## LEARNING OBJECTIVES

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

# INTRODUCTION

## THE TAG MANAGER CONCEPT

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

## facebook



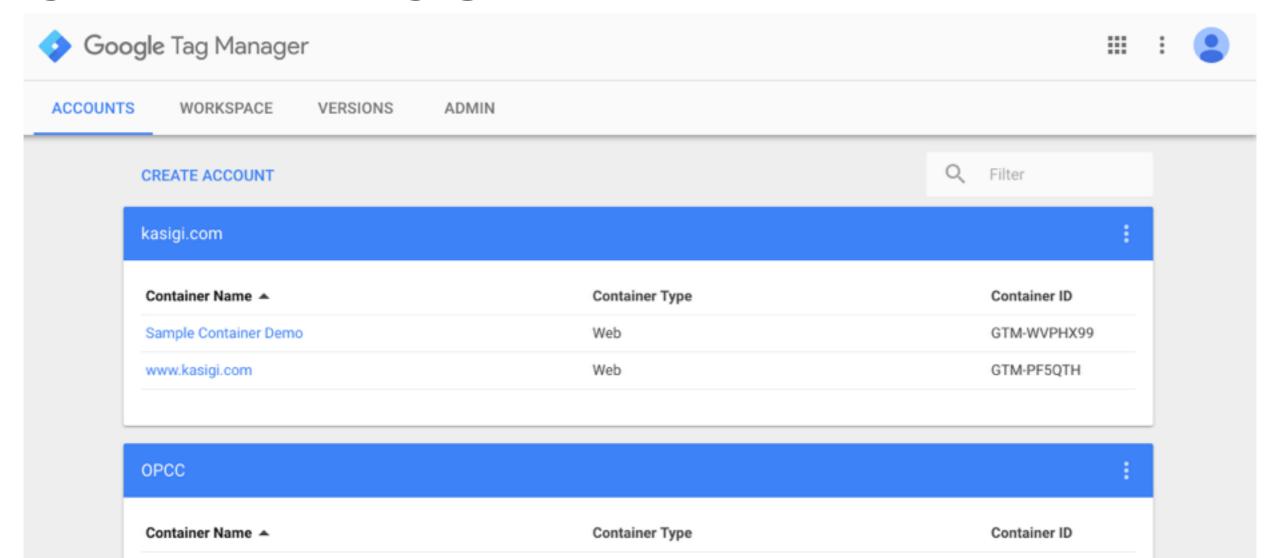


## **HOW TAG MANAGERS WORK**

- 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

# USING GTM

## CREATE A CONTAINER



## **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');</script>
<!-- End Google Tag Manager -->
```

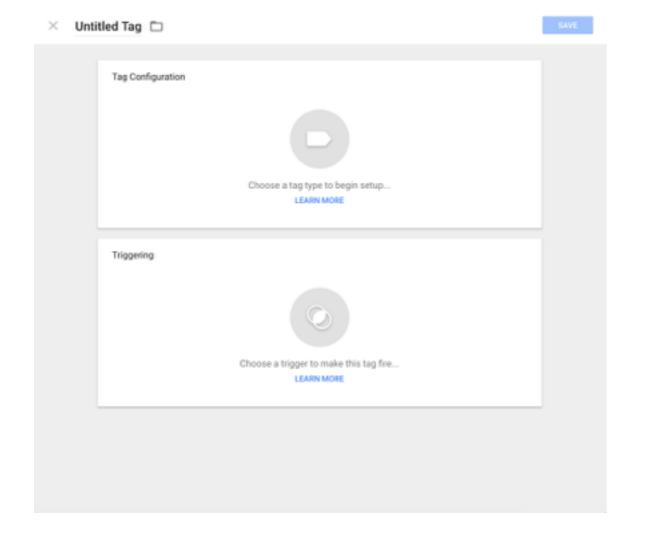
×

Additionally, paste this code immediately after the opening <br/>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 .

## **CREATE A TAG**



#### Featured



### Universal Analytics

Google Analytics



### Classic Google Analytics

Google Analytics



### AdWords Conversion Tracking

AdWord



### AdWords Remarketing

AdWords



#### DoubleClick Floodlight Counter

DoubleClick



### DoubleClick Floodlight Sales

DoubleClick



### Google Optimize

Google Optimize



### Google Surveys Website Satisfaction

Google Surveys

### Custom



#### Custom HTML

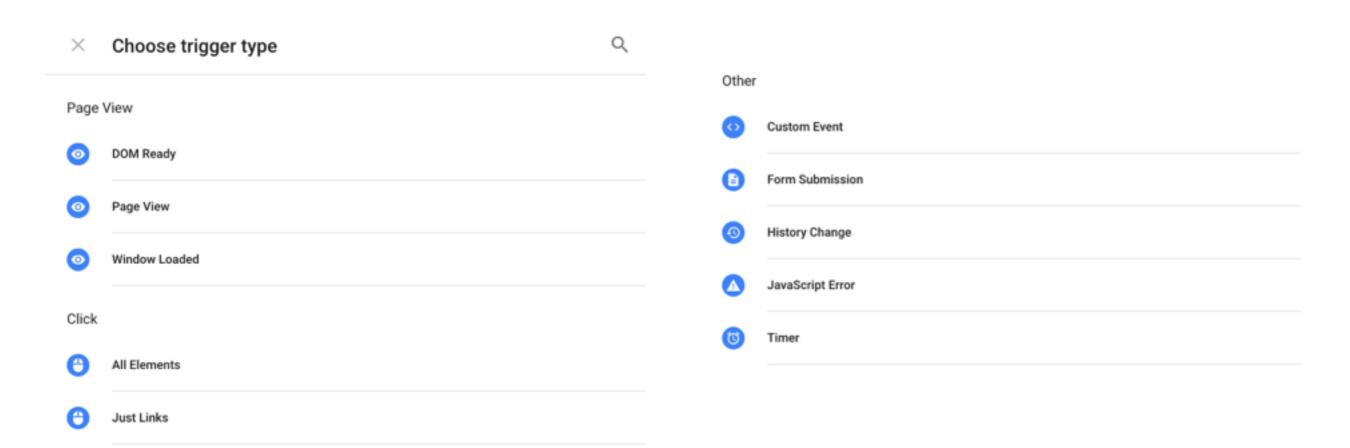
Custom HTML Tag



#### Custom Image

Custom Image Tag

## **CREATE TRIGGER(S)**



## **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 Eleme

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

#### Utilities

Θ

#### Constant

The value is set to the string you provide.

Θ

#### Custom Event

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

Θ

#### Environment Name

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

Θ

### Lookup Table

Θ

### 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.

## **SAVE & PREVIEW**



Google Tag Manager

Tags

Variables

Data Layer

QUICK\_PREVIEW

GTM-PF5QTH

Summary

5 gtm.click

4 gtm.click

- 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

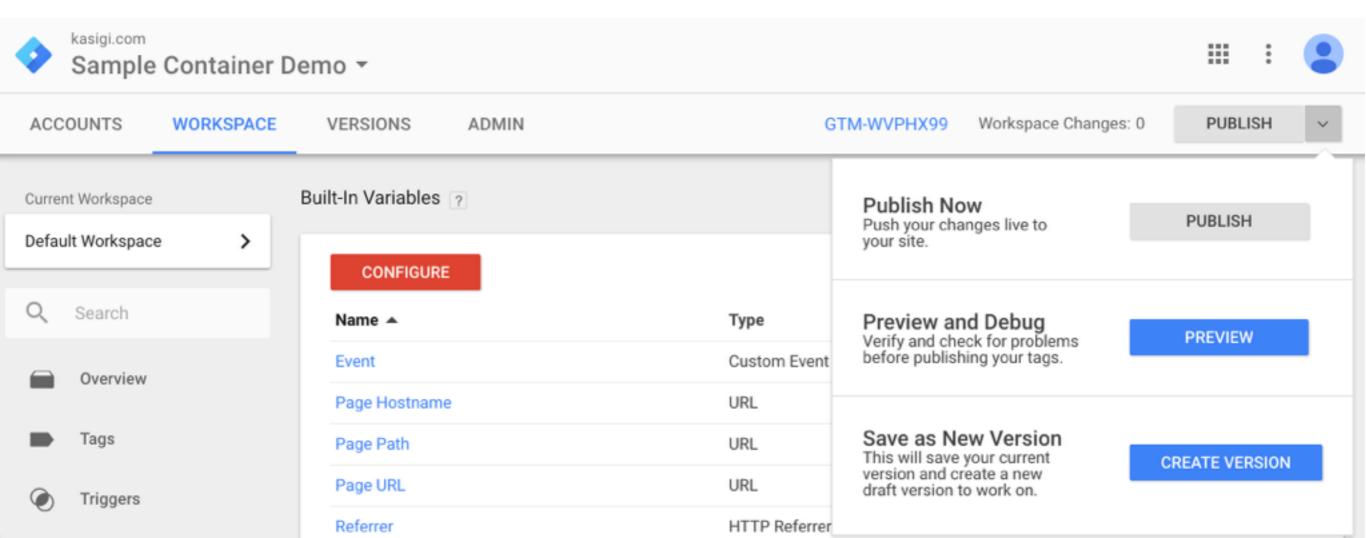
Link Events Generic

Universal Analytics

Optimizely Campaign Decided

Universal Analytics

## **PUBLISH**



# CONCLUSION

## **CONCLUSION**

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

## **GOOGLE ANALYTICS DEEP DIVE**

# Q&A

## **GOOGLE ANALYTICS DEEP DIVE**

# EXITICKETS

DON'T FORGET TO FILL OUT YOUR EXIT TICKET