

Google Tag Manager

Introduction

- Google Tag Manager is a FREE tool that is part of the Google Analytics Solution Suite.
- Allows users to obtain accurate and reliable data to make data-driven decisions
- Functions as a single-point tag management resource.
- Speeds up the addition and updating of various tags.
- Supports all Google and many third-party tags; and website and mobile apps
- Offers error checking, security features and fast tag loading

Getting Started

Signup For Google Tag Manager

Secure | https://www.google.com/analytics/tag-manager/

Google Analytics Solutions | Tag Manager

PARTNERS | SUPPORT | SIGN IN ▾

SIGN UP FOR FREE

Analytics Tag Manager Optimize Data Studio Surveys Attribution Audience Center Analytics 360 Suite

Overview Capabilities Features Compare Success Stories Resources

Tags at your service.

Marketers want tag management that's simple, reliable, and integrates easily with existing systems. That's what Google Tag Manager delivers. You'll launch programs faster, so you can make swifter decisions.

SIGN UP FOR FREE



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Add A New Account

The screenshot shows the 'Add a New Account' interface in Google Tag Manager. The top navigation bar includes a back arrow, forward arrow, refresh button, a secure connection indicator, the URL 'https://tagmanager.google.com/?hl=en#/admin/accounts/create', and various browser icons. Below the bar, the title 'Google Tag Manager' and 'All accounts' are visible, along with a user profile icon. The main content area has tabs for 'WORKSPACE', 'VERSIONS', and 'ADMIN', with 'ADMIN' currently selected. The central form is titled 'Add a New Account' and is divided into two steps: '1 Setup Account' and '2 Setup Container'. Step 1 is active, showing a field for 'Account Name' containing 'Click Events', which is highlighted with a blue border. There is also a checkbox for 'Share data anonymously with Google and others' and a 'CONTINUE' button. Step 2 is shown below with 'CREATE' and 'CANCEL' buttons.

Setup Container

The screenshot shows the Google Tag Manager interface. At the top, there's a navigation bar with a back arrow, the Google Tag Manager logo, "All accounts" dropdown, and a user profile icon. Below the navigation is a menu bar with "WORKSPACE", "VERSIONS", and "ADMIN" (which is currently selected).

The main content area displays a modal dialog titled "Add a New Account". Inside the dialog, the first step "Setup Account" is completed, indicated by a green checkmark and the number "1". The second step, "Setup Container", is in progress, indicated by a blue circle with the number "2".

Under "Setup Container", the "Container name" field contains "www.asiacryptocoongress.com". Below this, a section titled "Where to Use Container" shows four options: "Web" (selected), "iOS", "Android", and "AMP".

At the bottom of the dialog are two buttons: "CREATE" (in blue) and "CANCEL" (in grey).

X Google Tag Manager Terms of Service Agreement

NO

YES

English



By clicking "Yes" below or by using the Google Tag Manager service (the "**Service**"), you and the legal entity on whose behalf you are using the Service (if any) (together, "**You**") agree to use the Service in accordance with the Google Terms of Service (located at <http://www.google.com/intl/en/policies/terms>), the Google Privacy Policy (located at <http://www.google.com/intl/en/policies/privacy/>), and the Google Tag Manager Use Policy (located at <http://www.google.com/tagmanager/use-policy.html>), each as may be modified from time to time and collectively, the "**Google Tag Manager Terms of Service**."

Google Tag Manager Use Policy

Use of the Google Tag Manager (the "**Service**") is subject to this Google Tag Manager Use Policy (the "**GTM Use Policy**").

If You use the Service to support products or services from a 3rd party or designed by You (together, "**3rd Party Tags**") or Google, You will have and abide by an appropriate privacy policy and will comply with [the EU user consent policy](https://www.google.com/about/company/user-consent-policy.html) (located at <https://www.google.com/about/company/user-consent-policy.html>) and all applicable agreements and regulations (also relating to the collection of information), including for example:

- the Google Analytics Terms of Service located at: <http://www.google.com/analytics/tos.html>,
- the agreement between You and DoubleClick that is in effect during the dates that You are participating in the Service, and
- the [Google Inc. Advertising Program Terms](#) (or, if applicable, as negotiated).

If You have 3rd Party Tags delivered through the Service:

- Google is not responsible for 3rd Party Tags.
- Google may screen such 3rd Party Tags to ensure compliance with this GTM Use Policy.
- You guarantee that You have the rights to upload the 3rd Party Tags.
- You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service:

Install Google Tag Manager

Install Google Tag Manager

Install Google Tag Manager



Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i)(w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.createElement(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?l+'l':j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-      S');</script>
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-      ;"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

OK

Default Workspace

Default Workspace

All accounts > Click Events
www.asiacryptocoongress.com 

WORKSPACE VERSIONS ADMIN GTM-MWM355S Workspace Changes: 0 PREVIEW SUBMIT

Current Workspace
Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Now Previewing Workspace -- Default Workspace

You can preview and debug the workspace by visiting your site from this web browser.
Debug pane not loading? Try reloading your site, ignoring cached content (i.e. hard refresh). 

Refresh Leave Preview Mode Share Preview

NEW

This container has no tags, click the "New" button to create one.

Create New Tag

Create New Tag

The screenshot shows the Google Tag Manager interface. On the left, the 'AdWords Conversion' container is open, displaying sections for 'Tag Configuration' and 'Triggering'. In the 'Tag Configuration' section, there's a placeholder message 'Choose a tag type to be...' with a 'LEARN MORE' link. In the 'Triggering' section, there's a placeholder message 'Choose a trigger to make...' with a 'LEARN MORE' link. To the right, a modal window titled 'Choose tag type' lists 'Featured' tag types:

- Universal Analytics** (Google Analytics)
- Classic Google Analytics** (Google Analytics)
- AdWords Conversion Tracking** (AdWords)
- AdWords Remarketing** (AdWords)
- DoubleClick Floodlight Counter** (DoubleClick)
- DoubleClick Floodlight Sales** (DoubleClick)
- Conversion Linker** (Google)
- Google Optimize** (Google Optimize)
- Google Surveys Website Satisfaction** (Google Surveys) - This item has a checked checkbox icon next to it.

Identify Conversion ID & Label



- New AdWords experience:
 - a. In your AdWords account, click the Tools, Billing, and Settings menu (::).
 - b. Select Measurement: Conversions, which opens to the Conversion Actions table
 - c. Click on the name of the conversion that you want to use.
 - d. Expand the Tab heading to view the tag details.
 - e. Under Event tag, you should see code that looks like this:

```
gtag('event', 'conversion', {  
  'send_to': 'AW-CONVERSION_ID/AW-CONVERSION_LABEL',  
  'transaction_id': ''  
});
```

In the send_to parameter, the conversion ID and conversion label will be where AW-CONVERSION_ID and AW-CONVERSION_LABEL appear in the above code.

3. In Google Tag Manager, add the required **Conversion ID** and **Conversion Label** values to their respective fields. You may optionally add a **Conversion Value**, **Order ID**, and **Currency Code**. Be sure to [use Tag Manager variables](#) for these field values whenever applicable. (For instance, you will always want to use a variable for **Order ID**.)
4. Choose one or more triggers in the Triggering section to specify when the tag should fire.
5. Click **Save** to complete your tag setup.
6. **Important:** To ensure proper tracking in all browsers, add a [Conversion Linker](#) tag with this configuration.
7. [Preview](#) your changes, and [publish](#) when ready.

Identify Conversion ID & Label

Event snippet

The event snippet works with the global site tag to track actions that should be counted as conversions. Install this snippet on pages you'd like to track. [?](#)

- Page load** Add the event to the page a customer reaches after completing a conversion
- Click** Add the event to a button on your website, such as a "Buy now" button

Copy the snippet below and paste it in between the `<head></head>` tags of the page(s) you'd like to track, right after the global site tag

```
<!-- Event snippet for Asia Crypto Congress SG Lead conversion page -->
<script>
  gtag('event', 'conversion', {'send_to': 'AW-██████████ 24/wM6KC██████████ /M'});
</script>
```

[DOWNLOAD SNIPPET](#)

INSERT Conversion ID & Label

X AdWords Conversion

Tag Configuration

Tag type

AdWords Conversion Tracking

AdWords

Conversion ID

AW-107...-24

Conversion Label

wM6f...

Conversion Value

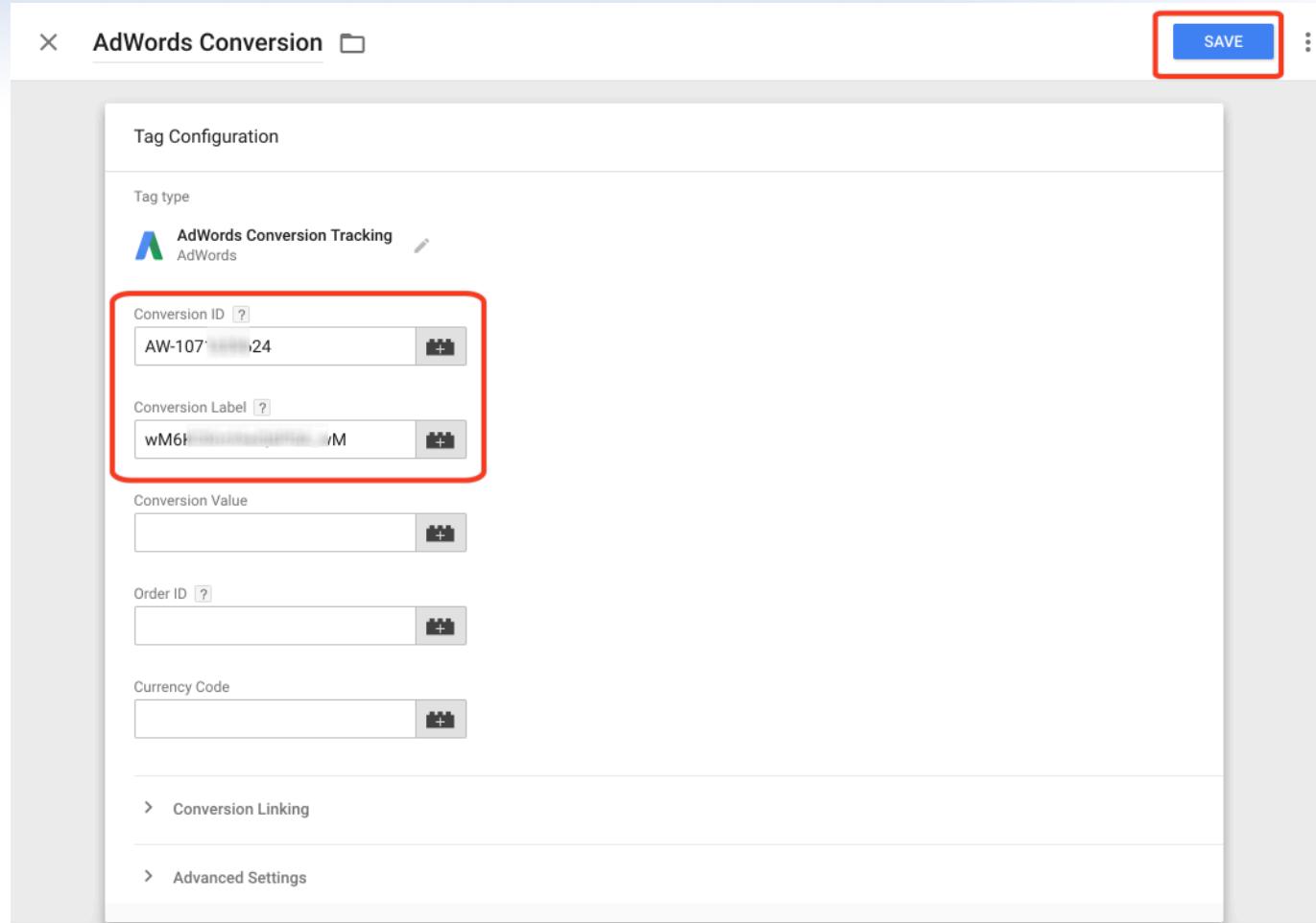
Order ID

Currency Code

SAVE

Conversion Linking

Advanced Settings



Add Trigger

No Triggers Selected

tion

on

inversi

No Triggers Selected

This tag does not have a firing trigger. Unless a trigger is added, this tag will not fire.

ADD TRIGGER **SAVE TAG**

Add Trigger

X Thank You Page Trigger ⋮

Trigger Configuration

Trigger type

Page View edit

This trigger fires on

All Page Views Some Page Views

Fire this trigger when an Event occurs and all of these conditions are true

Page URL contains **asia-crypto-congress-sg-thankyou** - +

Save Trigger

X AdWords Conversion ⋮

Tag Configuration

Tag type

 AdWords Conversion Tracking
AdWords

Conversion ID ?
AW-104

Conversion Label ?
wMwM

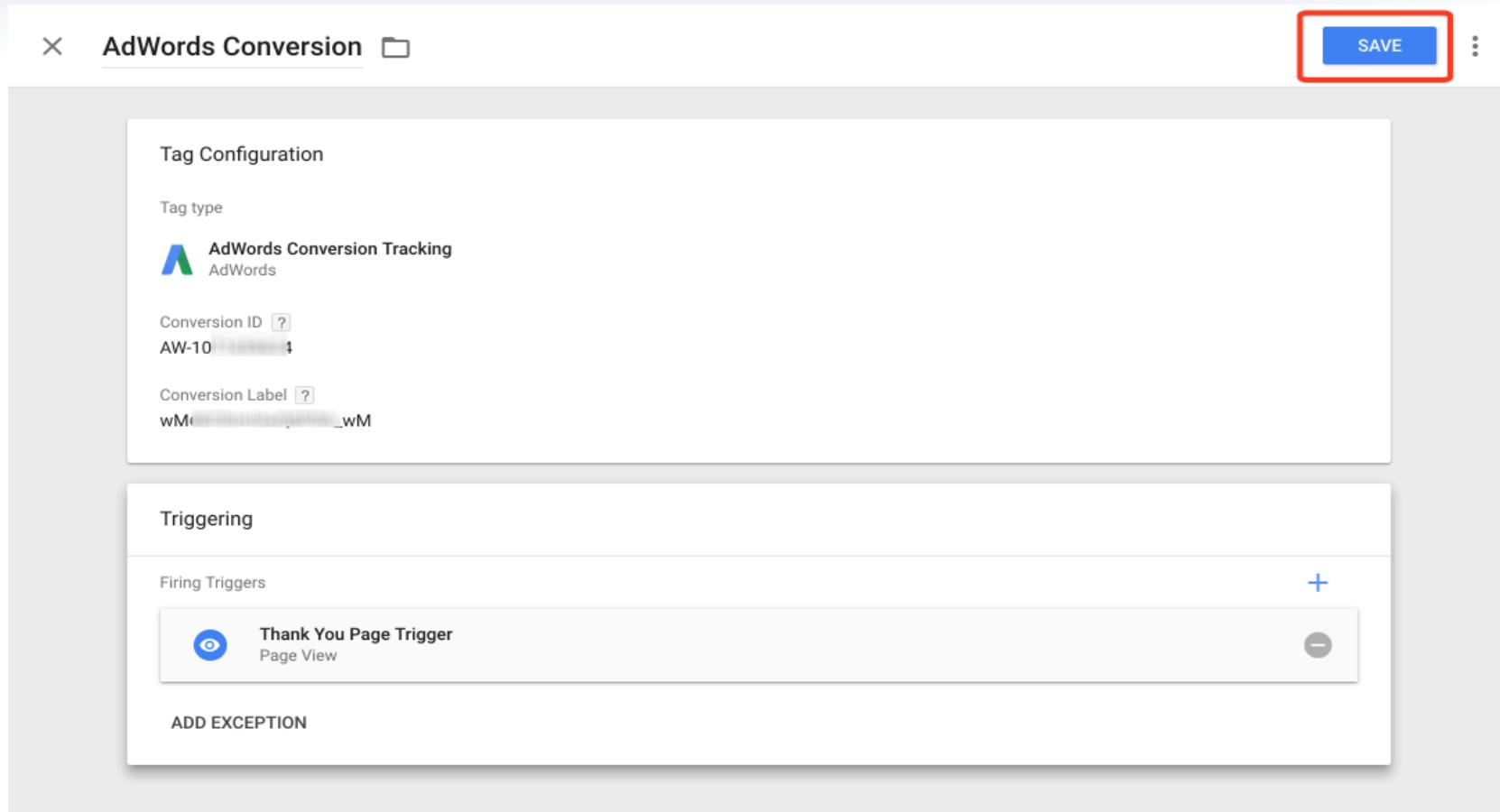
Triggering

Firing Triggers +

 Thank You Page Trigger
Page View -

ADD EXCEPTION

SAVE ⋮



Test Conversion Tag

Go To Thank You Page URL

The screenshot shows a web browser window with the URL <https://www2.clickfunnels.com/asia-cryptocongress/thankyou>. The page title is "Asia Crypto Congress" with a subtitle "Marina Bay Sands Convention Centre" and the date "3 March 2018, 9am to 7pm". A stylized brain icon is on the left. The main message says "Thank you for Registering. Your Seat Has Been Reserved." Below it, "Important Event Information..." lists:

- ✓ Asia Crypto Congress Singapore will be held on 3 March 2018 from 9am to 7pm @ Marina Bay Sands Convention Centre LEVEL 3
- ✓ REGISTRATION starts at 8:30am
- ✓ VIP and GOLD Seats Are GUARANTEED Seating
- ✓ GENERAL Seats are allocated STRICTLY on a FIRST-COME-FIRST-SERVED basis

The screenshot shows the Google Tag Manager interface for the "Tags" tab. It displays three events: "Window Loaded", "DOM Ready", and "Page View". The "Page View" event is selected. Under "Tags Fired On This Page", the "AdWords Conversion" tag is highlighted with a red box. The "Tags Not Fired On This Page" section shows "None".

Questions?