



In order to properly track, measure and report on the success of your digital ad campaigns, placing Google Tag Manager properly on the pages of your website or on your landing page is required.

Google Tag Manager is two simple snippets of code that are placed in the code of your web page or landing page. Google Tag Manager will record visits that are associated with your ad campaign and send the details to your reporting dashboard so that we can track the performance and success of your ad campaign.

Once your digital ad campaign is set up, we generate and provide you with the code snippets. It is your responsibility to have the code placed on the appropriate page of your website. If you have built your website yourself, you will likely be able to properly place the code where it belongs. If your website was built by a web developer we recommend that you have your web developer place the code on the correct web page for you.

For best results place the first piece of Google Tag Manager code after the <HEAD> tag and before the </HEAD> tag. Place the second piece of Google Tag Manager code within the <BODY> and </BODY> tags. Most websites use a Content Management System that allows the insertion of this tag in a header or footer template or section, which automatically adds the tag to every page on the site.

Placing the Google Tag Manager on your website helps us fully integrate your ad campaign and understand its effectiveness by tracking **conversions** and **enabling retargeting** if it's included as a tactic within your campaign. We use these insights to optimize your campaign and maximize the impact of your online ad campaign.

## CONVERSION TRACKING

Google Tag Manager on your website helps you measure the success of your digital ad campaign. The Google Tag Manager tracks visits to your website and can confirm if your ad campaign is getting your visitors to take the action you want them to take. That action could be visiting your site, buying your product, registering for an event, or filling out a lead/contact form.

Based on the objective of your campaign, you decide what constitutes a conversion and the ad ops team can associate that action with the appropriate tag in Google Tag Manager.

For example, you might consider a conversion to be a purchase made on your website. You would let us know the address to the order confirmation page. By associating Google Tag Manager with the confirmation page, you're able to track each sale on your website that's a direct result of your online ad campaign.

By default, once Google Tag Manager is placed, we will measure visits to your site by people who have viewed the ad. This will allow you to measure some of the traffic lift generated by the campaign beyond a click and is known as a View-Through Conversion.

## HOW DOES RETARGETING WORK?

A consumer visits a specific page or pages of your website with the retargeting code placed on it. The consumer then visits other popular websites on the web. While browsing the web the consumer is served your ad and is reminded of your business. The consumer then re-engages with your website.

By placing Google Tag Manager on your web page you will be able to re-engage audiences after they have visited your website to increase exposure to a product or service. The tag has already been added in our ad server and is associated to your campaign and website.

## PLACEMENT OF GOOGLE TAG MANAGER:

- You or your web developer will have to access the source code of the page(s) of your website or your website's Content Management System.
- For best results, implement Google Tag Manager on your website following this simple two-step process:

**Step 1:** Copy the following JavaScript and paste it as close to the opening <head> tag as possible on every page of your website.

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

**Step 2:** Copy the following snippet and paste it immediately after the opening <body> tag on every page of your website.

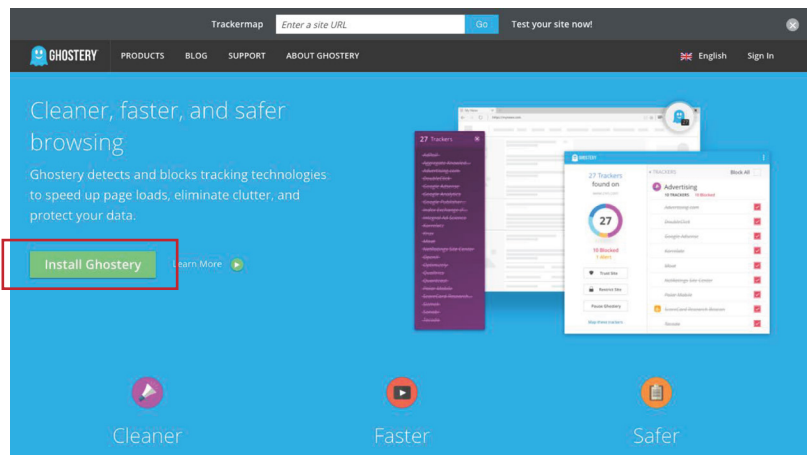
```
<!-- Google Tag Manager (noscript) -->  
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXX"  
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>  
<!-- End Google Tag Manager (noscript) -->
```

**\*NOTE:** "GTM:XXXX" is a placeholder, the code you receive will come pre-populated with your container ID.

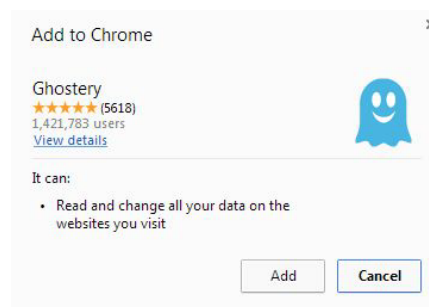
## VERIFYING THE PLACEMENT OF GOOGLE TAG MANAGER:

Follow the steps outlined below to make sure that Google Tag Manager has been placed on your website correctly.

- Open up your web browser (for best results use Google Chrome) and visit <https://www.ghostery.com/> to install the Ghostery browser extension.

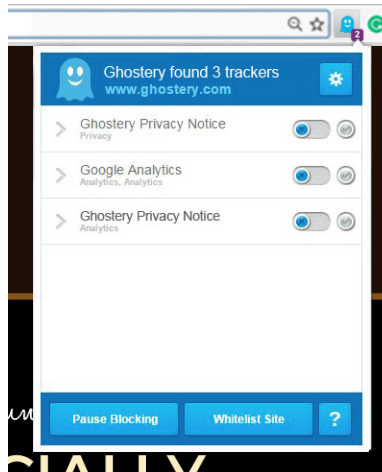


- Click the green install button to install the Ghostery extension.
- Click on "Add" to confirm the installation.

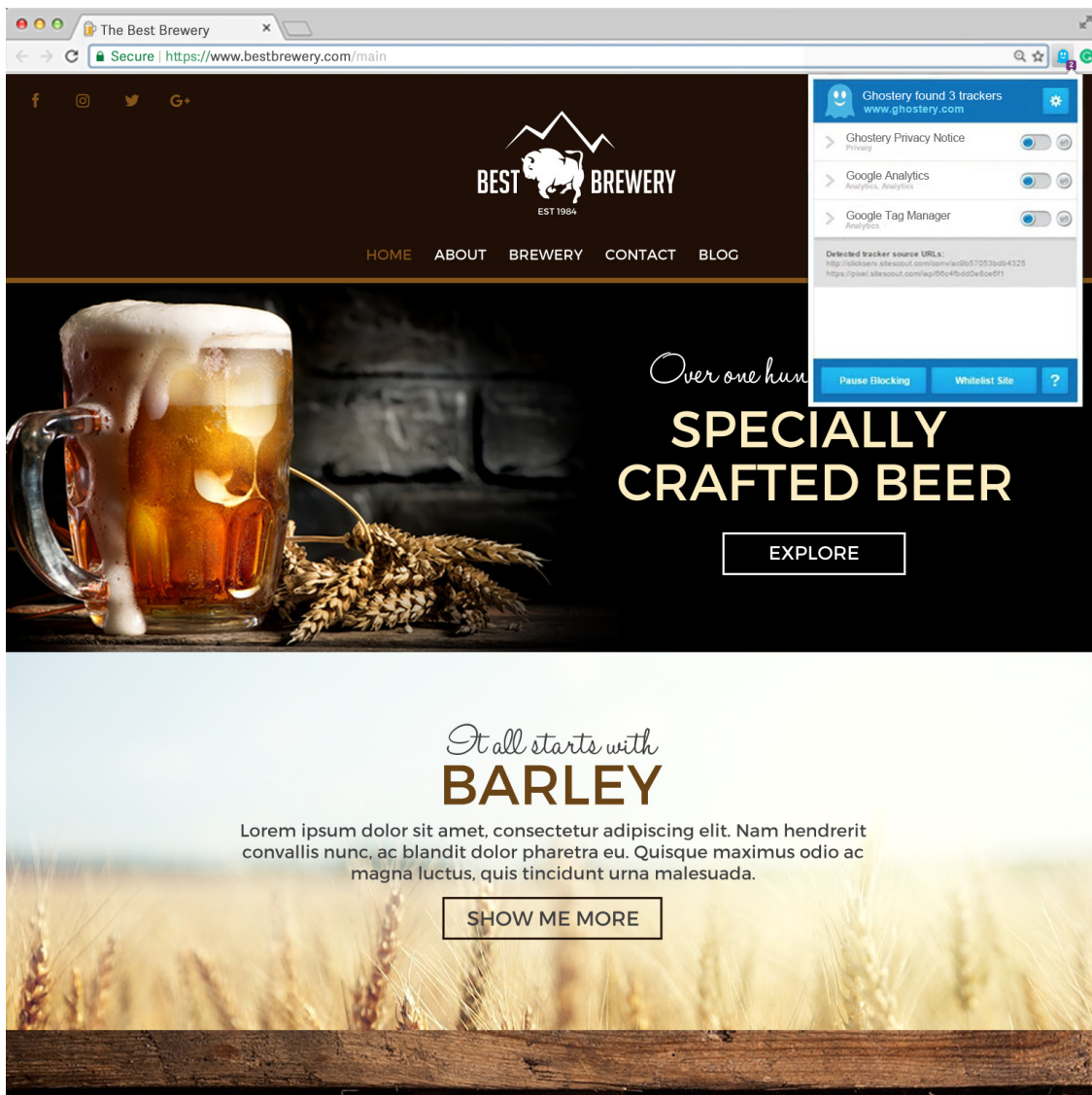


# GOOGLE TAG MANAGER PLACEMENT AND VERIFICATION GUIDE

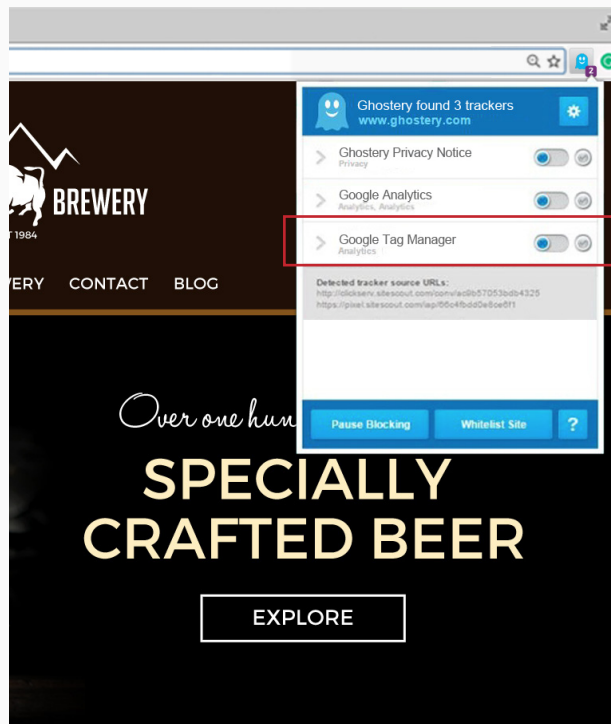
- If you see the below in the top-right corner, you have successfully installed the extension!



- Now that Ghostery has been installed, navigate to the page of your website on which the Google Tag Manager code has been placed.



- Click on the Ghostery extension, if your code has been placed correctly you will see "Google Tag Manager" in the list of trackers as shown below.



## CONGRATULATIONS!

Google Tag Manager has successfully been placed on your website. Be sure to let your sales representative or account manager know that this step has been completed.