

Google Tag Manager (GTM) for Product Marketing

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Abstract: Google Tag Manager (GTM) is very important thing in the Digital Marketing world. Google Tag Manager (GTM) is a free tool that lets in you manipulate and deploy advertising tags on your website or Mobile app without having to modify the code. It provides unique solution to a product marketers, analysts, and developers. Manage all your website tags without modifying code. GTM has made the manner of handling analytics and marketing tags less complicated than ever earlier than. GTM can provide easy, reliable, without difficulty included tag management solutions— free of charge.

Keywords: Google Tag Manager, GTM, Google Analytics.

I. INTRODUCTION

Google Tag Manager (GTM) is a free device that makes it clean for marketers to add and update internet site tags. The tags permit web page perspectives monitoring, conversion monitoring, and so forth. The use of GTM, one will have an effective tag control solution that permits for short and easy updates in website tags. Tags are fundamentally code snippets that are proposed for traffic analytics and promotions and marketing optimization.

For a product marketer engaged in different product analytics solutions, Google Tag manager is a have to have, because it covers many components of product marketing below one roof. We can upload and update AdWords, Google Analytics, Firebase Analytics, Floodlight and different third birthday celebration tags using Google Tag supervisor. Data from one facts source (your Website) is shared with every other information supply (Analytics) via Google Tag supervisor. GTM will become very handy if you have masses of tags to control because all of the code is stored in a single place.

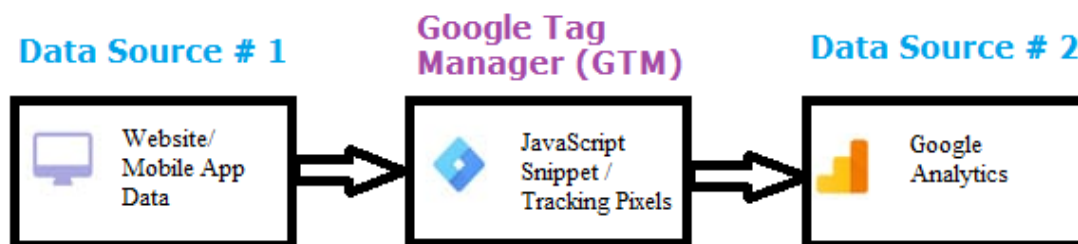


Fig 1: Working of Google Tag Manager (GTM)

II. BENEFITS OF USING GOOGLE TAG MANAGER

GTM provides unique solution to a product marketers, analysts, and developers. Manage all your website tags without modifying website tags for free of charge.

1. **Easy to Modify:** Tag Manager offers you the capacity to add and replace your very own tags for conversion monitoring, web page analytics, remarketing, and more.
2. **Easy to Troubleshoot:** Easy-to-use error checking and speedy tag loading make certain your project-vital statistics is accrued reliably and as it should be.
3. **Deploy Google and Third Party Tag:** With GTM, it is easy to add or change tags as needed. It supports all tags and offers easy-to-use handy templates for a wide range of Google and third party tags for web and mobile apps.
4. **Saves Loads of Time:** GTM saves time to load tags even have multiple complicated tags in the website.
5. **GTM is free:** GTM is free to use, and is perfect for small and medium-sized businesses. Larger organizations can upgrade to the premium GTM version.



III. FEATURES OF GOOGLE TAG MANAGER:

GTM offers several features into different categories are as follows:

A. **Integrations of Google Tags:** Tag manager integrates with other Google solutions to help you more efficaciously and correctly release and manipulate your campaigns

1. Google Ads: Google Ads supports basic remarketing, dynamic remarketing and conversion tracking.
2. Third party tag Supports: Templates for third- party vendor tags simplify code publishing & assist get rid of errors.

B. **Google Tag Usability:** Designed with product marketers in thoughts, Tag manager's User-Friendly design and Security makes it easy to use.

1. Easy to Use Interface: Tag manager's simple design makes it easy for anybody with little technical knowledge.
2. Folders: Makes it easy to organize tags, triggers and variables into logical groups.
3. Easy and Quickly Publish: Adding new and updating existing tags in just few clicks and publish these changes quickly.
4. Workspaces: Easily work on tags at the same time as teammates. Simply create a new workspace, make modifications, and execute it without affecting different workspaces.

C. **GTM Accounts and User Roles:** Give access to right user. Access Control permissions ensures Product marketers and developers can work together safely and effectively.

1. Multi Account Support: Businesses that manage multiple bills for unique clients can see all of their accounts in a single region and switch between them seamlessly.
2. Multi-User Support: Many team members can use the same account makes it easy to work in a team.
3. User –Level Permissions: GTM support different levels of access to different users with user permissions.

D. **Google Tag Technology**

1. Tag Sequencing: It specifies tag to execute immediately or after a given tag.
2. Asynchronous Tag Loading: Tag's load independently from one another and doesn't slow down the page load.
3. Accelerated Mobile Pages (AMP) Support: Simplify your tag deployment on AMP sites. View supported tags and information on integrated variables.

E. **GTM Templates:** Speedy undertake new marketing solutions each time you're ready with integrated templates for Google and third-party measurement and marketing tags.

1. Custom Tag Templates: It allows accessing the built-in tag templates from third-party as well as Google Tags.
2. Custom HTML tags: It allows adding an HTML or JavaScript tag templates by selecting custom HTML tags.
3. Custom JavaScript: It allows to use custom JavaScript variables conditionally or normally to return values.

F. **Google Tag Triggers:** It control when and how your tags fire to get all of the data you need.

1. Auto event triggers: Allows tags to fire when certain on screen events are occur without any extra code.
2. Click: Allows tags to fire when a particular element is clicked.
3. Custom events: Allows tags to fire when a custom event is occurred.
4. Form Submission: Allows tags to fire when a particular form is submitted without any extra code.

IV. CREATE AN ACCOUNT WITH GOOGLE TAG MANAGER (GTM)

Step 1: To get started with Google Tag Manager requires Google account, use this link <https://tagmanager.google.com/?hl=en#/home> to open Homepage for Google Tag Manager.

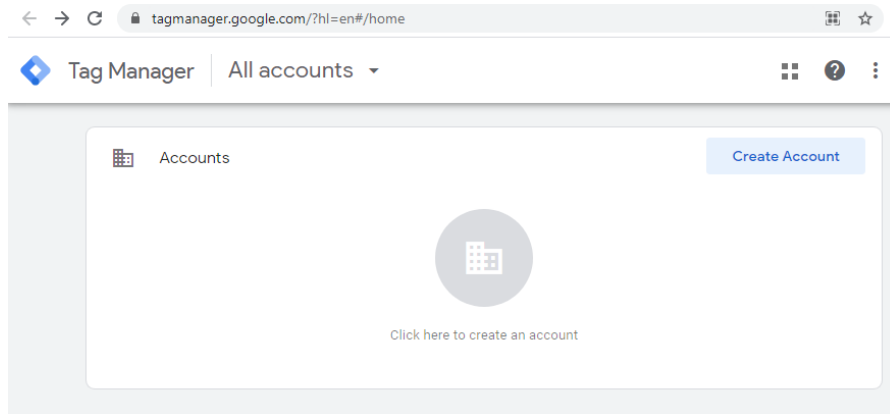


Fig 2: GTM website

Step 2: Click on Create Account to open new GTM account. There are two steps –

1. Account Setup
2. Container Setup

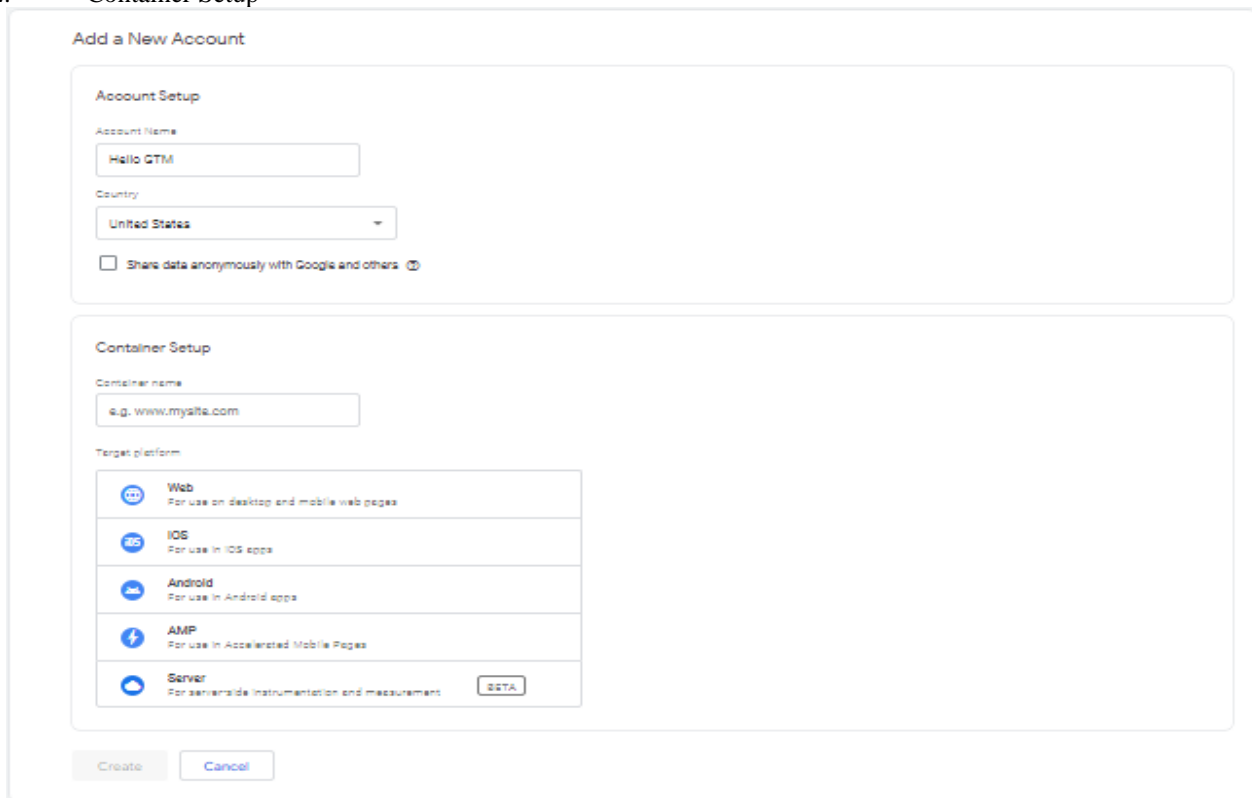
A screenshot of the 'Add a New Account' form in Google Tag Manager. The form is divided into two main sections: 'Account Setup' and 'Container Setup'.
Account Setup:
- 'Account Name' text input field containing 'Hello GTM'.
- 'Country' dropdown menu set to 'United States'.
- A checkbox labeled 'Share data anonymously with Google and others' which is currently unchecked.
Container Setup:
- 'Container name' text input field containing 'e.g. www.mysite.com'.
- 'Target platform' section with a list of options:
 - 'Web' (selected): For use on desktop and mobile web pages.
 - 'iOS': For use in iOS apps.
 - 'Android': For use in Android apps.
 - 'AMP': For use in Accelerated Mobile Pages.
 - 'Server': For server-side instrumentation and measurement (marked as BETA).
At the bottom of the form are 'Create' and 'Cancel' buttons.

Fig 3: Create GTM Account

Step 3: Next step, add the Account Name, select Country and choose to Share data anonymously with Google and others, to enhance your product marketing experience.

Step 4: Next step is to provide details to Container Setup. Add name for the container then select Web.

Step 5: Click on Create Button. After this screen to accept Google Tag Manager Terms of Service Agreement will be open.

Step 6: Click YES to proceed.

Step 7: Finally, you will be presented with a set of code snippets as shown in the following screenshot, which are to be added under **head** and **body** tags.

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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-PJWVG7G');</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-
PJWVG7G"
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

Fig 4: Set of code snippet

V. CONCLUSION

Google Tag Manager is a tag control tool that permits you to quickly and without difficulty replace tags and code snippets for your website or mobile app, such as the ones supposed for visitor's analysis and advertising optimization. You may upload and update AdWords, Google Analytics, Firebase Analytics, Floodlight, and third celebration or custom tags from the Tag manager consumer interface rather than editing website online code. This reduces errors and frees you from having to involve a developer whilst configuring tags.

REFERENCES

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