

# Google Tag Manager Empowers Agencies



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## About Google Tag Manager:

Google Tag Manager is a free tool that makes it easy for marketers and agencies to add and update website tags and mobile applications with just a few clicks, and without bugging the IT folks. It gives marketers greater flexibility, and it lets webmasters relax and focus on other important tasks. To learn more, visit: [www.google.com/tagmanager](http://www.google.com/tagmanager)

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## Benefits for Agencies

We've designed Google Tag Manager with both agencies and end clients in mind:

- Easily manage clients' tags thanks to multi-account support and user permissions
- Deploy tags from within the Google Tag Manager interface without touching site code
- Quickly adjust site tags—no more waiting weeks (or months) for website code updates
- Safer tag deployment to avoid broken iFrames and other tagging challenges

## User Management: Give access to right people

To make sure both you and your client have the appropriate level of access and control, we've included user management and permissions tools. To add and manage users, go to the All Accounts page and click View Users for the account you wish to manage. On the Account Users page, click New User and provide the user's email address. Edit the permission settings (see below for details) and click Save.

## Permissions: Control access to the account

Permission settings determine whether each user can view, edit, or manage the entire account and/or specific containers. There are two levels of permissions: account-level and container-level.



### Account-Level Permissions

- A "View only" user's access is governed by the container permissions assigned to him or her for each container. For example, if he or she is assigned "No access" to container A, he or she will not see container A in the account.
- A "View, Edit, and Manage" user's access is also governed by the container permissions assigned to him or her for each container, however, he or she will have at least "View only" access to each container in the account.



### Container-Level Permissions: Privileges are assigned on a per-container basis. For a given container, a user may have:

- No access: The user will not see the container listed in the account.
- View only: The user will see the container listed and may browse the tags, rules, and macros in the container.
- View and Edit: The user may add and edit tags, rules, and macros in the container.
- View, Edit, Delete and Publish: The user may add, edit, and delete tags, rules, and macros in the container as well as publish changes to the live site.

**Get started today:**  
[www.google.com/tagmanager](http://www.google.com/tagmanager)

## Best Practices: How Should Agencies Deploy Google Tag Manager

### **Who should create the account, the agency or the end client?**

We recommend that end clients create their own accounts and then grant access to their agencies using “Add New User” in the [user permissions](#) feature. The reason for this is that they are the ones that know which parties are involved with each aspect of digital marketing for that advertiser. (I.e. Agency X could be running a search campaign, whereas Agency Y may be running a display campaign, all for the same advertiser).

Alternatively, if the agency wants to minimize work for the client, they can set up an account for the client, and then invite the client as an admin.

### **What is the recommended approach to set up and manage accounts?**

Set up one account per company. Read [Setup and Workflow](#) to learn how to set up an account.

Agencies can manage their clients’ Google Tag Manager accounts by signing in to their own Google Account, assuming that the clients have followed the best practice of (1) creating the Google Tag Manager account themselves and (2) adding the agency’s Google account as a user. Multiple users can manage the same Google Tag Manager account, and each user can be given different access permissions by the account administrators. See [User Management and Permissions](#) above.

### **As an Agency, how many accounts and containers should I set up?**

Our recommendation is to set up one account per advertiser client, and usually you would set up one container per site. For example, FlyMe Airlines has websites in the EU, US and Australia. We recommend creating one Account (FlyMe Airlines) and three containers (one for EU, one for the US etc). This will assist with management across each of the sites, as it is presumed that you will be looking at different marketing metrics and working with different agencies/teams in each of the different domains.

Alternatively, if you have almost the same set of tags across multiple domains, you can use one container across all domains, and use rules to tell GTM to customize by domain when necessary.

### **Can we switch user roles if the Agency is asked to set up the Account/container and you want the Advertiser to own/publish the account/container?**

This is entirely possible! All that is required is for the Agency to provide view, edit and manage access to the Advertiser, and the Advertiser will then have the ability to limit the Agency’s user permissions at both the account and container level. This includes the ability to Publish, which pushes any changes directly to the site.

