

# GOOGLE TAG MANAGER

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## GOOGLE TAG MANAGER

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# LEARNING OBJECTIVES

- Understand the purpose and scope of tag managers
- Be able to create a Google Tag Manager container
- Add tags to the container

**GOOGLE TAG MANAGER**

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# INTRODUCTION

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## GOOGLE TAG MANAGER

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# THE TAG MANAGER CONCEPT

- › Install once on the web pages
- › Control tags remotely from Google
- › Add abilities to the tags not natively implemented

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The LinkedIn logo, featuring the word "Linked" in black and "in" in white lowercase letters inside a blue square, with a small trademark symbol.The DoubleClick Search by Google logo, featuring two overlapping circles (one light green, one dark green) to the left of the text "doubleclick search" in green, with "by Google" in smaller grey text below it.

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## GOOGLE TAG MANAGER

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# HOW TAG MANAGERS WORK

- 1.GTM Script is on the webpage
- 2.Script calls back to the tag manager servers for a list of tags to run
- 3.Server supplies list
- 4.GTM script fires the tags sent back


**GOOGLE TAG MANAGER**


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**USING GTM**

# USING GTM

# CREATE A CONTAINER

 Google Tag Manager




ACCOUNTS

WORKSPACE

VERSIONS

ADMIN

CREATE ACCOUNT

 Filter

kasigi.com

Container Name ▲	Container Type	Container ID
<a href="#">Sample Container Demo</a>	Web	GTM-WVPHX99
<a href="#">www.kasigi.com</a>	Web	GTM-PF5QTH

OPCC

Container Name ▲	Container Type	Container ID
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## USING GTM

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# INSTALL ONTO WEBSITE

### 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.getElementsByTagName(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-WVPHX99');
<!-- 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-WVPHX99"
  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




# USING GTM

# CREATE A TAG

× Untitled Tag 📁 SAVE


Tag Configuration



Choose a tag type to begin setup...

[LEARN MORE](#)

Triggering



Choose a trigger to make this tag fire...

[LEARN MORE](#)

## Featured



**Universal Analytics**  
Google Analytics



**Classic Google Analytics**  
Google Analytics



**AdWords Conversion Tracking**  
AdWords



**AdWords Remarketing**  
AdWords



**DoubleClick Floodlight Counter**  
DoubleClick



**DoubleClick Floodlight Sales**  
DoubleClick



**Google Optimize**  
Google Optimize



**Google Surveys Website Satisfaction**  
Google Surveys

## Custom



**Custom HTML**  
Custom HTML Tag




**Custom Image**  
Custom Image Tag


## USING GTM


# CREATE TRIGGER(S)

× Choose trigger type 🔍


Page View


 DOM Ready

 Page View


 Window Loaded


Click


 All Elements


 Just Links


Other

 Custom Event

 Form Submission

 History Change

 JavaScript Error

 Timer

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# USING GTM

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# SET VARIABLES

## Navigation

 **HTTP Referrer**  
The value is set to the HTTP referrer.

 **URL**

## Page Variables

 **1st Party Cookie**  
The value is set to the first value of the 1st party cookie with the matching name.

 **Custom JavaScript**  
This variable uses the provided JavaScript function to calculate its value in the browser. Each time this variable is used, the function will be executed and its return value will be used.

 **Data Layer Variable**

 **JavaScript Variable**  
The value is set to that of the global JavaScript variable you specify.


## Page Elements

 **Auto-Event Variable**

 **DOM Element**  
The value is set to the text of the DOM element or the value of the specified DOM element attribute.

## Utilities

 **Constant**  
The value is set to the string you provide.

 **Custom Event**  
The value is set to "eventNameXYZ" when the following code on your website is executed:  
`dataLayer.push({'event': 'eventNameXYZ'});`

 **Environment Name**  
The value is the name of the environment link via which the container may have been loaded (e.g., "Live").

 **Lookup Table**

 **Random Number**  
The value is set to a random number between 0 and 2147483647, inclusive.

## Container Data


 **Container ID**  
The value is the container's public ID (e.g. GTM-ABC42).

 **Container Version Number**  
When the container is in preview mode, this variable's value is the container's preview version number. Otherwise, this variable's value is the container's live version number.

 **Debug Mode**  
The value is set to true if the container is being viewed in debug mode.

# USING GTM

# SAVE & PREVIEW

Google Tag Manager

Tags

Variables

Data Layer

QUICK\_PREVIEWGTM-PF5QTH

Summary

5 gtm.click

4 gtm.click

3 Window Loaded

2 DOM Ready

1 Page View

Summary

Tags Fired On This Page:

Optimizely Integration Code

Custom HTML - Fired 1 time(s)

Page View

Universal Analytics - Fired 1 time(s)

Tags Not Fired On This Page:

Body of Work Filter

Universal Analytics

Link Events Generic


Universal Analytics

Optimizely Campaign Decided

Universal Analytics

# USING GTM

# PUBLISH

 kasigi.com  
Sample Container Demo ▾

ACCOUNTS

WORKSPACE

VERSIONS

ADMIN

GTM-WVPHX99

Workspace Changes: 0

PUBLISH ▾

Current Workspace

Default Workspace >

Search

Overview

Tags

Triggers

Built-In Variables ?

CONFIGURE

Name ▲	Type
Event	Custom Event
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP Referrer

Publish Now

Push your changes live to your site.

PUBLISH

Preview and Debug

Verify and check for problems before publishing your tags.

PREVIEW

Save as New Version

This will save your current version and create a new draft version to work on.

CREATE VERSION

**GOOGLE TAG MANAGER**

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**CONCLUSION**

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## CONCLUSION

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- GTM is a powerful and convenient way to deploy tags
- GTM allows users to trigger events in a granular fashion

# GOOGLE ANALYTICS DEEP DIVE

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## Q&A



**GOOGLE ANALYTICS DEEP DIVE**

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# EXIT TICKETS

**DON'T FORGET TO FILL OUT YOUR EXIT TICKET**