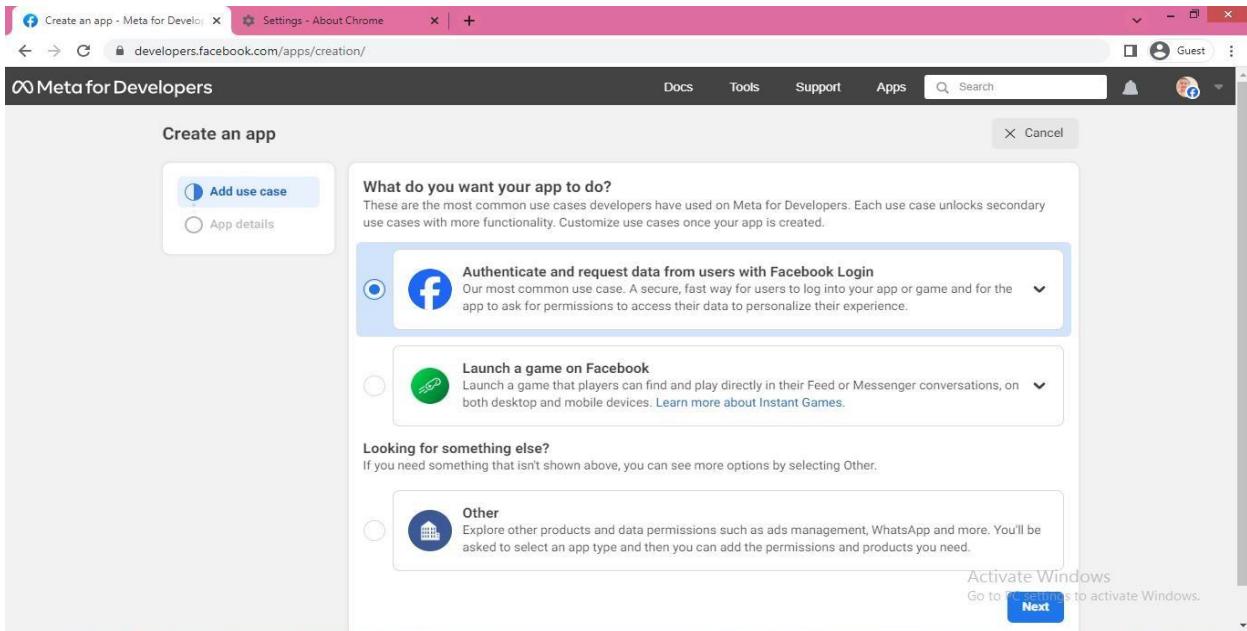
Step 5: Choose The Student Option

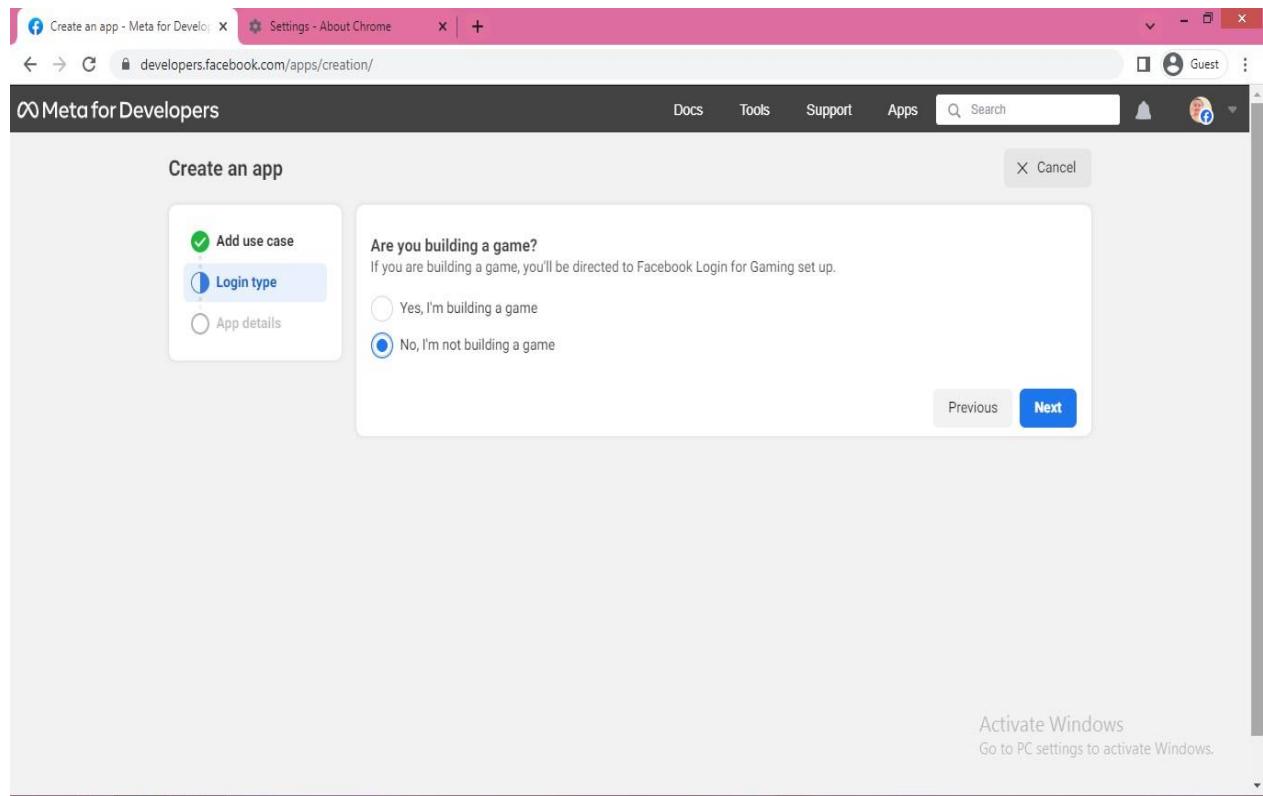


Step 6: Select All Apps And Click On Create App

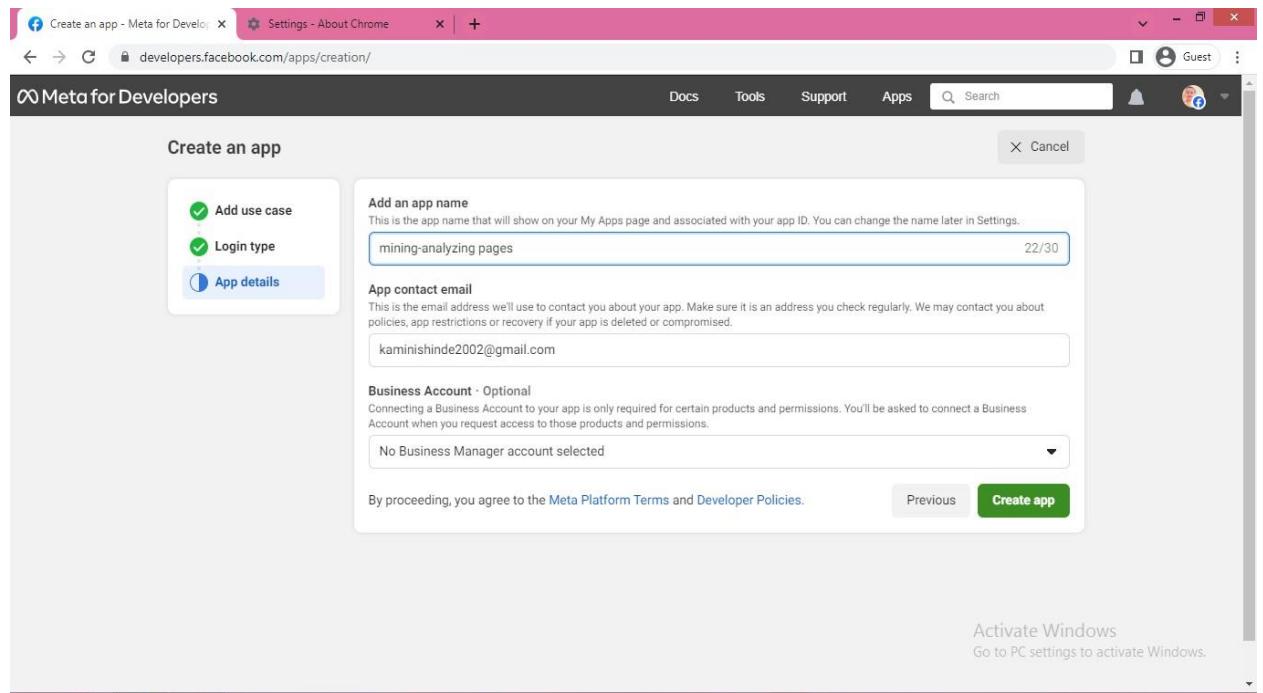


Step7: Select Option Facebook Authentication And Click On Next Button

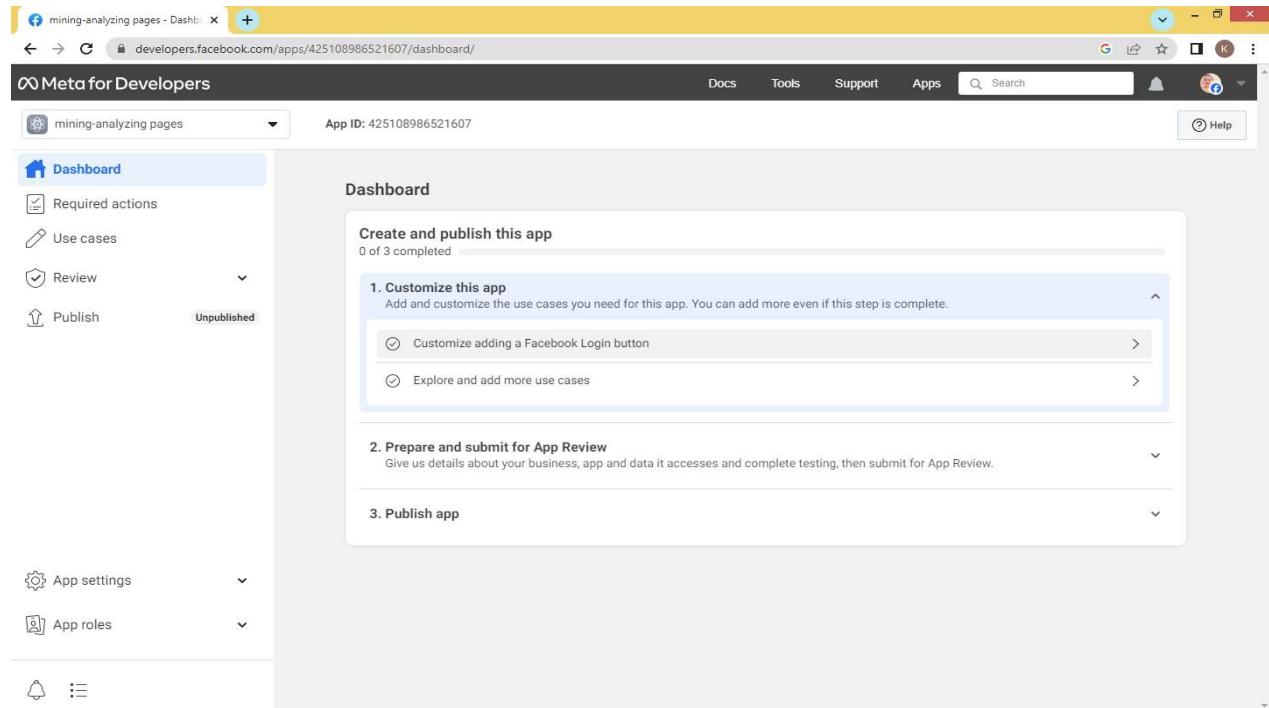




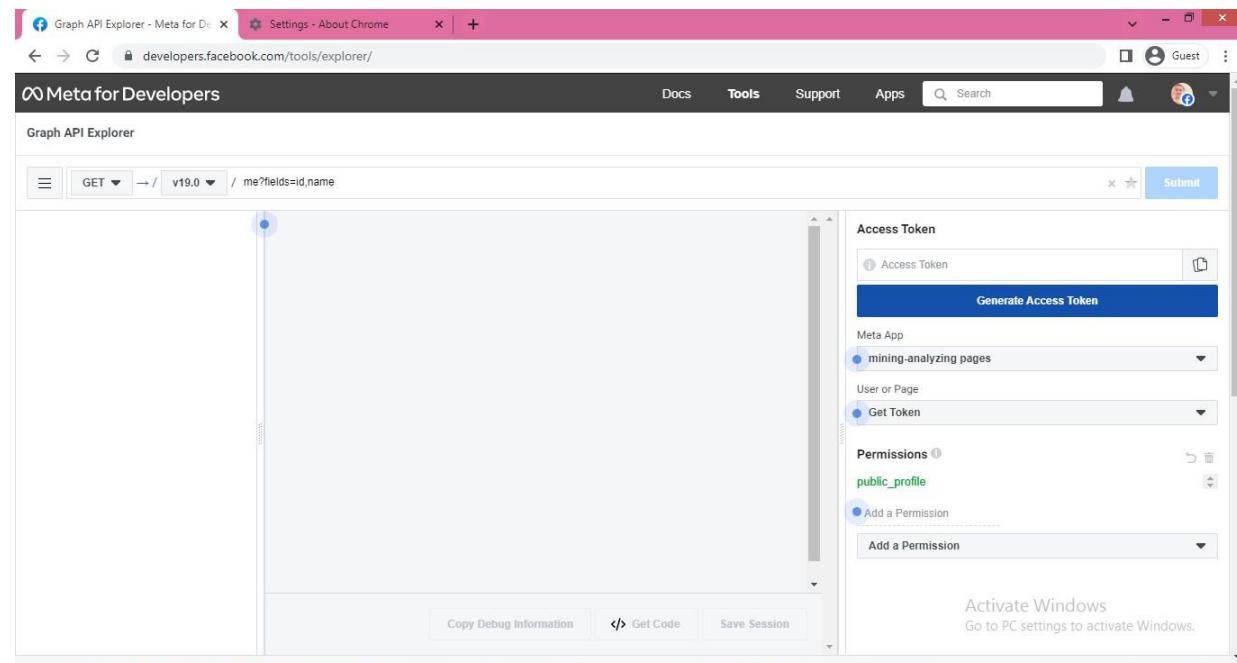
Step 8: Write The Add App Name To Create App(Mining Analyzing Pages)

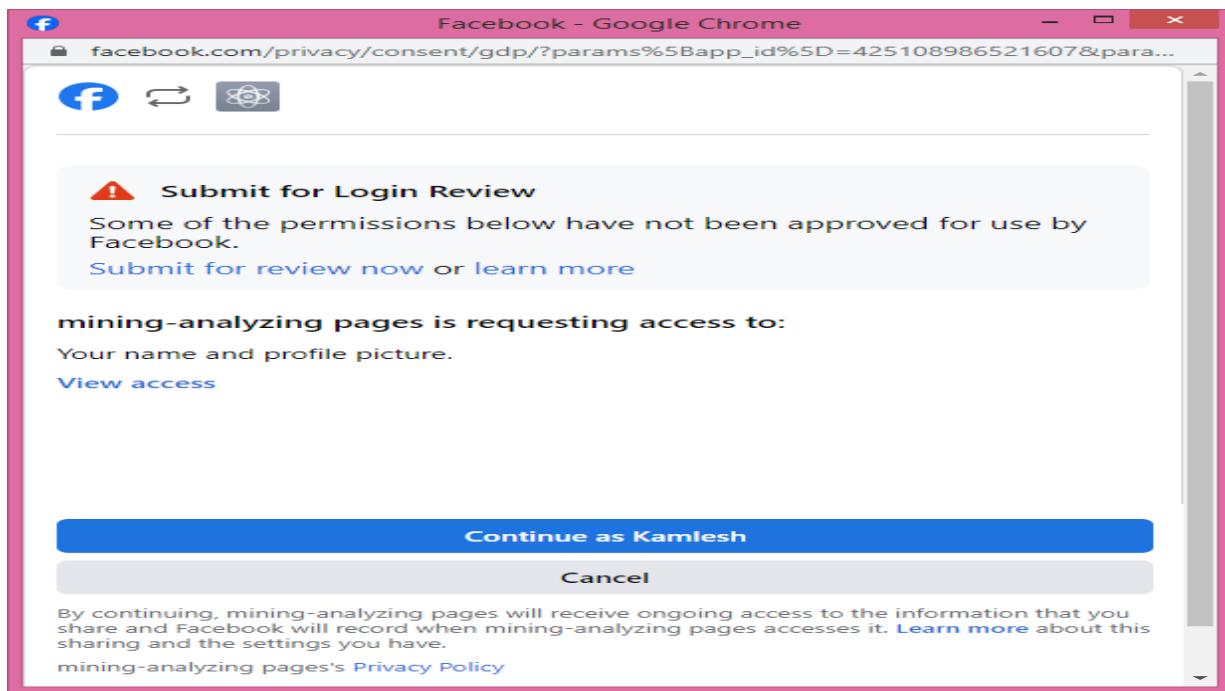


Step 9: Choose First Option Customize This App



Step 10: Select Generate The Access Token And Submit Button





A screenshot of the Graph API Explorer interface. The URL in the address bar is <https://developers.facebook.com/tools/explorer/?method=GET&path=me%3Ffields%3Did%2Cname&version=v19.0>. The left panel shows a query: "Node: me", "id", "name", and a search bar. The right panel displays the JSON response: {"id": "1489753991953982", "name": "Kamlesh Shinde"}. The right panel also includes sections for "Access Token" (with a token value and "Generate Access Token" button), "Meta App" (set to "mining-analyzing pages"), "User or Page" (set to "User Token"), "Permissions" (set to "public_profile" and "Add a Permission" button), and an "Activate Windows" message at the bottom.

Step 11: Choose First Option Customize This App

The screenshot shows the Facebook Developers Dashboard for an app with ID 425108986521607. The left sidebar includes links for Dashboard, Required actions, Use cases, Review, Publish (Unpublished), App settings, and App roles. The main content area is titled 'Dashboard' and contains three sections: 'Create and publish this app' (0 of 3 completed), '1. Customize this app' (with sub-options 'Customize adding a Facebook Login button' and 'Explore and add more use cases'), '2. Prepare and submit for App Review' (with sub-option 'Give us details about your business, app and data it accesses and complete testing, then submit for App Review.'), and '3. Publish app'. A bell icon and a three-dot menu are at the bottom.

Step 12: Add Email Field To Access

The screenshot shows the 'Use cases > Customize' page for the 'Facebook Login' use case. It includes sections for 'Facebook Login' (description: 'Our most common use case. A secure, fast way for users to log into your app or game and for the app to ask for permissions to access their data to personalize their experience. Read docs'), 'Settings' (with a 'Go to settings' button), and 'Quickstart' (with a 'Go to quickstart' button). Below this is a 'Permissions' section with a table:

Permissions ↑	API Calls ↓	Status ↑↓	Action
email The email permission allows your app to read a person's primary email address. Full Description Requirements	—	—	
public_profile The public_profile permission allows an app to read the Default Public Profile Fields on the User node. This permission is automatically granted to all apps.	6	Ready for testing	

Step 13: Access The Fields Data Using Graph API Explorer

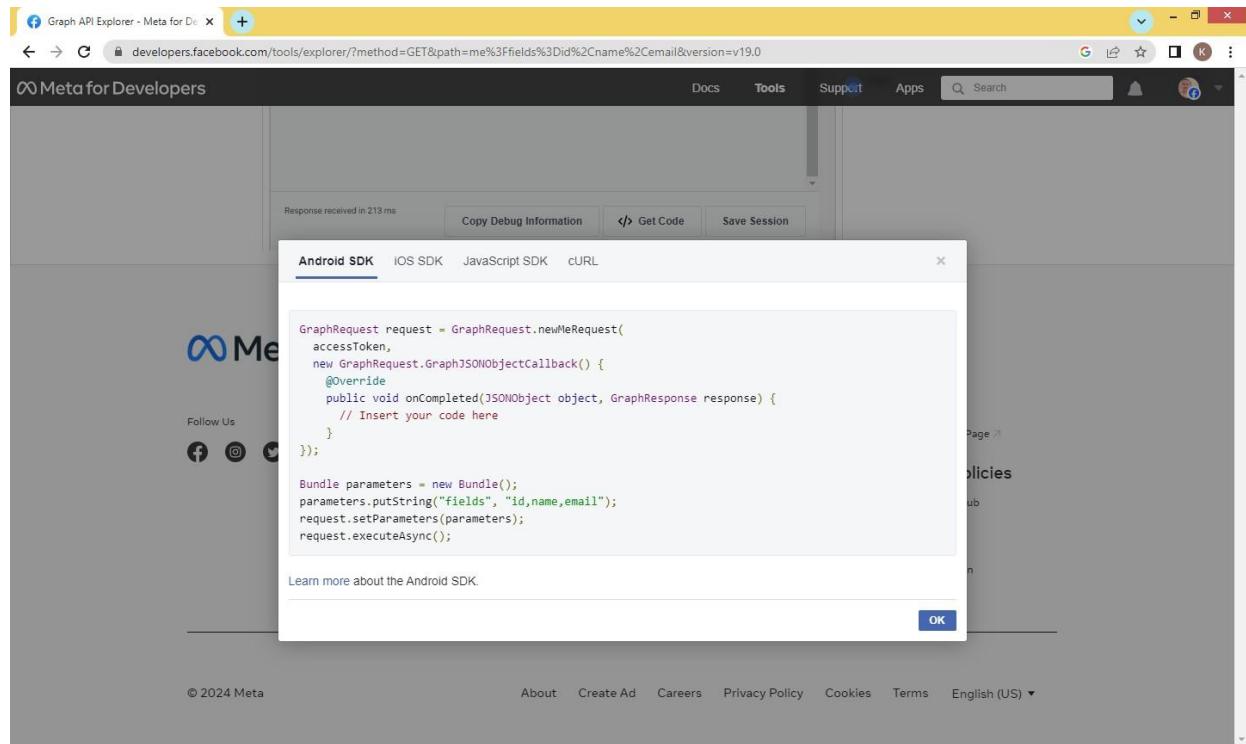
The screenshot shows the Facebook Graph API Explorer interface. The URL in the address bar is `https://graph.facebook.com/v19.0/me?fields=id,name,email`. The left sidebar shows the selected node is 'me', with fields 'id', 'name', and 'email' checked. The main panel displays a JSON response:

```
{ "id": "1489753991953982", "name": "Kamlesh Shinde" }
```

The right sidebar contains the 'Access Token' section with a token ID, the 'Generate Access Token' button, and the 'Permissions' section which includes the 'email' and 'public_profile' permissions.

This screenshot is identical to the one above, showing the same Graph API Explorer interface and JSON response for the 'me' node with fields 'id', 'name', and 'email'. The right sidebar also shows the same access token and permissions.

Step 14: Generate The Code For Android App

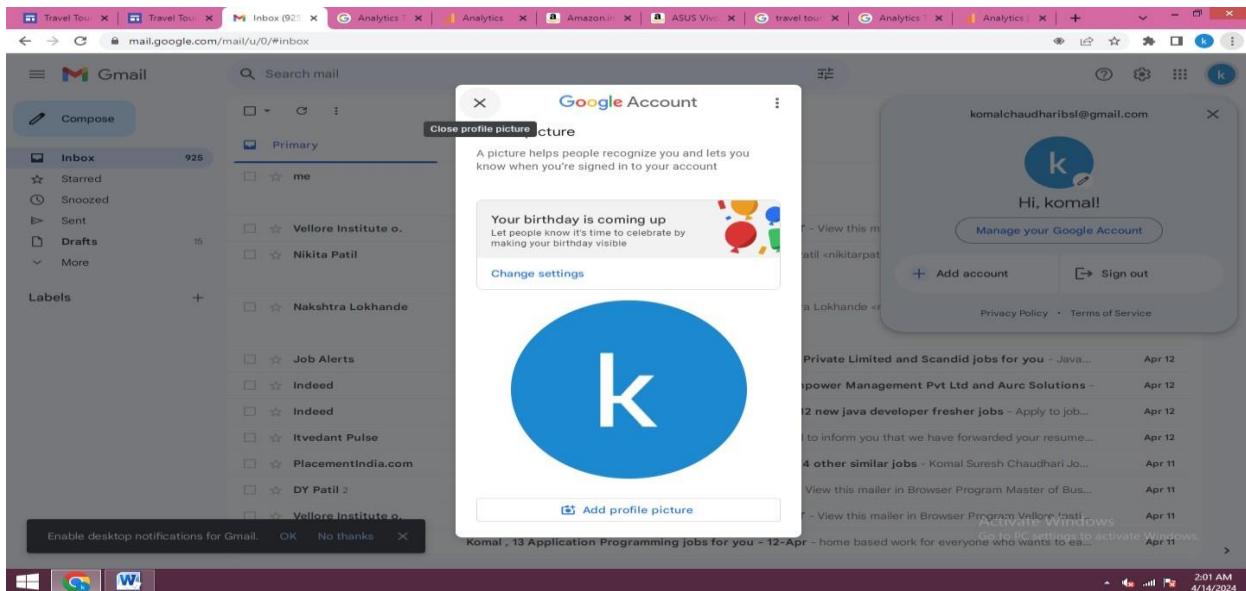


The screenshot shows the Facebook Graph API Explorer interface. At the top, there's a yellow header bar with the title "Graph API Explorer - Meta for Developers". Below it, the URL is "developers.facebook.com/tools/explorer/?method=GET&path=me%3fields%3Did%2Cname%2Cemail&version=v19.0". The main content area has a dark grey background. On the left, there's a sidebar with the "Meta for Developers" logo, social media links for Facebook, Instagram, and Twitter, and a "Follow Us" button. The central part of the screen displays a modal window titled "Android SDK". Inside the modal, there's a code editor containing Java code for making a GraphRequest. The code uses the GraphRequest.newMeRequest method to get user information with fields id, name, and email. It also includes an overridden onCompleted callback method where the developer is instructed to "Insert your code here". Below the code editor, there's a link to "Learn more about the Android SDK". At the bottom right of the modal is a blue "OK" button. At the very bottom of the page, there's a footer with links to "About", "Create Ad", "Careers", "Privacy Policy", "Cookies", "Terms", and "English (US)".

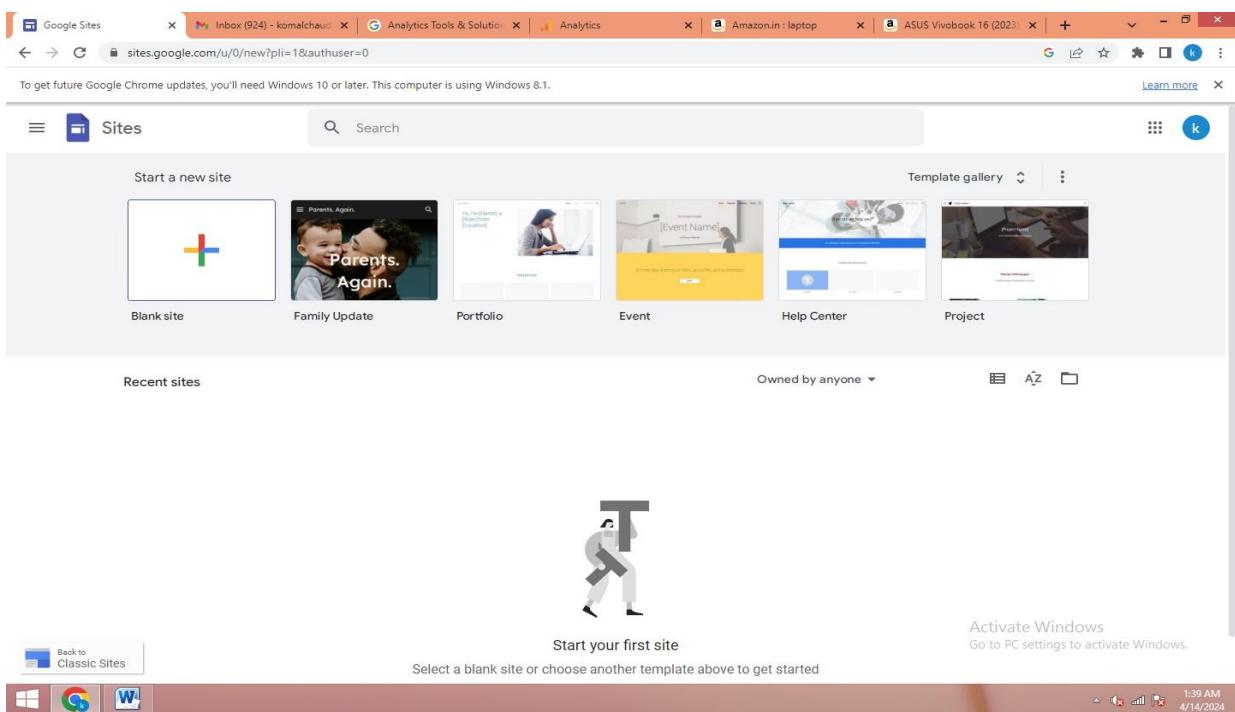
```
GraphRequest request = GraphRequest.newMeRequest(
    accessToken,
    new GraphRequest.GraphJSONObjectCallback() {
        @Override
        public void onCompleted(JSONObject object, GraphResponse response) {
            // Insert your code here
        }
    });
Bundle parameters = new Bundle();
parameters.putString("fields", "id,name,email");
request.setParameters(parameters);
request.executeAsync();
```

Practical No 3: Segment Traffic: Which Social Channel Is Sending The Most Engaged New Users, Which Page Of Your Website Have Been Shared Most, Which URL Has The Best Engagement Matrix.

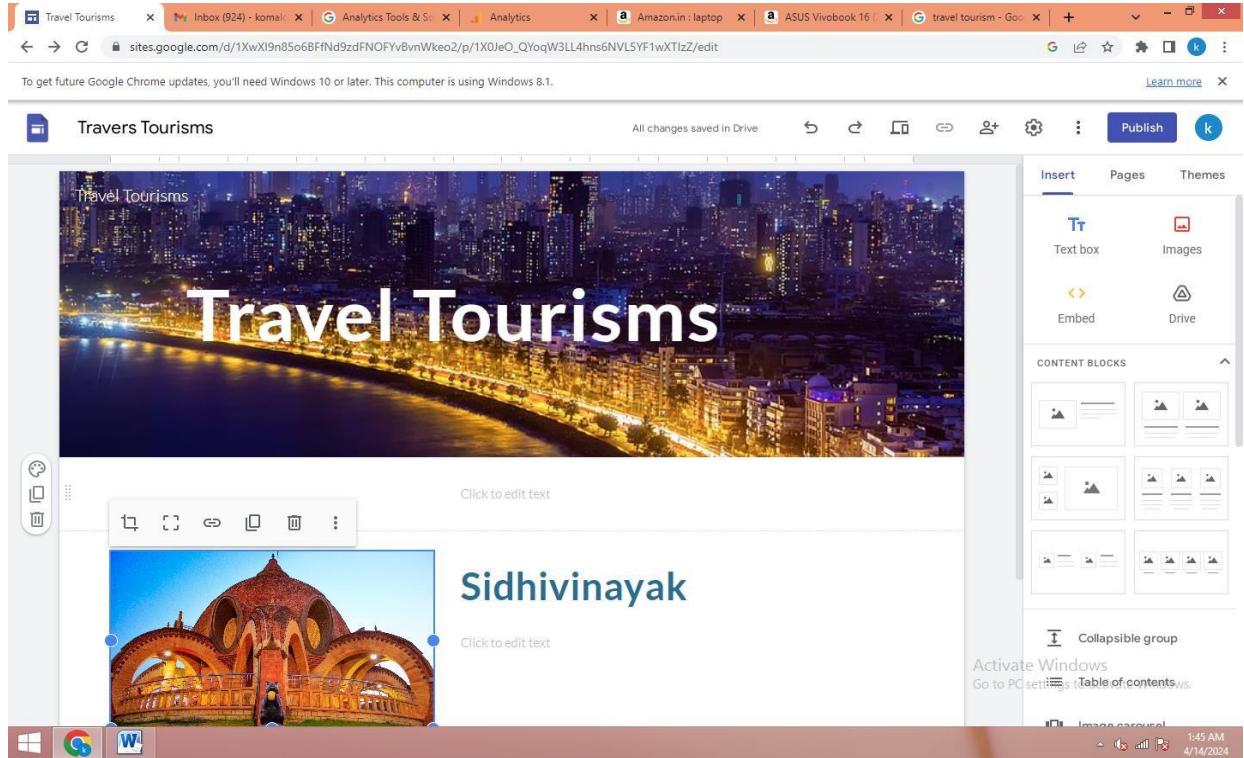
Step 1 : Login To The Google Account And Go To The Google Sites



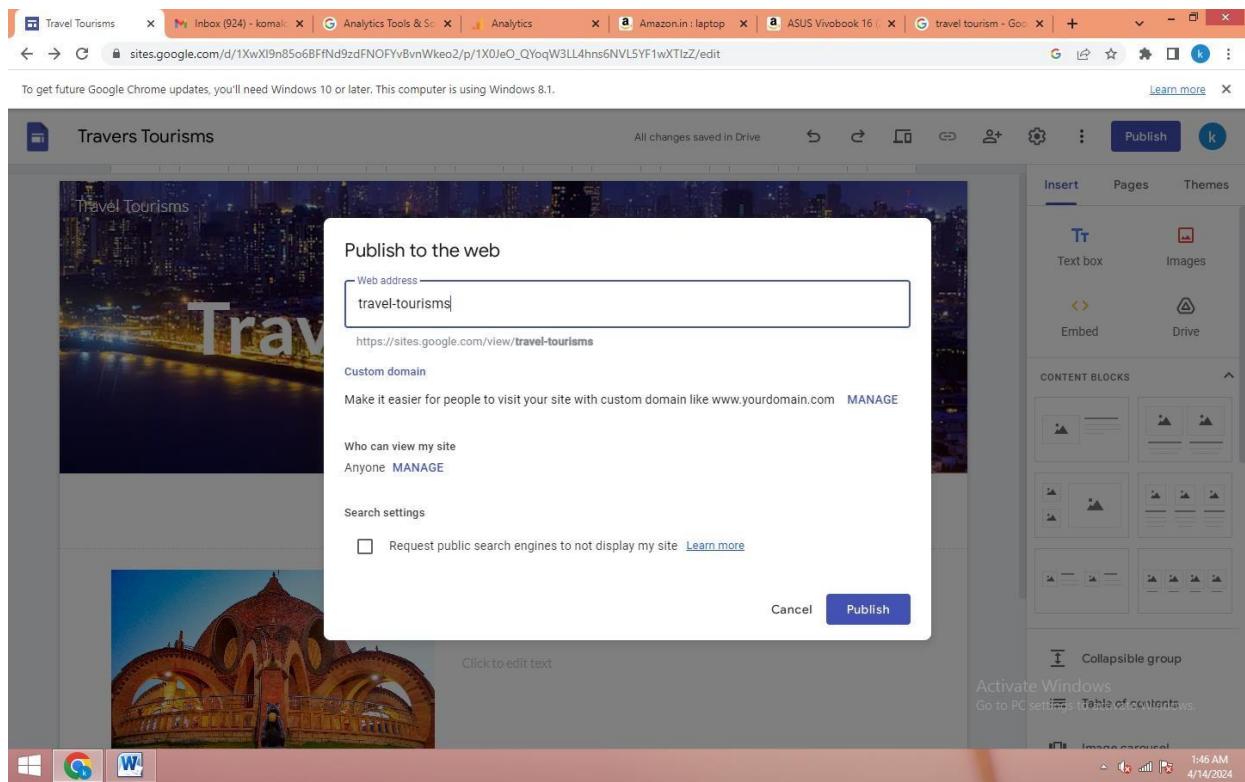
Step 2: Then Select Blank Sites



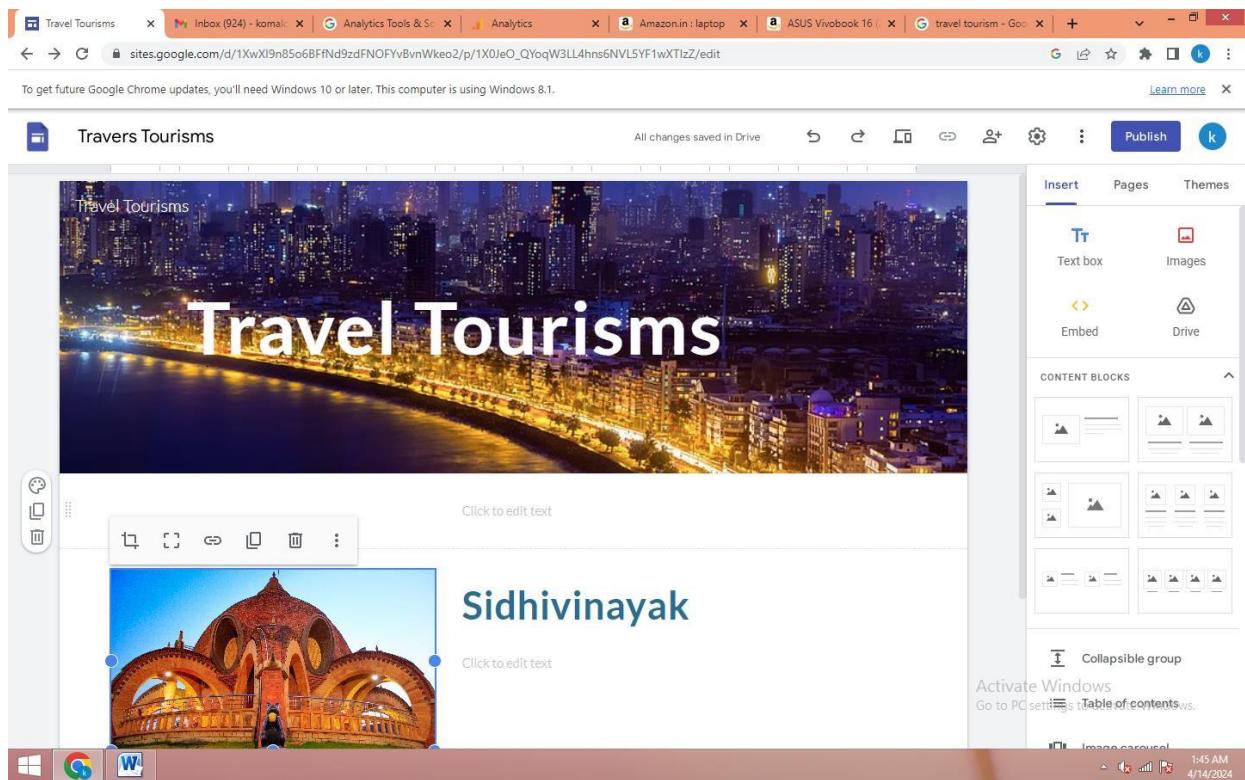
Step 3: Site And Add Title For Example (Tourist Spots) And Click On Publish.



Step 4: Publish To The We(Travel-Tourisms) And Publish It .



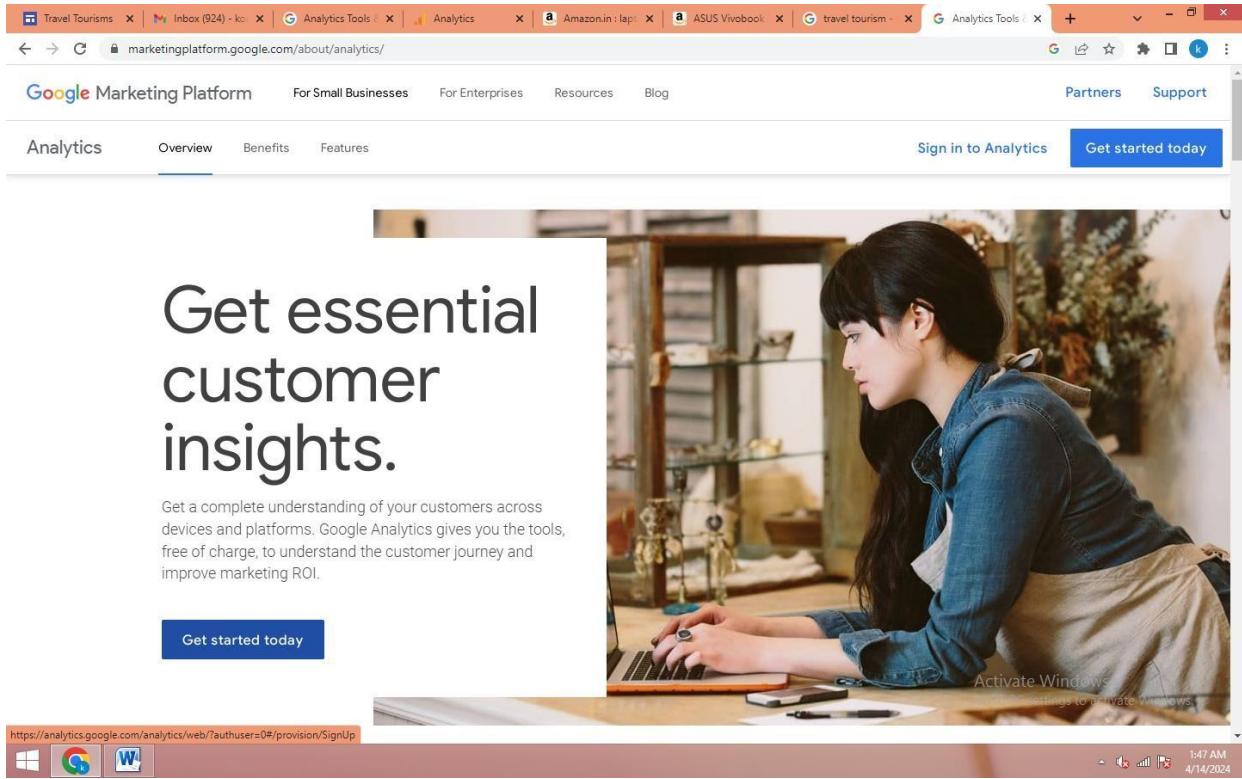
Step 5: After Publishing This Page Is Appear



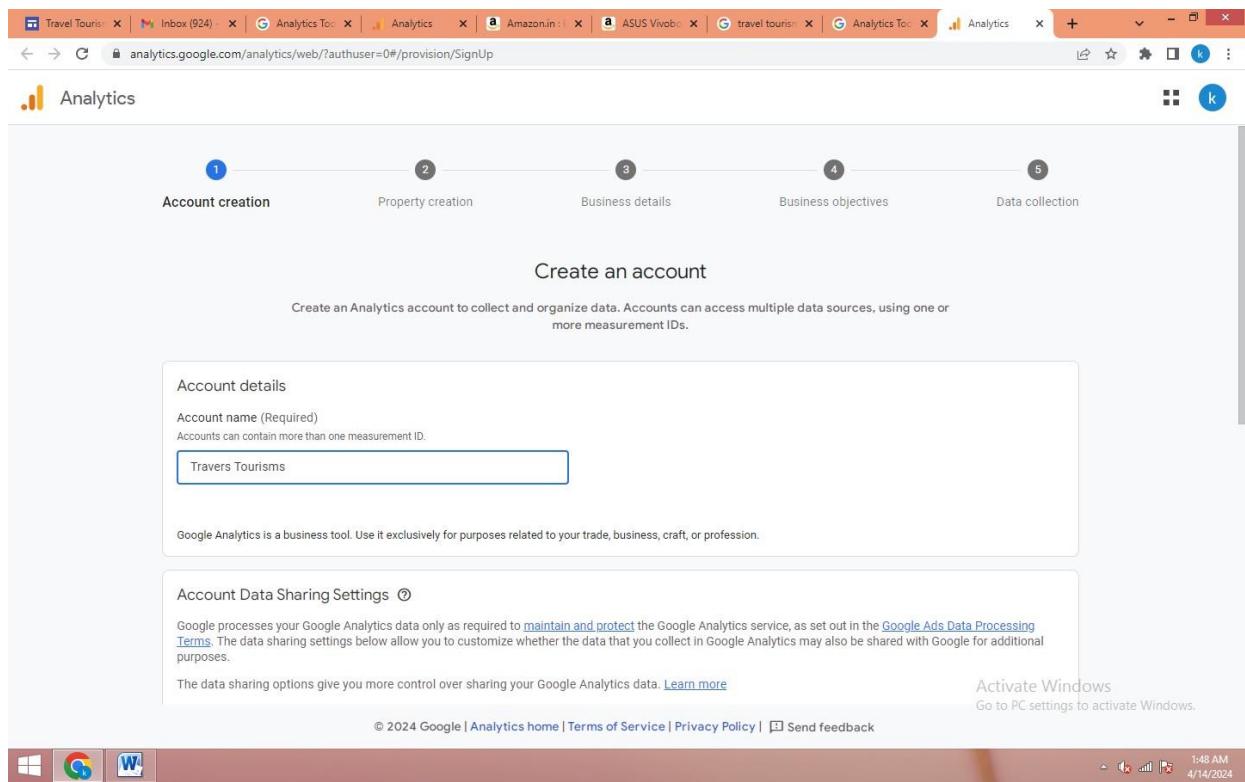
Step 6: Go To The Google Analytics Tools

The screenshot shows a Google search results page for the query "google analytics". The top result is from the Google Marketing Platform website, featuring a circular graphic and the text "Google Analytics". Below it, other results include links to the Google Analytics Academy and Google Analytics for Beginners. A sidebar on the right provides information about the Google Analytics service, including its launch date, owner, URL, and a "People also search for" section.

Step 7: Click On Get Started



Step 8: Go To The Web Analytics And Create An Account For Ex(Travelling Tourism) The Click Next Button.



Step 9: Click Next Button And Create Your Property

The screenshot shows the 'Create a property' step in the Google Analytics setup process. The top navigation bar has tabs for 'Travel Tourism', 'Inbox (924)', 'Analytics Tools', 'Analytics', 'Amazon.in', 'ASUS Vivobook', 'travel tourism', 'Analytics Tools', 'Analytics', and a search bar. Below the tabs, there's a progress bar with five steps: 'Account creation' (step 1), 'Property creation' (step 2, highlighted in grey), 'Business details' (step 3), 'Business objectives' (step 4), and 'Data collection' (step 5). The main content area is titled 'Create a property' with the sub-instruction 'To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.' A 'Property details' form is shown, containing fields for 'Property name (Required)' (set to 'web analytics'), 'Reporting time zone' (set to 'India (GMT+05:30) India Time'), and 'Currency' (set to 'Indian Rupee (₹)'). A note says 'You can edit these property details later in Admin'. At the bottom are 'Back' and 'Next' buttons, and an 'Activate Windows' message.

The screenshot shows the 'Describe your business' step in the Google Analytics setup process. The top navigation bar and progress bar are identical to the previous screenshot. The main content area is titled 'Describe your business' with the sub-instruction 'Help us better understand your business by answering the following. Your input helps improve Google Analytics.' A 'Business details' form is shown, containing fields for 'Industry category (Required)' (set to 'Reference') and 'Business size (Required)' (set to 'Small - 1 to 10 employees', which is selected with a radio button). Other options include 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. At the bottom are 'Back' and 'Next' buttons, and an 'Activate Windows' message.

Analytics

For reports that are personalized to your business, select the topics most important to you.

- Generate leads Analyze visitor metrics and attract new customers
- Drive online sales Analyze purchase behavior and get more sales
- Raise brand awareness Spread the word about your business
- Examine user behavior Learn how people use your site or app
- Get baseline reports Multiple types of reports (this option can't be combined with other options)

Back Create

Activate Windows
Go to PC settings to activate Windows.

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Analytics

For reports that are personalized to your business, select the topics most important to you.

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region.

India

Google Marketing Platform

Google Analytics Terms of Service

These Google Analytics Terms of Service (this "Agreement") are entered into by Google LLC ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google Analytics (the "Service").

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

I Accept I Do Not Accept

Back Create

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Analytics

Account creation Property creation Business details Business objectives Data collection

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

Learn more about data collection

Choose a platform

Web Android app iOS app

Skip for now

Activate Windows
Go to PC settings to activate Windows.

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1:30 AM 4/14/2024

Analytics

Set up data stream

Set up your web stream

Website URL: https://sites.google.com/view/travel-tourisms/home Stream name: travel tourism

Enhanced measurement: Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views, Scrolls, Outbound clicks, + 4 more

Create stream

Activate Windows
Go to PC settings to activate Windows.

1:51 AM 4/14/2024

Analytics

Web stream details

⚠ Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly. View tag instructions

Stream details

STREAM NAME: travel tourism STREAM URL: https://sites.google.com/view/travel-tourisms/home STREAM ID: 7842881212

MEASUREMENT ID: G-KS0JGC7GDD

Consent settings

Events

Enhanced measurement: Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views, Scrolls, Outbound clicks, + 4 more

Modify events

Activate Windows
Go to PC settings to activate Windows.

1:51 AM 4/14/2024

Step 8: Copy This Installation Instructions Code

The screenshot shows the 'Web stream data' configuration page in Google Analytics. The 'Installation instructions' section is highlighted, displaying the Google Tag code:

```
<!-- Google tag (gtag.js) -->
<script async src='https://www.googletagmanager.com/gtag/js?id=G-KS0JGC7GDD'></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-KS0JGC7GDD');
</script>
```

Below the code, there's a 'Test your website (optional)' field containing the URL <https://sites.google.com/view/travel-tourisms/home>, a 'Test' button, and a note about using Google Tag Manager.

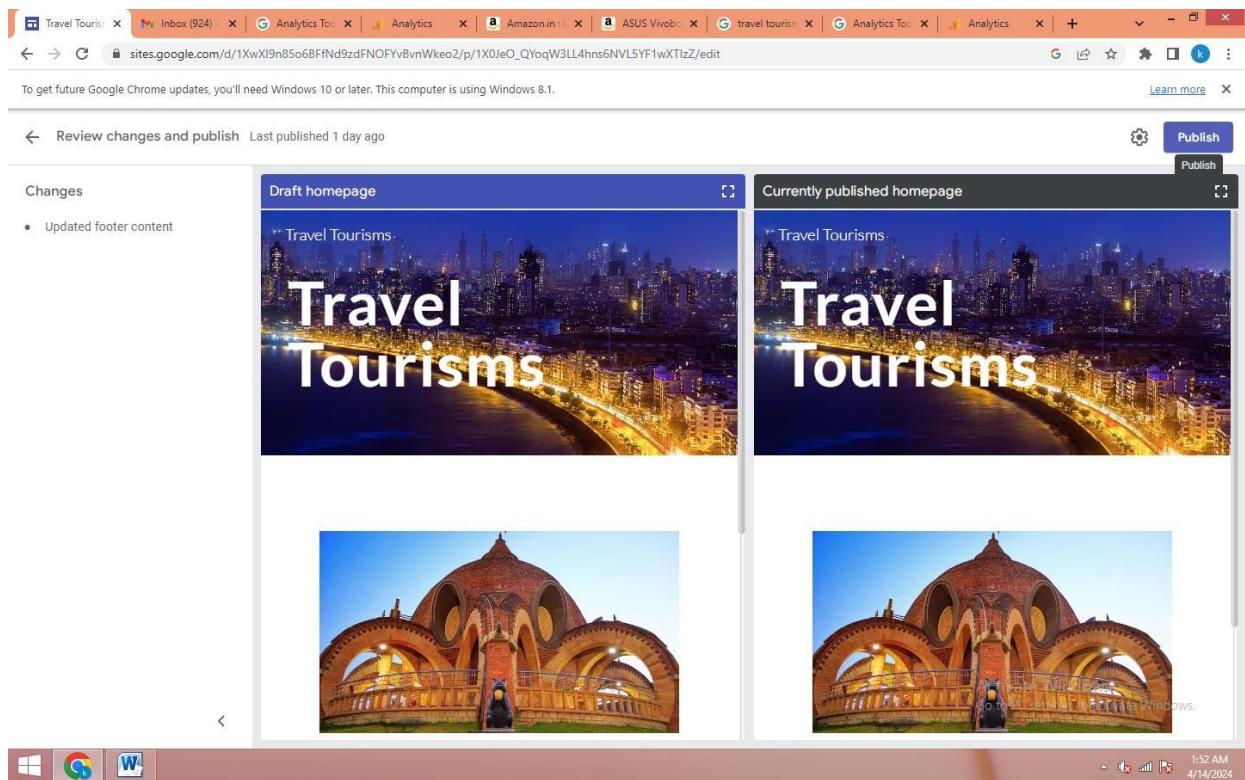
Step 9: Then Paste In Footer And Embed The Code

The screenshot shows the Google Sites editor interface. A modal dialog titled 'Embed from the web' is open, showing the 'By URL' tab selected. The 'Embed code' tab is active, displaying the same Google Tag code as in Step 8:

```
<!-- Google tag (gtag.js) -->
<script async src='https://www.googletagmanager.com/gtag/js?id=G-KS0JGC7GDD'></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-KS0JGC7GDD');
</script>
```

Below the code, there's a note: 'Paste the HTML code from the site you want to embed.' and a 'Cancel' button. The main editor area shows a dark-themed page with a large image of a building and the title 'Sidhivinayak'.

Step 10: After Paste The Code And Again Publish The Page



This screenshot shows the Google Analytics web stream setup page. It displays "Installation instructions" for a stream named "travel tour". The main area shows the "Install with a website builder or CMS" tab selected, displaying the following code:

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-KS0J0C7600"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-KS0J0C7600');
</script>
```

The "Install manually" tab is also visible. Below the code, there's a "Test your website (optional)" section with a URL input field containing "https://sites.google.com/view/travel-tourisms/home" and a "Test" button. A note about Google Tag Manager and a link to "Get started with Windows" are present at the bottom.

analytics.google.com/analytics/web/?authuser=0#/p436350364/reports/intelligenthome

Analytics

All accounts > Travers Tourism's web analytics

Try searching "Users overview"

Home

No data received yet.

To start collecting data make Measurement ID: G-KS0JGC

Get tagging instructions

My email communications

We occasionally send emails to update you on what's new with Google Analytics. However, we want you to always be able to choose which communications you receive from us, so please let us know your preferences below.

Regardless of your selections, we may still have to send you important product updates that impact your account, but that's all you'll receive from us. We respect your privacy and will not share your personal information with third parties or partners.

Performance Suggestions and Updates

Receive updates and tips that help you get the most out of your Google Analytics account. You will initially receive suggestions and updates for up to 5 of the properties you have access to. These properties are selected by Google Analytics. You may modify these updates in Admin > User settings.

Feature Announcements

Learn about the latest changes, enhancements, and new features in Google Analytics.

Feedback and Testing

Participate in Google surveys and pilots to help improve Google Analytics.

Offers from Google

Learn about related Google products, services, events, and special promotions.

Uncheck all and save

COUNTRY USERS

No data available

1:58 AM 4/14/2024

analytics.google.com/analytics/web/?authuser=0#/p436350364/reports/intelligenthome

Analytics

All accounts > Travers Tourism's web analytics

Try searching "Users overview"

Home

Get data from your website

Make sure your website is tagged using the Measurement ID: G-KGCG7GDD

Get instructions

Conversions 0 Event count 0 New users 0

USERS IN LAST 30 MINUTES 0

USERS PER MINUTE

COUNTRY USERS

No data available Activate Windows

1:58 AM 4/14/2024

analytics.google.com/analytics/web/?authuser=0#/p436350364/reports/reportinghub?params=_u.nav%3Dmaui

All accounts > Travers Tourisms web analytics

Try searching "Users overview"

Reports snapshot

All Users Add comparison +

Last 28 days Mar 17 - Apr 13, 2024

Realtime

Life cycle

- Acquisition
- Engagement
- Monetization
- Retention

User

- User attributes
- Tech

Reports snapshot

Users 0 New users 0 Average engagement time 0s Total revenue ₹0.0

17 Mar 24 31 07 Apr

View realtime →

WHERE DO YOUR NEW USERS COME FROM?

Library Insights

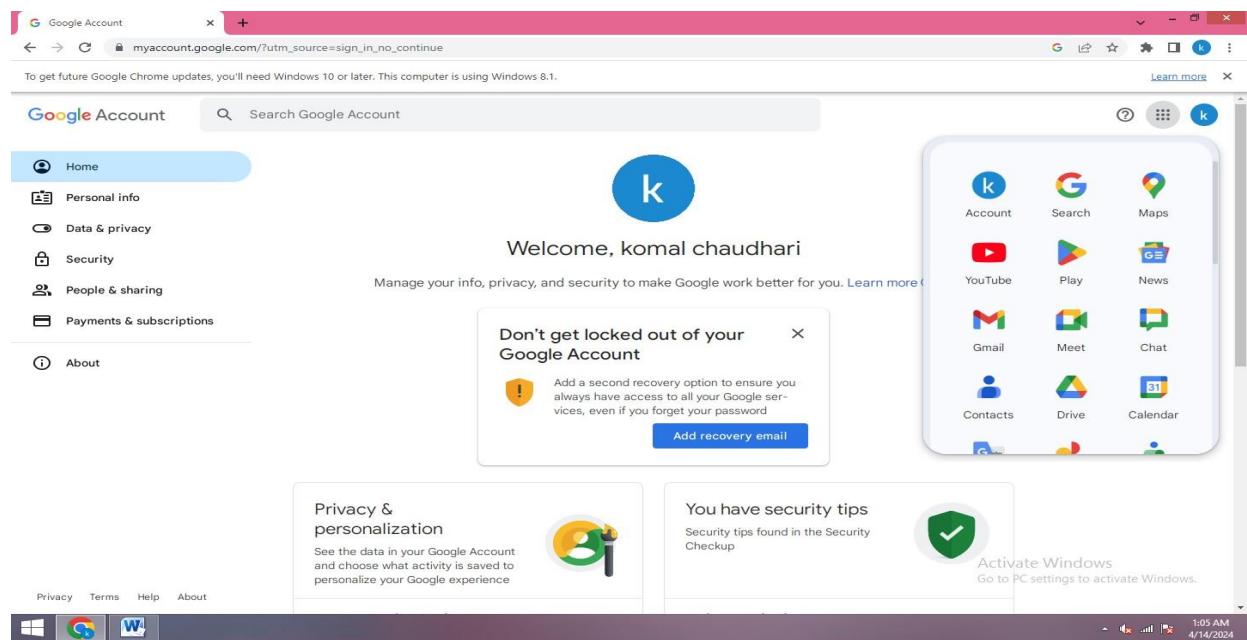
New users by First user primary channel group (Default Channel Group) Go to PC settings to activate Windows

Activate Windows

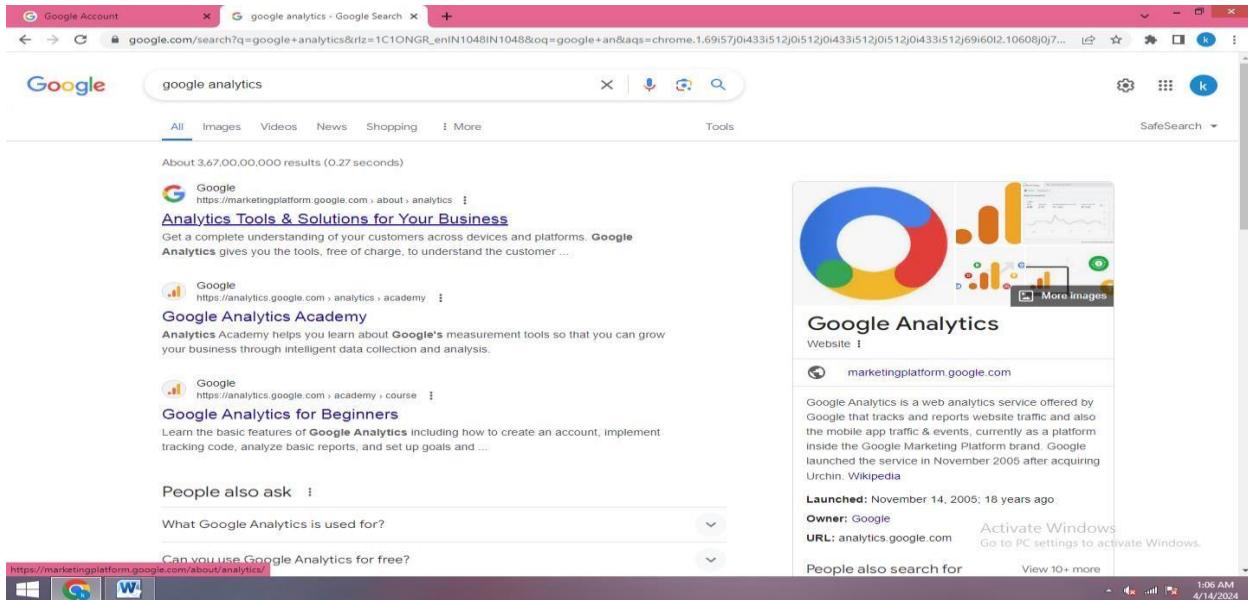
1:59 AM 4/14/2024

Practical No. 4: Use Google Analytics To Measure The Various Metrics For E-Commerce Site Amazon. On-Site – It Measures The Users’ Behavior Once It Is On The Website. For Example, Measurement Of Your Website Performance. Off-Site – It Is The Measurement And Analysis Irrespective Of Whether You Own Or Maintain A Website. For Example, Measurement Of Visibility, Comments, Potential Audience, Etc.

Step 1: Login To The Google Account



Step 2: Go To The Google Analytics Tools.



Step 3: Click On Get Started And Start Measuring And Create Your Account

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.
Amazon web analytics

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

Google products & services
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)

Modeling contributions & business insights
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated

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Step 4: Click Next And Create Your Property

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)
Amazon web analytics

Reporting time zone ⓘ
India (GMT+05:30) India Time

Currency
Indian Rupee (₹)

You can edit these property details later in Admin

Back **Next**

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Business details

Industry category (Required)
Shopping

Business size (Required)
 Small - 1 to 10 employees
 Medium - 11 to 100 employees
 Large - 101 to 500 employees
 Very Large - 501+ employees

Back **Next**

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Google Account | Analytics Tools & Solutions for | Analytics

analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

Analytics

For reports that are personalized to your business, select the topics most important to you.

- Generate leads Analyze visitor metrics and attract new customers
- Drive online sales Analyze purchase behavior and get more sales
- Raise brand awareness Spread the word about your business
- Examine user behavior Learn how people use your site or app
- Get baseline reports Multiple types of reports (this option can't be combined with other options)

Back Create

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Activate Windows
Go to PC settings to activate Windows.

1:09 AM 4/14/2024

Google Account | Analytics Tools & Solutions for | Analytics

analytics.google.com/analytics/web/provision/?authuser=0#/provision/create

Analytics

For reports that are personalized to your business, select the topics most important to you.

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region.

India

Google Marketing Platform

Google Analytics Terms of Service

These Google Analytics Terms of Service (this "Agreement") are entered into by Google LLC ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google Analytics (the "Service").

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

I Accept I Do Not Accept

Back Create

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Analytics

Account creation Property creation Business details Business objectives Data collection

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

Learn more about data collection

Choose a platform

Web Android app iOS app

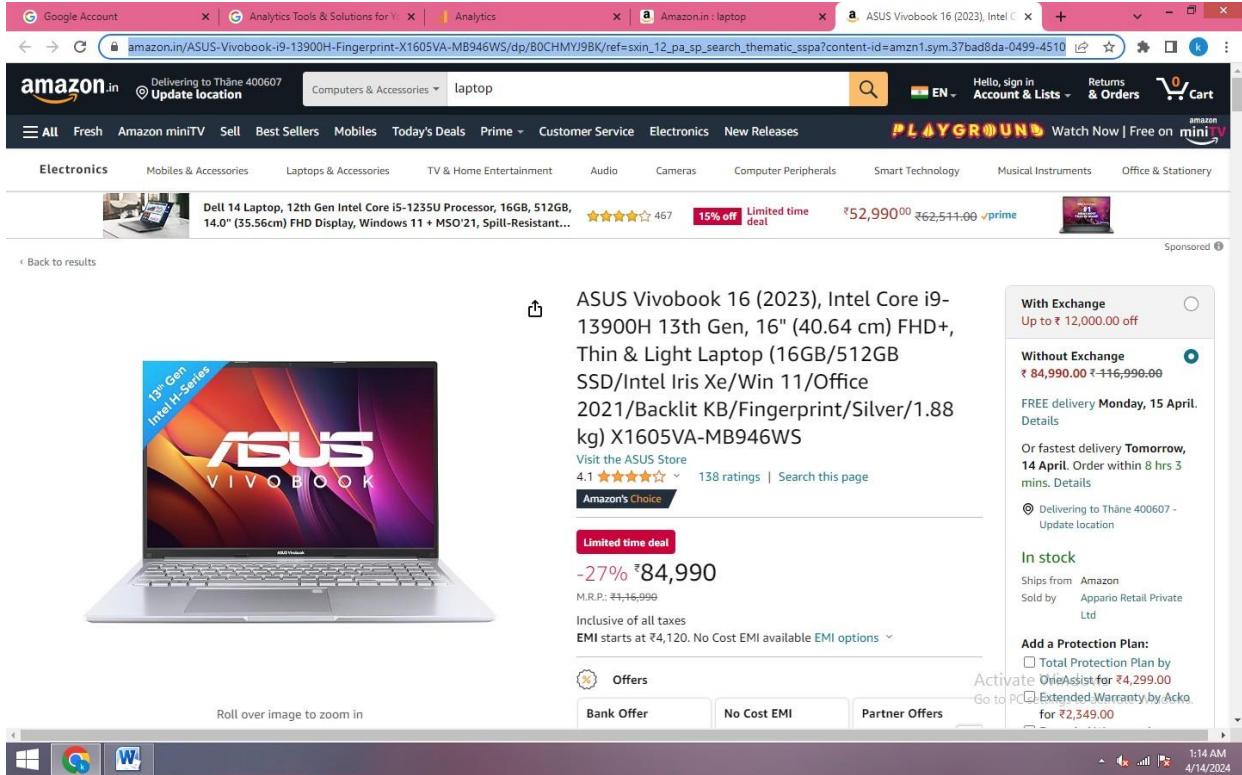
Skip for now

Activate Windows
Go to PC settings to activate Windows.

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Step 5 : Go The Amazon Website Select Your Product And Copy Product Address



Step 6: Then Paste Our Product Address

Analytics

Set up data stream

Website URL: https:// www.amazon.in/ASUS-Vivobook-i9-13900H-Fingerprint-X1i Stream name: laptop

Enhanced measurement: Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views, Scrolls, Outbound clicks, + 4 more

Create stream

Activate Windows
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Step 7: Click Get Started Button

Web stream details

Stream name: laptop

STREAM URL: https://www.google-analytics.com/gtag/js?id=G-FTG9VPX3W6

STREAM ID: 78428741

Consent settings

Installation instructions

Install with a website builder or CMS

Install manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-FTG9VPX3W6"></script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());

gtag('config', 'G-FTG9VPX3W6');
</script>
```

Test your website (optional): https://www.amazon.in/ASUS-Vivobook-i9-13900H-Fingerprint-X1605VA-MB946WS/dp/B0CHMYJ9BK/ref=sxin_12_pa_sp_i Test

Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn more about Google Tag Manager](#)

If you have end users in the European Economic Area (EEA), set up consent mode so that you can continue to benefit from ads personalization and measurement.

Get started

Activate Windows
Go to PC settings to activate Windows.