



# Tag Manager

## Tag

Piece of JavaScript code embedded in a website or mobile app to collect and send data

- Web analytics
- Advertising
- Social media integration

## Tag Management System

Allows platforms to businesses to manage and deploy multiple tags from a single interface

- Don't need to hard-code tag into the website each time
- Implement a single universal tag which dynamically loads all other tags

## Tealium

`utag.js` is the universal tag that dynamically loads tags (asynchronous)

`utag.sync.js` handles synchronous loading of tags

- Loads sequentially with the rest of the content on the page
- Page has to wait for the scripts to load before loading the page
- Tags that require immediate execution
- Commonly used for A/B tests

→ Asynchronous tags are used for collecting data

Generates a bunch of `utag.[ID].js?utv=ut[VERSION].[TIMESTAMP]`

- Container that loads tracking tags
- When tags are updated, a new file with another ID is created
- Can try to search for keywords such as `u.send` and `base_url` to find what script is being loaded in
- Looks like each one maps to a specific script

Ex. On <https://www.logitech.com/en-ca>

→ `utag.313.js?utv=ut4.51.202401221233` -  
`"base_url": "https://connect.facebook.net/en_US/fbevents.js"`

→ `utag.395.js?utv=ut4.51.202102250548` - `"base_url": "https://snap.linkedin.com/li.lms-analytics/insight.min.js"`

Might be hard to differentiate between web analytic tags and other tags

## Google Tag Manager

- Aimed for smaller businesses and frees
- Focuses on Google ecosystem and common third party tag
- More limited and simple

Prefix	ID type	Description
GT-XXXXXX	Google tag	Each newly created Google tag gets a GT prefix and unique ID.
G-XXXXXX	Google tag (legacy prefix)	Google Analytics 4 tags are Google tags with a G prefix and unique ID.
AW-XXXXXX	Google tag (legacy prefix)	Google Ads tags are Google tags with a AW prefix and unique ID.
DC-XXXXXX	Google tag (legacy prefix)	Google Floodlight tags are Google tags with a DC prefix and unique ID.

Ex. On <https://www.logitech.com/en-ca>

→ `js?id=G-C76JLBDFDY&l=dataLayer&cx=c` is for web analytics (Google Analytics 4)

→ `js?id=AW-316290540` is for advertising

→ `destination?id=DC-8227232&l=dataLayer&cx=c` is for marketing (Google Floodlight)

Ex. On

→ `gtm.js?id=GTM-M7ZB3VP` loads Google Tag Manager onto a page