Google Tag Manager

Google Tag Manager is a free tool that eliminates tedious code-editing tasks for your website. The easy-to-use web interface lets your marketing colleagues add and update their own website tags—including JavaScript code snippets for conversion tracking, site analytics, remarketing and more. They can do it all without bothering you, leaving you time to relax and focus on other important work.

To learn more about how Google Tag Manager can help your business, please visit: www.google.com/tagmanager or developers.google.com/tag-manager

Simple tag management.

Benefits of Google Tag Manager

IT-friendly – Google Tag Manager has lots features to set your mind at ease—like user permissions, automated error checking, the Debug Console, and asynchronous technology. So everything runs efficiently, with no unpleasant surprises.

Quick and easy – Users add or change tags whenever they want, to keep sites running smoothly and quickly. Tags are managed with an easy-to-use web interface, so there's no need to write or rewrite site code following implementation.

Verified tags & templates – Google Tag Manager makes it easy to verify that new tags are working properly, so users don't need to call on IT to check the tags. Built-in tag templates and automatic error checking also prevent tags with improper formatting from even being deployed on your site.

Swift loading – Google Tag Manager replaces all your measurement and marketing tags with a single, asynchronously loading tag—so your tags can fire faster without getting in each other's way.

Multi-platform – Google Tag Manager works for iOS and Android apps.

Let marketers add tags? Absolutely.

There's no need to worry about Google Tag Manager disrupting your site. We've built in a tag Preview Mode and error-recovery features like version history to make sure that no one will deploy a tag that could break the site. Plus, we've included user permission controls to grant and manage different levels of access.

Google Tag Manager

A robust list of features.

We've packed Google Tag Manager with lots of great tools to take the pain out of tagging for everyone. It's built to handle enterprise-level tagging needs, and we have exciting plans for great new features.

Tag Technology

Asynchronous tag loading	Google Tag Manager fires all tags asynchronously. This means tags load as they're ready to load, in parallel with other page elements. So slow tags won't hobble your site or prevent other tags from firing. This can lead to faster page loads and more data collection.
Define reusable variables	Google Tag Manager lets you select important data elements on your site pages and collect them easily. For example, you only need to define once where "total price" is found on your page, and then Google Tag Manager can pass that value through to all of your tags.
Smart caching	Google Tag Manager minimizes the number of requests made to our servers through the use of intelligent caching, allowing bandwidth to be spent on firing all your other tags.
Tag Blacklist	Our Tag Blacklist lets administrators define specific tags or tag types that can never be added to the site. This helps keep your site safe from malicious software.

Usability

Easy-to-use web interface	Google Tag Manager takes advantage of Google design principles to make the tool straightforward and easy-to-use.
Publish in seconds	With just a couple of clicks, you can add new tags or edit your existing tags, and then publish these changes to your users in seconds.
Preview mode	Want to see how the changes you've made actually work before deploying live to your site? Preview Mode gives you a glimpse into how a new tagging configuration would work before you publish it.
Debug Console	As part of our Preview Mode, Google Tag Manager provides an additional tool to help you understand how your tags are functioning. Rather than wading through lots of extra detail in standard web-developer tools, you can use our specialized Debug Console to self-check which tags are firing.
Site tag overview	The overview lets you see all tags within your container—and any associated triggers—at a glance. You can easily select a particular tag if you need to make changes or remove it, or you can add new tags at any time.
Version history	Thanks to our versioning feature, you keep a history of what's been published on your site. If changes are made and you'd like to go back to a prior version, it's easy to flip back.
Reporting on tag firing	coming soon

Accounts & User Roles

Multi-account support	Agencies that manage multiple accounts for different clients can see all of their accounts in one place, and can switch between them seamlessly.
Multi-user support	Multiple users can access the same account, making it easy to work with different members of your team.
User level permissions	When making a tagging change, there are often two sets of users: a non-technical user who knows the business needs around tagging and a technical user who understands website technical needs. Our user-permissions system allows you to select the level of access for different users; so, for example, marketers can specify what changes they want made, and trusted members of the IT or webmaster team can actually push changes live to the site.

Triggers

URL-based	Set a tag to fire based on the URL of a page. For example, only fire when the page URL matches your thank-you page.
Referrer-based	Set a tag to fire based on the referral source for the page. For example, fire a tag only if a user came to the page from an affiliate, or fire a tag if the user came to this page immediately after visiting another specific page on your site.
Event-based	Set a tag to fire based on user "events" on the site—such as downloading a file or watching a video.
Custom macros	Design your own custom macros to fire a tag based on the value of an element or data in the page, such as if a user buys an item worth more than a certain amount.

Supported Tags

Tag templates	Google Tag Manager comes with built-in templates for Google AdWords Conversion Tracking, AdWords Remarketing, Google Analytics, and DoubleClick Floodlight. We'll be adding additional templates for non-Google tags very soon.
Custom image tags	If you'd like to add an image tag that's not yet included as a tag template, just select the Custom Image tag type.
Custom HTML tags	If you'd like to add an HTML tag that's not yet included as a tag template, just select the Custom HTML tag type.
Custom JavaScript	Custom JavaScript tags can be added using the Custom HTML feature—just wrap your JavaScript with <script> </script>
AB testing tags	coming soon