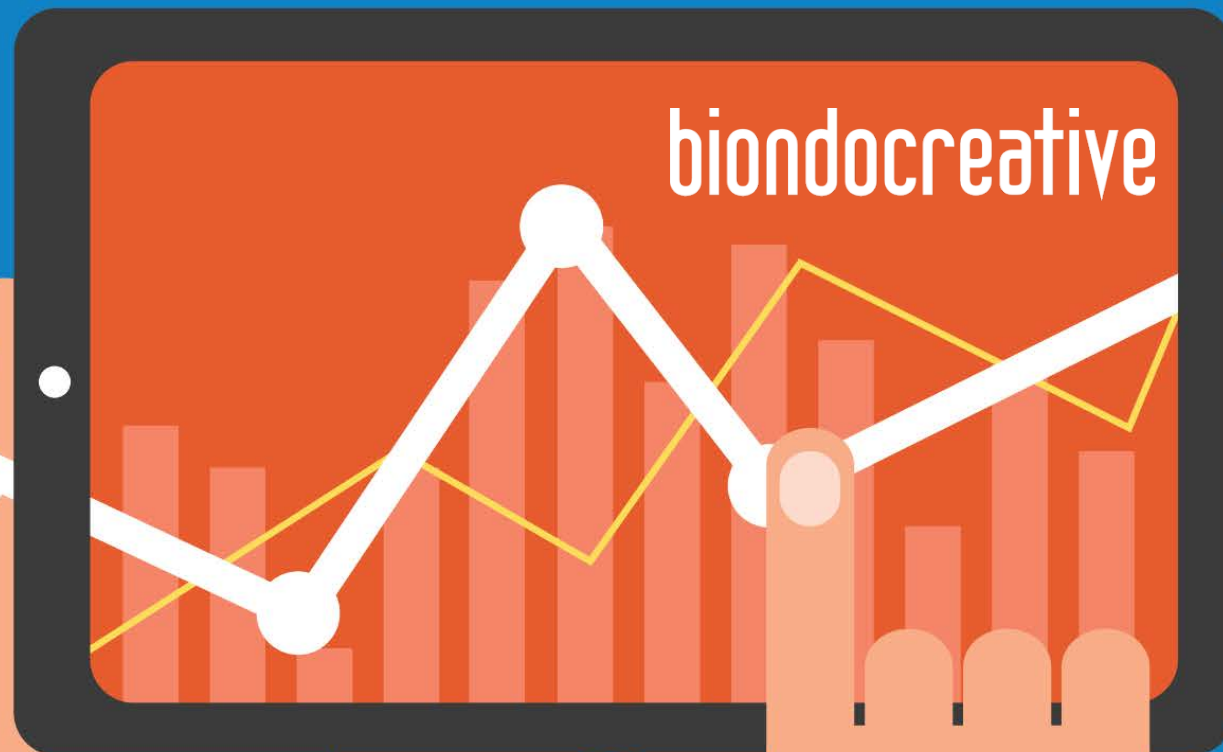


Harnessing the Power of Google Tag Manager

Anthony Biondo – Founder/CEO

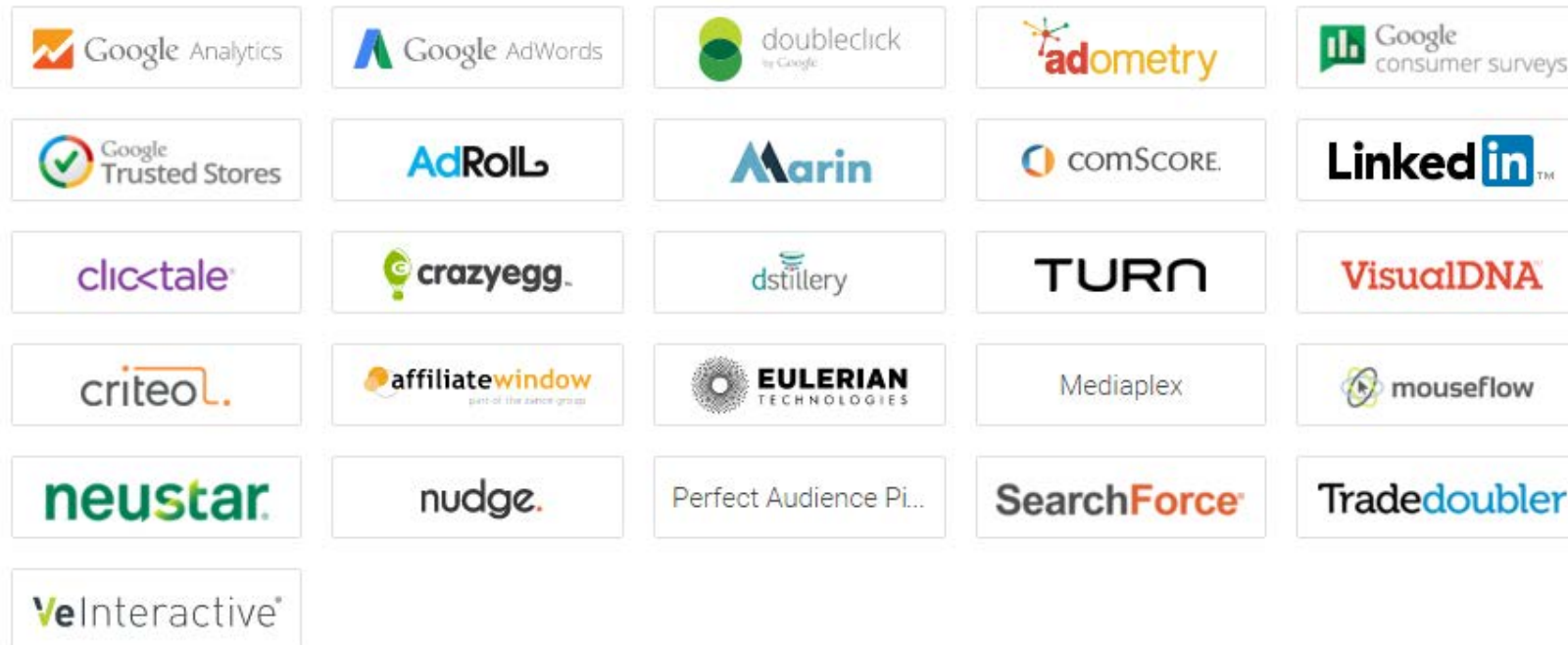
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 @abiondo



What is Google Tag Manager

- Free tool that allows Marketers to add and update website tags easily
- Does not require you to edit website for each tag



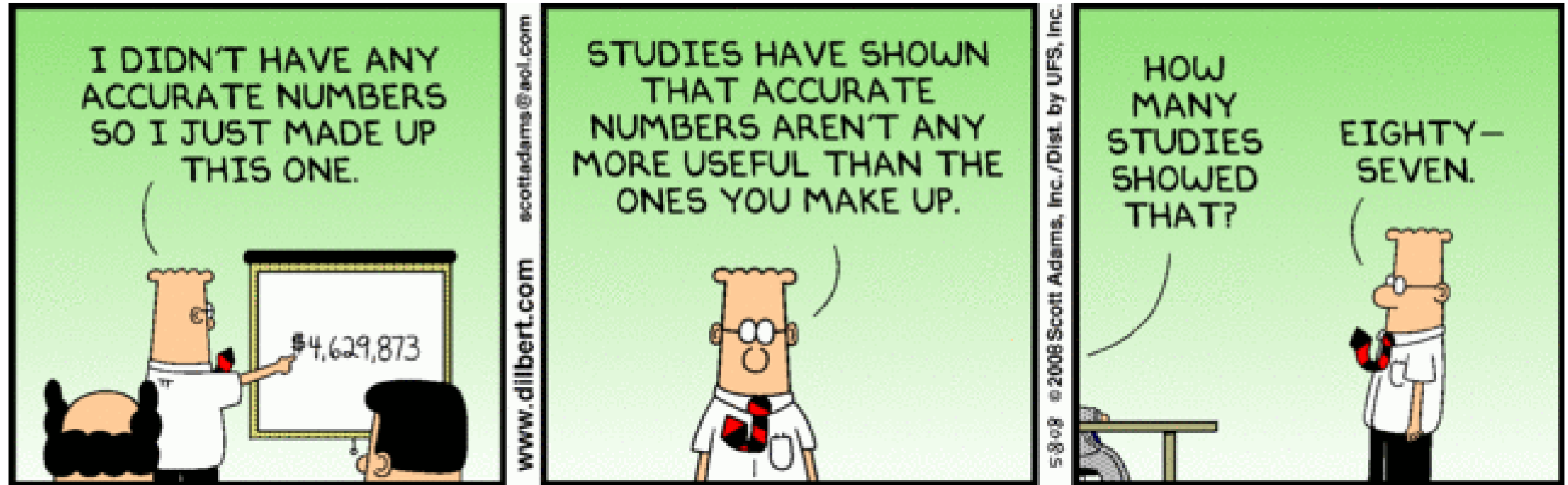
Great Reasons for Tag Management

- Centralize tags
- Reduce time to implement tagging
- Reusability
- Improve collaboration
- Version control

Competitors in Tag Management



No more making up numbers



Dilbert – by Scott Adams

Basics of Google Tag Manager

- **Container** – Stores all of the tags for your site.
 - Add the container script in your website template one time
- **Tags** – Pixels or blocks of JavaScript code
- **Variables** – Values
 - Constant, 1st Party Cookies, URL
 - JavaScript Variable, Data Layer Value, DOM Element
- **Triggers** – The conditions that must be true for a tag to fire
 - Pageview, Click, Form, History Change, JavaScript Element, Timer
 - Trigger when Hostname, Referral, or URL contains specific text
 - Trigger when Variable equals or contains specific text

Create the Container

Administration > Create Container

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← Create Container

Container name

Delaware Innovation Week

Where to Use Container

Web

iOS

Android

Create

Cancel

Copy the Container Script

Install Google Tag Manager ✕

Copy the code below and paste it onto every page of your website. Place it immediately after the opening <body> tag.

```
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-5JTKH6"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<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'?'&sl='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-5JTKH6');</script>
<!-- End Google Tag Manager -->
```

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

OK

Paste Container Script in Your Web Template

```
<!--:genid:j-->
<head>...</head>
<body class="home page page-id-146 page-template-default et_pb_button_helper_class et_fixed_nav et_show_nav et_secondary_nav_enabled et_sec
et_primary_nav_dropdown_animation_fade et_secondary_nav_dropdown_animation_fade et_pb_footer_columns4 et_header_style_left et_pb_pagebuilder_1
  <!-- Google Tag Manager -->
  <noscript>
    <iframe src="//www.googletagmanager.com/ns.html?id=GTM-5JTKH6"
      height="0" width="0" style="display:none;visibility:hidden"></iframe>
  </noscript>
  <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=
    '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
    })(window,document,'script','dataLayer','GTM-5JTKH6');
  </script>
  <!-- End Google Tag Manager -->
```


Create a Facebook Pixel

Create Pixel

Choose the type of action you want to measure

Key Page Views ▾

Ex: Use "Checkouts" to track conversions on your confirmation page

Pixel Name

Website Visitors

[Learn More](#) [Cancel](#) [Create Pixel](#)

View Pixel Code

Instructions

1. Copy and paste the following code between <head> and </head> on the page of your website you want to track actions. For example, to track registrations, place the code on your 'registration completed' web page.
2. To include a monetary value for each conversion, edit the code to assign a conversion value using the 'value' and 'currency' fields. You'll also need to modify the JavaScript code and image URL within <noscript>. [Learn more](#).
3. To verify that the pixel is working correctly, test it by navigating to the web page you put the pixel on. If it's working, the pixel will send that information back to Facebook.
4. Come back to Facebook to start using your website conversion-tracking pixel in your campaigns.

Pixel Code

```
<!-- Facebook Conversion Code for Website Visitors -->
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', '6036485269216', {'value': '0.00', 'currency': 'USD'}]);
</script>
<noscript></noscript>
```

[Email Pixel Code](#) [Done](#)

Create a Tag & Trigger for Your Facebook Pixel

Remarketing - Facebook Pixel

✓ Choose Product

Custom HTML Tag

✓ Configure Tag

Tag Type: Custom HTML

HTML

```
<!-- Facebook Conversion Code for Website Visitors -->
<script>(function() {
  var fbq = window._fbq || (window._fbq = []);
  if (!fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', '6036485269216', {'value':'0.00','currency':'USD'}]);
</script>
<noscript></noscript>
```

3 Fire On

Choose one or more triggers from the following types:

All Pages Some Pages Click Form More

This trigger will fire your tag: [Create Exceptions](#)

Delaware In... x

Save Tag Cancel Copy Delete

Choose Pages

New

Name	Variable	Operation	Value
<input checked="" type="checkbox"/> Delaware Innovation Week	Page URL	matches RegEx	./2015/11/delaware-innovation-week/

Save Cancel

Preview / Publish Your Container

Now Editing Version: 1 Unpublished Changes: 0 [Publish](#) ▼

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](#)

Now Previewing Version 1
You can preview and debug the version by visiting your site from this web browser.

[Refresh](#) [Leave Preview Mode](#) [Share Preview](#)

Tags

[New](#)

Name ▲	Type	Firing Triggers	Last Edited
Remarketing - Facebook Pixel	Custom HTML	Delaware Innovation Week	a few seconds ago

Validate Tag Fired/Not Fired

The screenshot displays the Google Tag Manager interface for a website. At the top, there is a blue header with the phone number 215-778-8530 and social media icons for Facebook, Twitter, and Google+. Below this is the 'biondocreative' logo. The main heading is 'Delaware Innovation Week'. The navigation bar includes 'Google Tag Manager', 'Tags', 'Variables', and 'Data Layer'. The 'Tags' section is active, showing a list of tags on the left: 6 gtm.timer, 5 gtm.timer, 4 Page Load, 3 DOM Ready, 2 Pageview, and 1 Pageview. The main content area shows the 'Summary' for a tag named 'Remarketing - Facebook Pixel', which is a Custom HTML tag that has fired 1 time(s). Below this, there is a section for 'Tags Not Fired On This Page:'.

Questions / Resources

- **Questions**

- Email: abiondo@biondocreative.com
- Web: biondocreative.com
- LinkedIn: [linkedin.com/in/anthonybiondojr](https://www.linkedin.com/in/anthonybiondojr)
- Twitter: [@abiondo](https://twitter.com/abiondo)

- **GTM Resources and Presentation**

- <http://bit.ly/DIW2015>