

# WEBINAR

# Implementation and Advanced Google Tag Manager

May 21, 2014

**InfoTrust**



REGISTERED  
CONSULTING  
**PARTNER**

# About InfoTrust



- GACP and GAP Reseller working with 2,000+ sites globally.
- Google Tag Manager Specialists
- In-depth understanding of tagging industry:
  - Extensive experience with various TMS
  - Developed proprietary product ([TagInspector.com](http://TagInspector.com)) for solving tagging & privacy issues
- Google Partner and Bing Ads Accredited:
  - PPC campaign management & analytics
  - Recent Google Analytics Universal Analytics remarketing case study on the Google Analytics blog: <http://goo.gl/laMvYj>

# Presenter



**Andy Gibson, MBA**  
Digital Marketing  
Analyst  
 @APGibson16



# Housekeeping

1. The links we will be referencing are located in the upper right-hand corner of the webinar screen
2. Please feel free to ask questions at any time using the chat panel
3. Remember to fill out the post-webinar survey and let us know your thoughts



“No....no, no links...”

# Agenda

1. **GTM Overview**
2. The Data Layer
3. Advanced Macros
4. Auto-Event Tracking
5. Custom Dimensions
6. Advanced Use Cases
7. Questions

# Overview

Google Tag Manager is a Tag Management System (TMS) that allows users to manage the tags present on a website without modifying the source code.

# Overview

## Before Tag Management Systems:

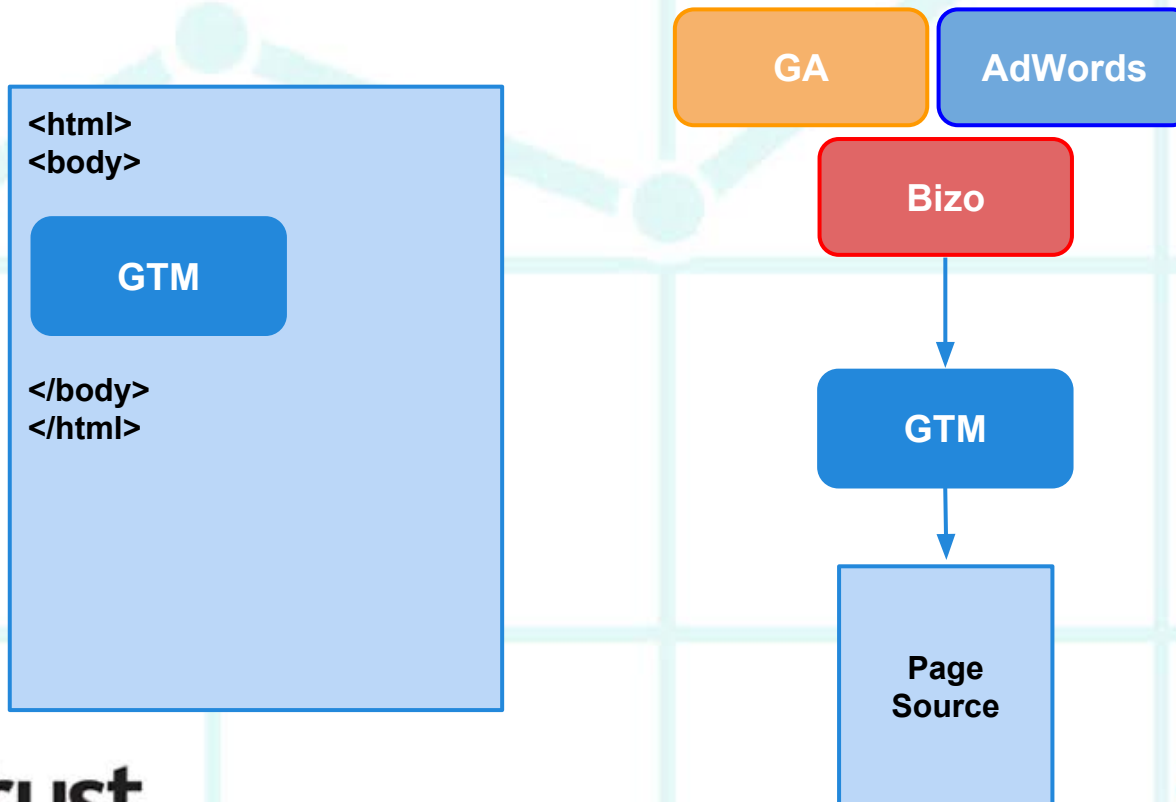
- All site tags had to be implemented in the source code
- Any new tags or removal of old tags must be done through IT/development team
- This can require significant time and resources



# Overview

With a Tag Management System:

- Once the GTM tag is added to all pages of the site, tags can be modified, removed, or new ones added through GTM's online interface.





# Overview - Basic GTM Structure

Organization

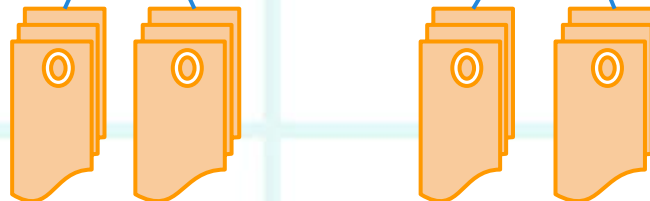
Account

Website

Container 1

Container 2

Tags



# Overview - Tags

A tag is HTML code that executes on a page. They usually execute (or *fire*) on page load or in response to some action on the page.

Examples of tags:

- Google Analytics Tracking
- Google Tag Manager container
- CrazyEgg
- AdWords Conversion Tracking
- DoubleClick Floodlight

# Overview - Rules

A rule is a condition that evaluates to either *true* or *false* at runtime.

It does this by comparing a *macro* with the value you specified in the when you defined the rule. For example, the predefined macro “*url*” always contains the URL of the currently loaded page.

`{{url}}` *matches* example.com/purchase/receipt.html

`{{url}}` *matches RegEx* .\* (All Pages)

`{{event}}` *equals* trackTrans

# Overview - Rules

×

## Edit Rule

**Rule Name**

**Conditions**

The rule is considered matched only when every condition below is satisfied.

**Examples of how to define a rule**

|                                |   |
|--------------------------------|---|
| Matching an individual page    | {{url}} equals http://www.mysite.com  |
| Matching a group of pages      | {{url}} starts with<br>http://www.mysite.com/thankyou<br>{{referrer}} contains google |
| Matching an event on all pages | {{event}} equals addToShoppingCart  |

# Overview - Macros

Macros contain runtime values. You can then use these macros in rule conditions, or to pass information to tags.

For example, you might define a macro that contains the price of an item that the user is viewing. Or, you might define a macro to contain a constant value such as your Google Analytics account id string.

# Agenda

1. GTM Overview
- 2. The Data Layer**
3. Advanced Macros
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7. Questions

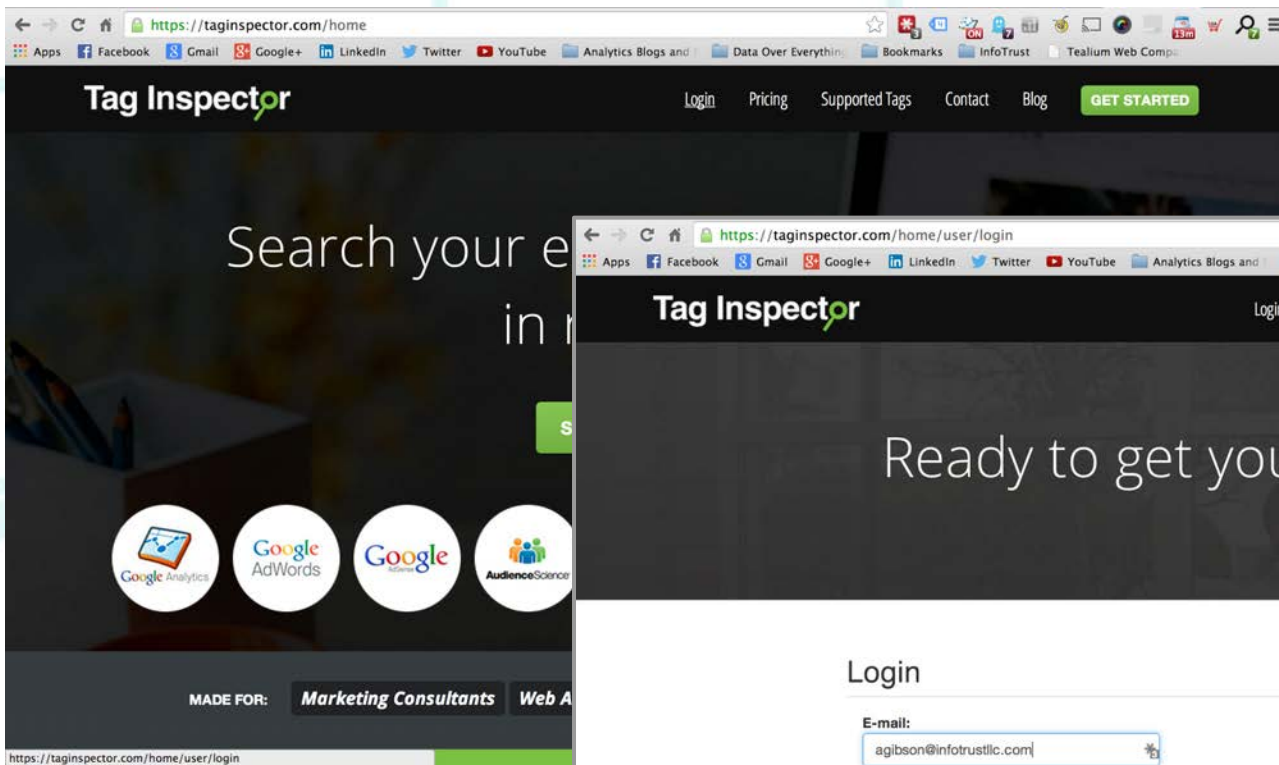
# The Data Layer

A data layer is an object that contains all of the information that you want to pass to GTM.

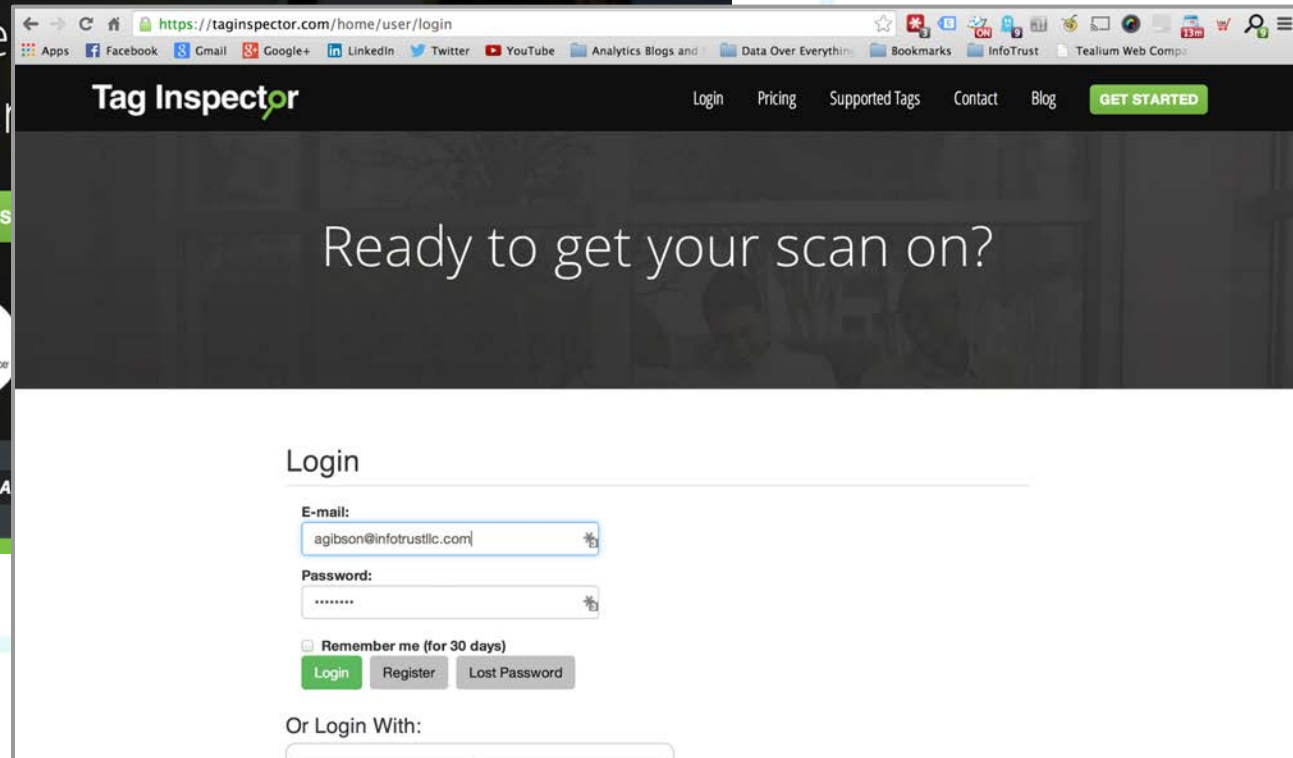
- Think: A basket that holds information to pass to GTM

Information such as events or variables can be passed to GTM via the data layer, and rules can be set up in GTM based on the values of variables (e.g. fire a remarketing tag when `purchase_total > $100`) or based on specific events.

# Tag Inspector



A screenshot of the Tag Inspector homepage. The browser address bar shows <https://taginspector.com/home>. The page features a dark header with the Tag Inspector logo and navigation links for Login, Pricing, Supported Tags, Contact, and Blog, along with a green GET STARTED button. The main content area has the text "Search your e in r" and "S". Below this are four circular icons for Google Analytics, Google AdWords, Google AdSense, and AudienceScience. At the bottom, it says "MADE FOR: Marketing Consultants Web A". The browser's address bar at the bottom of the screenshot shows <https://taginspector.com/home/user/login>.



A screenshot of the Tag Inspector login page. The browser address bar shows <https://taginspector.com/home/user/login>. The page features a dark header with the Tag Inspector logo and navigation links for Login, Pricing, Supported Tags, Contact, and Blog, along with a green GET STARTED button. The main content area has the text "Ready to get your scan on?". Below this is a "Login" section with a form containing the following fields and buttons:

- E-mail:
- Password:
- Remember me (for 30 days)
- Buttons: Login, Register, Lost Password

Below the form is the text "Or Login With:" followed by a social login button.



# Tag Inspector Data Layer

▼ <script>

```
dataLayer = [{  
  'event': 'UserLoggedIn',  
  'tiUID': '14',  
  'tagInspectorUserId': '14',  
  'tagInspectorVersionName': 'Tag Reporter Edition',  
  'tagInspectorLoggedInStatus': 'Logged In'  
}];
```

Macros within GTM will need to be built to pull these values out of the data layer and push them *with a pageview* to GA.

# Agenda

1. GTM Overview
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3. **Advanced Macros**
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# Creating a New Macro

The screenshot shows a software interface with a top navigation bar containing 'NEW', 'Tags', 'Rules', 'Macros', and 'History'. The 'NEW' button is highlighted in red. A dropdown menu is open under 'NEW', listing 'Tag', 'Rule', and 'Macro'. The 'Macro' option is selected, and a secondary dropdown menu is open, listing various macro types:

- 1st Party Cookie
- Auto-Event Variable
- Constant String
- Container Version Number
- Custom Event
- Custom JavaScript
- Data Layer Variable
- Debug Mode
- DOM Element
- HTTP Referrer
- JavaScript Variable
- Lookup Table
- Random Number
- URL

# 1st Party Cookie Macro

This macro will pull the value from a 1st Party Cookie named 'country'

### Create New Macro

**Macro Name**

**Macro Type**

1st Party Cookie ▾

The value is set to the first value of the 1st party cookie with the matching name.

**Cookie Name**

# Auto-Event Variable

**Create New Macro**

**Macro Name**

**Macro Type**

Auto-Event Variable ▾

- Element
- Element Classes
- Element ID
- Element Target
- Element Text
- Element URL
- History New URL Fragment
- History Old URL Fragment
- History New State
- History Old State
- History Change Source

An auto-event variable macro can only be used with a GTM click listener tag.

When used, it returns the clicked element's name, class, ID, target, text, URL, etc.

# Constant String

This macro sets the value to a string that you provide.

Ex: Your Google Analytics property ID

## Create New Macro

### Macro Name

### Macro Type

The value is set to the string you provide.

### Value

# Container Version Number

**Create New Macro**

**Macro Name**

**Macro Type**

Container Version Number ▾

When the container is in preview mode, the container macro returns the container's live version number

**Save** **Cancel**

When the container is in preview mode, this macro returns the container's preview version number.

If the container is not in preview mode, it returns the container's live version number

# Custom Event

This sets the value of the 'event' data layer variable

Ex: Value is set to "ABC" when this code is executed:

```
dataLayer.push({'event':  
'ABC'});
```

## Create New Macro

### Macro Name

### Macro Type

The value is set to "eventNameXYZ" when the fol  
dataLayer.push({'event': 'eventName



# Custom JavaScript

Use this to perform a simple JavaScript function with ad-hoc values or elements in the DOM

## Create New Macro

### Macro Name

### Macro Type

This macro uses the provided JavaScript function to calculate its value in the browser. Each or Tag, the function will be executed and its return value will be used. Functions must return otherwise, your container may behave unpredictably. Below is an example JavaScript function

```
function() {  
  var now = new Date();  
  return now.getTime();  
}
```

### Custom JavaScript

```
function getGTMID(){  
  var _ds = document.scripts;  
  var _dsp = '//www.googletagmanager.com/gtm.js?id='; // search pattern  
  for (var i=0; i< _ds.length; i++) {  
    var foundGTM = _ds[i].src.indexOf(_dsp);  
    if (foundGTM > -1){  
      var gtmID = _ds[i].src.substr(foundGTM+_dsp.length);  
      return gtmID;  
    }  
  }  
}
```

# Data Layer Variable

Since these variables are in the data layer, you'll need to create a Data Layer Variable macro to pull these values out.

▼ <script>

```
dataLayer = [{  
  'event': 'UserLoggedIn',  
  'tiUID': '14',  
  'tagInspectorUserId': '14',  
  'tagInspectorVersionName': 'Tag Reporter Edition',  
  'tagInspectorLoggedInStatus': 'Logged In'  
}];
```

## Edit Macro

### Macro Name

### Macro Type

The value for 'Data Layer Variable Name' is set to 'value' when the following code on your website is executed:

```
dataLayer.push({'Data Layer Variable Name': 'value'})
```

Note: Data layer variables are per-page only, not per-session.

### Data Layer Variable Name

### Data Layer Version

...ss nested values. Values pushed to the Data Layer with dots in the name will ...ting values according to normal JavaScript rules. [Learn More](#)

value:

value to be an empty string, check this option and leave the

# Debug Mode

Value is set to true if the container is being viewed in debug mode

## Create New Macro

### Macro Name

### Macro Type

The value is set to true if the container is being viewed

Save

Cancel

# DOM Element

## Create New Macro

### Macro Name

### Macro Type

The value is set to the text of the DOM element or

### Element ID

### Attribute Name optional

If the attribute name is set, the macro's value will be the DOM element.

The value is set to the text of the DOM element or value of the specific DOM element attribute

# HTTP Referrer

The value returns the previous page URL and you can choose the component:

- Full URL
- Protocol
- Host name
- Port
- Path
- Query
- Fragment

## Create New Macro

### Macro Name

### Macro Type

The value is set to the HTTP referrer.

### Component Type

The value is set to the entire URL.

# JavaScript Variable

**Create New Macro**

**Macro Name**

**Macro Type**

JavaScript Variable ▾

The value is set to that of the global Javascript va

**Global Variable Name**

**Save** **Cancel**

Value is set to that of the global JavaScript variable you specify

# Lookup Table

The Lookup Table type allows you to create a macro for which the value varies according to the value in another macro.

**Macro Name**  
Post publish month

**Macro Type**  
Lookup Table

**Default Value**  
 Set default value:

If no match is found in the table, then this default value will be given to the macro.

| When | Condition | Set {{Post publish month}} to |
|------|-----------|-------------------------------|
| 1    | equals    | January                       |
| 2    |           | February                      |
| 3    |           | March                         |
| 4    |           | April                         |
| 5    |           | May                           |
| 6    |           | June                          |
| 7    |           | July                          |
| 8    |           | August                        |
| 9    |           | September                     |
| 10   |           | October                       |
| 11   |           | November                      |
| 12   |           | December                      |

+ Add Row

Image and example courtesy of Simo Ahava's awesome blog ([simoahava.com](http://simoahava.com))

# Random Number

This returns a random number between 0 and 2147483647

## Create New Macro

### Macro Name

### Macro Type

The value is set to a random number between 0 and

Save

Cancel



# URL

### Create New Macro

**Macro Name**

**Macro Type**

URL ▾

**Component Type**

Protocol ▾

The value is set to the protocol of the URL (e.g., 'http')

> More settings optional

**Save** **Cancel**

This returns the URL of the current page and like HTTP Referrer, you can select the component type to return:

- Full URL
- Protocol
- Host name
- Port
- Path
- Query
- Fragment

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# Auto-Event Tracking

Auto-event tracking allows you to set up event tracking on your site without the need to modify your site's code or know JavaScript

GTM does this by allowing users to create Listener tags that push events and data to the data layer.

**Create New Tag**

Tag Name

Providing a descriptive name will help you identify and reference this tag.

Tag Type

- AdWords Conversion Tracking
- AdWords Remarketing
- DoubleClick Floodlight Counter
- DoubleClick Floodlight Sales
- Google Analytics ▶
- Custom HTML Tag
- Custom Image Tag [Send Feedback](#)
- Event Listener ▶**
  - Link Click Listener
  - Form Submit Listener
  - Click Listener
  - Timer Listener
  - JavaScript Error Listener
  - History Listener
- Display Ad Tracking ▶
- Remarketing ▶
- Search ▶
- Audience ▶
- Analytics ▶

# Auto-Event Tracking

There are six types of Listener tags that can be created:

- Click Listener
- Link Click Listener
- Form Submit Listener
- Timer Listener
- JavaScript Error Listener
- History Listener

# Click Listener

When fired, GTM begins listening for all types of clicks.

When a click occurs, GTM pushes the *gtm.click* event to the data layer with info on where the click occurred.

### Create New Tag

|   |   |  |
|---|---|--|
| <b>Tag Name</b><br><input type="text" value="Click Listener tag"/>        | Providing a descriptive name will help you identify and reference this tag.   | <b>Firing Rules</b> <span>+ Add</span>   |
| <b>Tag Type</b><br><input type="button" value="Click Listener"/>          | When this tag is fired, Google Tag Manager begins listening for all types of clicks (e.g. button clicks, link clicks, etc) on the page. When a click occurs, the Google Tag Manager event <code>gtm.click</code> is generated. You can check for this event in rule conditions, using <code>{{event}} equals gtm.click</code> . To check whether a specific element was clicked, such as the "add to cart" button, add a rule like <code>{{element id}} equals addToCart</code> . | <b>Blocking Rules</b> <span>+ Add</span> |
| <a href="#">&gt; Advanced Settings</a>                                    |   |  |
| <input type="button" value="Save"/> <input type="button" value="Cancel"/> |   |  |

You will need to create a Firing Rule for each Listener tag you create.

# Link Click Listener

### Create New Tag

---

**Tag Name**

 Providing a descriptive name will help you identify and reference this tag.

---


**Tag Type**

Link Click Listener ▾

When this tag is fired, Google Tag Manager begins listening for link clicks on the page. When a link is clicked, the Google Tag Manager event `gtm.linkClick` is generated. You can check for this event in rule conditions, using `{{event}} equals gtm.linkClick`.

---

**Wait For Tags**  
Delay opening of links until all tags have fired or the specified timeout has elapsed, whichever comes first.


Max wait time:   milliseconds

**Check Validation**  
Only fire tags when the action of opening a link is considered valid. [Learn More](#)

---

[> Advanced Settings](#)

**Firing Rules** [+ Add](#)

All pages 

---

**Blocking Rules** [+ Add](#)

When fired, GTM starts listening for clicks on links.

When a click occurs, GTM pushes the *gtm.linkClick* event to the data layer.

# Form Submit Listener

### Create New Tag

|   |   |
|---|---|
| <b>Tag Name</b><br><input type="text" value="Form Submit Listener tag"/>  | Providing a descriptive name will help you identify and reference this tag.   |
| <b>Tag Type</b><br><input type="text" value="Form Submit Listener"/>  | When this tag is fired, Google Tag Manager begins listening for form submits on the page. When a form submit occurs, the Google Tag Manager event <code>gtm.formSubmit</code> is generated. You can check for this event in rule conditions, using <code>{{event}} equals gtm.formSubmit</code> . |
| <input checked="" type="checkbox"/> <b>Wait For Tags</b><br>Delay form submit until all the tags that depend upon this event have fired or the specified timeout has elapsed, whichever comes first. If unselected, tags will be given a best-effort opportunity to fire, but slow tags may not fire before the form submit causes the next page to load.<br>Max wait time: <input type="text" value="2000"/> <input type="text" value="milliseconds"/> |   |
| <input checked="" type="checkbox"/> <b>Check Validation</b><br>Only fire tags if the form will successfully submit. If unselected, fire tags whenever a user tries to submit the form. <a href="#">Learn More</a>   |   |

[Advanced Settings](#)

When fired, GTM starts listening for form submissions.

When a form submission occurs, GTM pushes the *gtm.formSubmit* event to the data layer.

# How to Check the Data Layer

https://taginspector.com/home

MADE FOR: **Marketing Consultants** **Web Analysts** **Web Operations** **Media Privacy** **Product Vendors**

L2T MEDIA  
A DIGITAL AGENCY

View Our Case Study with L2TMedia

Marketing

```
Elements Network Sources Timeline Profiles Resources Audits Console ObservePoint WASP BrightTag
```

```
<top frame>
```

```
> dataLayer
```

```
[Object, Object, Object, Object, Object, Object, Object]
```

```
  tagInspectorLoggedInStatus: "Logged In"
```

```
  tagInspectorVersionName: "Tag Reporter Edition"
```

```
  __proto__: Object
```

Open up your browser's Console and type in "dataLayer"



# Click Listener - Data Layer Info

The screenshot shows the TagInspector website interface. At the top, there is a navigation bar with social media links and a search bar. Below this is a prominent green button labeled "Start Your Free Scan". A row of circular logos for various marketing and analytics tools is displayed, with the Google Analytics logo highlighted by a red square. Below the logos, there are several buttons indicating the target audience: "Marketing Consultants", "Web Analysts", "Web Operations", "Media Privacy", and "Product Vendors". A green banner at the bottom of the main content area features the L2T MEDIA logo and a button to "View Our Case Study with L2TMedia".

The browser's developer console is open, showing the following dataLayer event information:

```
< top frame >
dataLayer
[> Object, > Object, > Object, > Object, > Object, > Object, > Object, > Object, ]
  > Object
    event: "gtm.click" "Custom Event" macro
    gtm.element: img.tag_circle Auto-Event Variable "Element"
    gtm.elementClasses: "tag_circle" Auto-Event Variable "Element Classes"
    gtm.elementId: "" Auto-Event Variable "Element ID"
    gtm.elementTarget: "" Auto-Event Variable "Element Target"
    gtm.elementUrl: "https://taginspector.com/taginspector/static/landing_page/images/tag_circles/tc_4.png" Auto-Event Variable "Element URL"
    > __proto__: Object
```

# Create Event Tracking Tag

Create a new tag just like you did for your standard GA pageview tag, but select “Event” for the Track Type.

You must name the event (Category and Action are required).


**Tag Type**

Universal Analytics ▾

Missing some settings? Many APIs (like custom search engines) have been moved server-side and can now be configured in the Google Analytics admin section.

---

**Tracking ID**

{{LocalUANumber}}  [How to find your Tracking ID](#)

---

Enable Display Advertising Features


Includes Demographics and Interest Reports, Remarketing with Google Analytics, and DCM Integration. Learn about [Display Advertising features](#) and [their impact on your privacy policy](#).


---


**Track Type**


Event ▾

**Event Tracking Parameters** optional


Category  

Action  

Label  

Value  

Non-Interaction Hit  ▾

 it has no firing rules. Click the button above to add rules to fire this tag.

**Blocking Rules**

# Create Firing Rule for the Event

I want this event to only fire on the homepage.

I'm using the Click Listener, so I need to use the *gtm.click* event.

Also, I only want to fire it on clicks on the tag circles, so I will add the Element Class has to equal "tag\_circle".

Add Rule(s) ✕

Choose from existing rules  
 Create new rule

**Rule Name**

**Conditions**  
The rule is considered matched only when every condition below is satisfied.

**Examples of how to define a rule**

|                                |   |
|--------------------------------|---|
| Matching an individual page    | {{url}} equals http://www.mysite.com  |
| Matching a group of pages      | {{url}} starts with<br>http://www.mysite.com/thankyou<br>{{referrer}} contains google |
| Matching an event on all pages | {{event}} equals addToShoppingCart  |

# Preview & Debug

Don't forget to debug your new event tracking tags before publishing the new container version!

You can also use Chrome extensions like GA Debugger and Tag Assistant by Google to validate your implementation.

# Agenda

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- 5. Custom Dimensions**
6. Advanced Use Cases
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# Custom Dimensions

Custom Dimensions are additional segments that you can track outside of what Google Analytics tracks by default.

## Examples:

Logged-in Status

Membership Level

Page Category

Article Author

UserID

# Custom Dimensions in GTM

It is highly recommended to use the data layer and GTM to set up custom dimensions for Google Analytics.

Modify the standard pageview tag in GTM to add custom dimensions.

# Data Layer & Custom Dimensions

▼ <script>

```
dataLayer = [{  
  'event': 'UserLoggedIn',  
  'tiUID': '14',  
  'tagInspectorUserId': '14',  
  'tagInspectorVersionName': 'Tag Reporter Edition',  
  'tagInspectorLoggedInStatus': 'Logged In'  
}];
```

Macros within GTM will need to be built to pull these values out of the data layer and push them *with a pageview* to GA.



# Creating a Custom Dimension

**Track Type**  
Page View

More settings optional

- Basic Configuration
- Advanced Configuration
- Cookie Configuration
- Cross Domain Tracking
- Content Groups
- Custom Dimensions

| Index | Dimension                      |
|-------|--------------------------------|
| 3     | {{tagInspectorLoggedInStatus}} |
| 2     | {{tagInspectorVersionName}}    |
| 1     | {{tagInspectorUserId}}         |
| 5     | {{Internal Traffic}}           |

+ Add Custom Dimension

We've added a few custom dimensions to our standard Google Analytics page view tag.

**Edit Macro**

**Macro Name**  
tagInspectorLoggedInStatus

**Macro Type**  
Data Layer Variable

The value for 'Data Layer Variable Name' is set to 'value' when the following code on your website is executed:

```
dataLayer.push({'Data Layer Variable Name': 'value'})
```

Note: Data layer variables are per-page only, not per-session.

**Data Layer Variable Name**  
tagInspectorLoggedInStatus

**Data Layer Version**  
Version 2

Version 2: dots access nested values. Values pushed to the Data Layer with dots in the name will be interpreted as nesting values according to normal JavaScript rules. [Learn More](#)

**Default Value**  
 Set default value:

To set the default value to be an empty string, check this option and leave the text field blank.

# Create Custom Dimension in GA

The screenshot shows the Google Analytics interface. On the left, the 'PROPERTY' menu is open, and a red arrow points to 'Custom Definitions' > 'Custom Dimensions'. The main area displays a table of existing custom dimensions. Below the table, it says '194 custom dimensions left'. A modal window titled 'Add Custom Dimension' is overlaid on the bottom right.

| Custom Dimension Name          | Index | Scope   | Last Changed | State    |
|--------------------------------|-------|---------|--------------|----------|
| Tag Inspector UserID           | 1     | User    | Mar 14, 2014 | Active   |
| Tag Inspector Version          | 2     | User    | Mar 16, 2014 | Active   |
| Tag Inspector Logged In Status | 3     | Session | Mar 16, 2014 | Active   |
| Custom Dimension 4 Not Used    | 4     | User    | Mar 16, 2014 | Inactive |
| Internal Traffic Visitor       | 5     | User    | Mar 16, 2014 | Active   |
| OptimizelyTests                | 6     | Session | May 4, 2014  | Active   |

**Add Custom Dimension**

Name

Scope

Active

# Tag Inspector Custom Dimensions

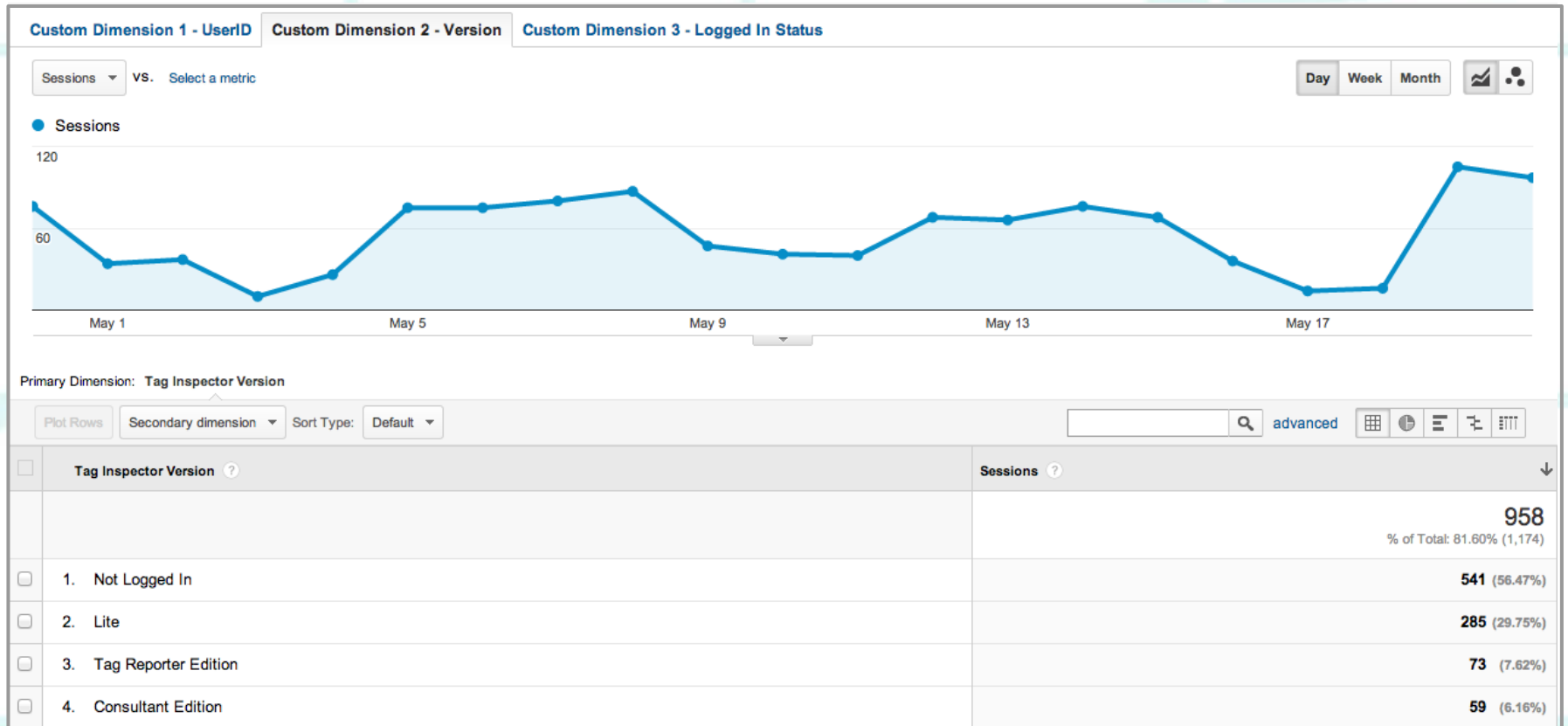
The screenshot displays the Tag Inspector interface. The top navigation bar includes 'Start New Scan', 'Contact Us', and a user profile icon. The left sidebar contains 'View Scan Results', 'Scheduled Scans', and 'My Account'. The main content area shows 'Scan Results' with a search bar and '4 records found'. Below this is a table with columns: 'Domain', 'Scans Running', 'Scans Finished', and 'Last Scanned'. The bottom section shows a browser console log with various parameters. A red box highlights the following entries:

| Parameter  | Value                |
|------------|----------------------|
| dimension1 | 14                   |
| dimension2 | Tag Reporter Edition |
| dimension3 | Logged In            |

The console log also shows the following entries:

```
Running command: ga(create, UA-40002875-1, [object Object])
Creating new tracker: InfoTrustEnterprise
Running command: ga(InfoTrustEnterprise.set, anonymizeIp, )
```

# Custom Dimensions in GA



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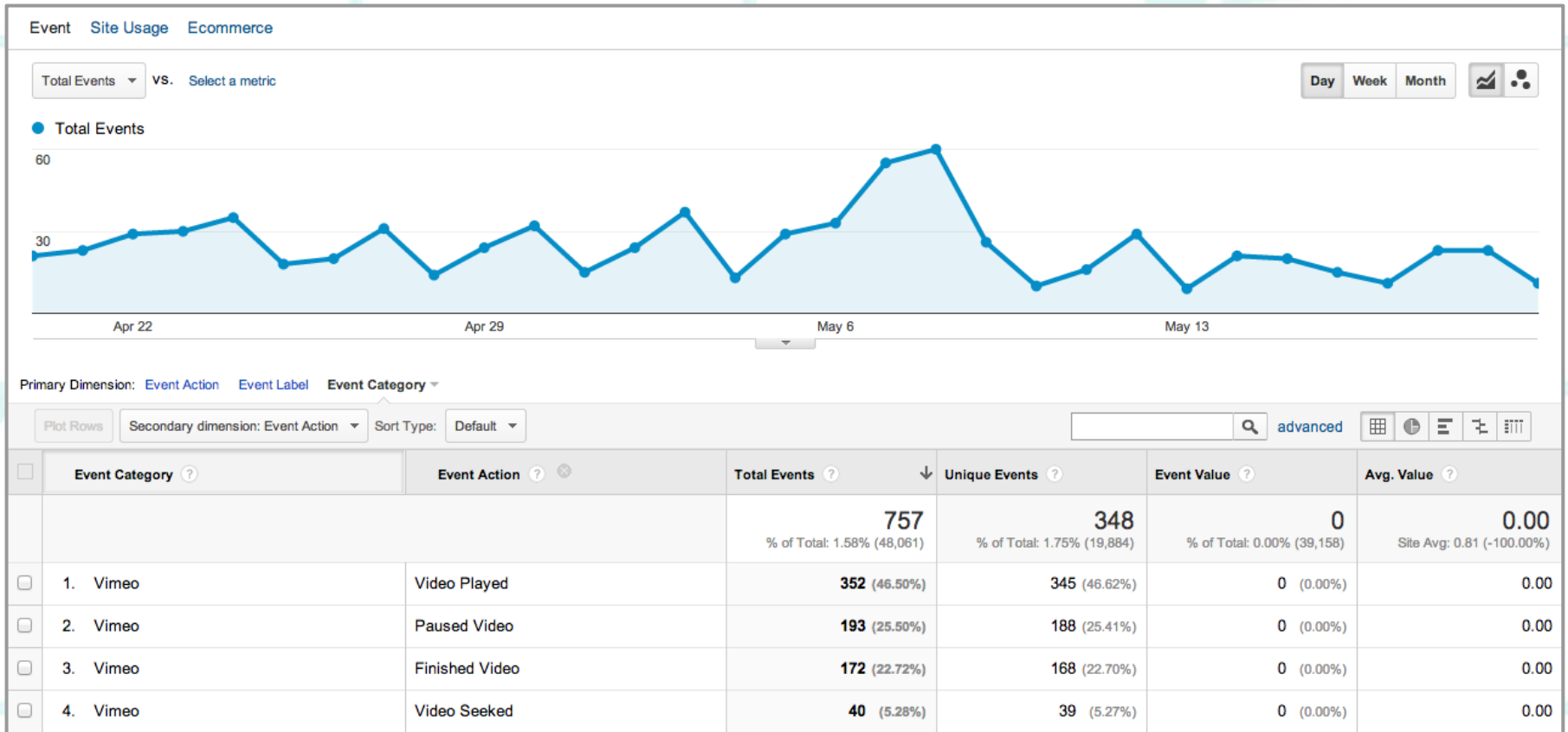
# Advanced Use Cases

As a marketer, GTM greatly expands your analytics tracking abilities without having to rely on your development or IT team.

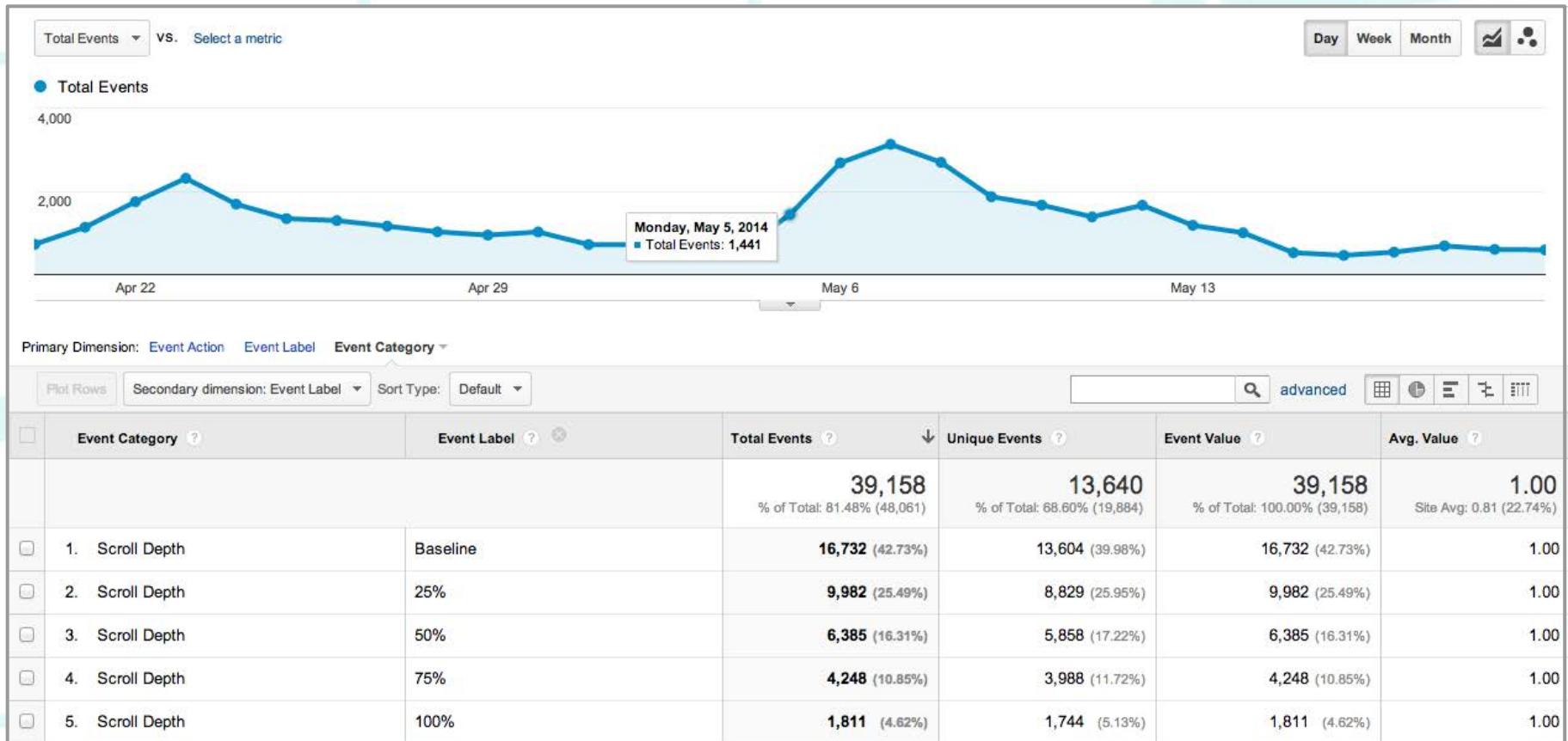
With the Custom HTML tag in GTM, we have developed ways to:

- Automatically track YouTube *and* Vimeo videos
- Track scroll depth (Baseline, 25%, 50%, 75%, 100%)
- And much more!

# Video Tracking



# Scroll Depth Tracking





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6. Advanced Use Cases
- 7. Questions**

# Questions?



# Next Steps

Interested in learning more about Google Analytics or Google Tag Manager? Contact [agibson@infotrustllc.com](mailto:agibson@infotrustllc.com).

**[Upcoming webinar] “Is Google Analytics Premium Right for Your Company?”**

**June 18, 2014 at 1 PM EST**

# InfoTrust

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