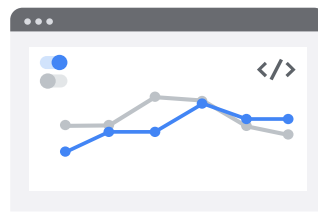◆ Tag Manager

Use Google's latest dynamic tagging solution for better site measurement

The best way to measure online conversions and optimize the value of your digital marketing investment is to place tags on every site of your page, known as sitewide tagging. To help you achieve this, we've created two new dynamic tagging solutions you can choose from depending on your needs. You can implement the latest tagging either through the global site tag or through Google Tag Manager.

Our previous measurement tag (analytics.js) already offers basic and enhanced measurement capabilities for your website. These newest dynamic solutions offer a number of added benefits and enhancements, including:

1. Future-proof conversion measurement: Benefit from the latest features and integrations as they become available so that you'll be better quipped to continue measuring conversions accurately if non-Google changes occur.

2. Code-less tag management: A tagging solution will allow you to turn measurement features on within your Google Analytics account without having to manually change the tags on your page.
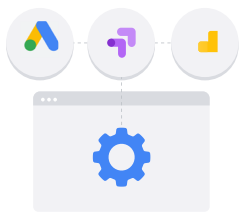
3. Able to achieve faster and easier integration: Implementation and integration with other Google products, such as Analytics, Optimize, and Google Ads, will be easier.

4. More accurate conversion measurement: Using the global site tag or Tag Manager will allow you to have more accurate conversion measurement when cookies are not available and to recover conversions not observed today due to industry limiting factors.

◆ Tag Manager

| Solution	g Global site tag	◆ Google Tag Manager
Compatibility	• Works with **Google tags** for products like [Google Ads](#), [Google Marketing Platform advertising products](#), and [Analytics](#).	• Works with all **Google and non-Google tags.**
Which one is right for you?	• Simplest option • If you only have **Google Tags** • Implemented **directly on your site**	• Most comprehensive tool • If you have **Google and non-Google tags** • Provides ability to **manage and revise tags within the Tag Manager UI**

Option 1: Setting up the global site tag

For businesses looking for the simplest implementation, we recommend using the global site tag.

The global site tag enables capabilities like conversion measurement, site analytics, remarketing, and more - all in one tag. You'll find that the global site tag is already integrated with several Google products including Google Ads, Analytics, Optimize, and more.

By implementing the global site tag, it eases the implementation of more advanced Analytics features like [Enhanced](#) [Ecommerce](#), [Custom Events reporting](#), and [User ID](#). For example, once you've configured Analytics with the global site tag, all you need to do is enable the Enhanced Ecommerce setting and you can begin sending impression data, promotion data, and action data to Analytics. [Learn more.](#)
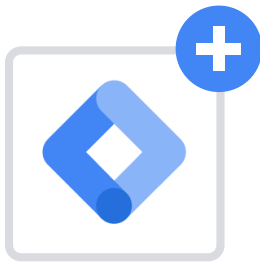
Tag Manager

Option 2: Implement Google Tag Manager

For businesses who need to manage multiple tags on their site, we recommend that you use Tag Manager as your tag management system.

Tag Manager will allow you to configure and deploy tags from a variety of Google products such as Google Ads, Google Analytics, and more. It will also allow you to do the same for non-Google products (you can find a list of supported 3rd-party tags here). Tag Manager enables you to manage both Google and non-Google tags from a single intuitive location, while improving collaboration across your business by allowing different users to make multiple sets of tag changes in separate workspaces.

You can easily install Tag Manager:

- Create an account, or use an existing account, at tagmanager.google.com

- Install the container in your website or app

- Add and publish your tags

More detail on how to complete these steps can be found here.

Sitewide tagging solutions for a consistent and unified tagging

By implementing the global site tag or Tag Manager, you will gain access to the benefits of a consolidated, global tagging solution for your website. If you are a new or existing Analytics user who does not currently use one of our sitewide tagging solutions, we recommend that you upgrade to enjoy consistent measurement across your advertising and analytics.

Setting up the global site tag from within Ads, Analytics, and Google Marketing Platform products.

To set up the global site tag from within different Google products, follow the instructions below:

- Analytics

- Google Ads

- Optimize

- Search Ads 360

- Display & Video 360

Google Marketing Platform