

Focus on your marketing, not your tags

Eliminate the headache of updating tags with streamlined and accurate tag management

"In the fast-paced world of digital analytics and sophisticated marketing programs, Google Tag Manager 360 is a serious game-changer that provides the kind of competitive edge our clients need."

— **Caleb Whitmore, Founder and CEO Analytics Pros**

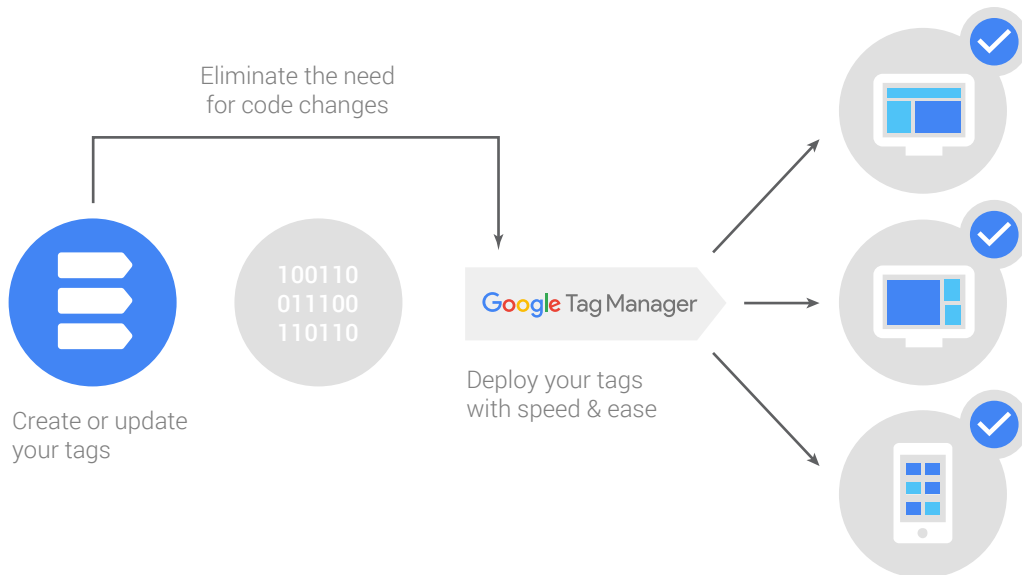
Enterprise-grade tag management

Data is only valuable when you're able to put it into action. All too often, the reality of complex and unreliable technology interferes with the promise of customer-focused, data-driven marketing. Marketers shouldn't have to wait for long IT cycles to update conversion tracking, site analytics, or remarketing tags, and IT teams shouldn't have to worry about the impact of tags on site or app performance.

Google Tag Manager 360 gives you simplified and reliable tag management that integrates easily with the systems you're already using. Powerful customization features also allow you to adapt Tag Manager 360 to suit your exact needs. You'll launch programs faster, so you can make swifter decisions.

Change tags with ease

Don't wait weeks for website code updates. With Tag Manager 360 containers in place, there are nearly endless ways to track user behaviour on your site or app. Simple rule-based triggers, easy-to-use tag templates, and auto-event functionality help you manage your tags with as little code as possible. With just a few clicks, you can change tags whenever you want.



Mobile Tag Management

- Google Tag Manager 360 isn't just for your websites.
- Use our Android and iOS SDKs to stay on top of your mobile analytics.
- The ability to adjust your mobile tags on the fly without the need to release new app versions and wait for your users to upgrade (if they ever do) helps you remain agile and gives you the best quality data.

Safe, reliable and accurate data

Be assured that your mission-critical data is being collected reliably and accurately. Easy-to-use debugging tools, error checking, and speedy tag loading mean you know that every tag works. The IT team will feel confident that the site or app is running smoothly, so everyone's happy, even during busy holidays or the launch of a new campaign.

Security features like on-page tag blacklists and whitelists empower developers to maintain restrictions on what types of tags can be deployed. Tag Manager 360 also includes malware detection to protect the safety and security of your websites and users by automatically detecting, stopping, and notifying you of tags containing malware.

Quickly deploy Google and third-party tags

Tag Manager 360 supports all Google tags and a variety of third-party provider tags. Adding support for a new marketing technology won't require code changes, just a few clicks in the intuitive Tag Manager 360 user interface. Supported vendors include:

- Turn
- comScore
- Distillery
- Marin
- Criteo
- ...and many more
- Crazy Egg

Don't see a vendor's tag listed? Add it easily using a Custom HTML tag or put your vendor in touch with our Vendor Tag Template Program.

Advance tag management to suit your enterprise workflow

Google Tag Manager 360 is designed to integrate with your organization's existing development workflows. You can define custom environments to test and publish your tags in your own testing environments before publishing them to your live site. The Google Tag Manager API gives you the power to configure your containers and tags programmatically and at scale, as well as enabling better integrations with your existing systems.

Learn more about Tag Manager 360 at g.co/tagmanager360.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit g.co/360suite