

Google Tag Manager

Tag management that's simple, reliable, and a team player

Quick tags for quicker decisions

Great marketing requires a tag management platform that is simple, reliable, and easy to integrate with existing systems. And marketers deserve an easy-to-use tagging system that helps businesses of all sizes gain better control of their website tags. With Tag Manager, you can manage and update tags quickly and make more informed decisions faster.

Tag management made easy

Tag Manager is an intuitive way to quickly add and update tags. It gives you the power to enjoy the full flexibility and measurement capabilities that a well-managed tag system can offer, helping you understand user interactions across your sites and apps.

Tag Manager has easy-to-use turnkey templates for a wide range of Google and third-party tags, for both websites and mobile apps. Built-in templates for third-party vendor tags can simplify code publishing and eliminate errors. You can also immediately add any custom tags you need.

With error warnings, security features, and speedy tag loading, Tag Manager lets you know that all your tags are working as intended. Tag Manager is designed to help you avoid surprises and continue using tags across your online platforms.

To improve collaboration across your business, Tag Manager allows different users to make multiple sets of tag changes in separate workspaces. With features like access controls and support for multi-environment testing, Tag Manager helps your marketing and development teams work together more efficiently.

More security and better capabilities

Tag Manager gives you complete control over when and how your tags fire. You can share account and user access with the right people, and control permissions to make sure that marketers and developers can work together securely and effectively.

Tag Manager is an easy and efficient tagging system made for businesses of all sizes to manage analytics and marketing tags faster.

Improve your advertising results

With Tag Manager, you can improve the customer experience through conversion tracking and remarketing with Google Ads. You gain a better understanding of whether a customer completed a valuable action or took a step after engaging with your ad.

If you link your Tag Manager containers to Campaign Manager, you can push Floodlight activities directly from the Campaign Manager user interface to Tag Manager for approval.

Tag Manager features built-in templates with third-party measurement and marketing tag vendors. To use a template, simply select it and provide the requested details. Tag Manager then automatically generates the correct tracking code and fires the tag, making it hassle-free and less error-prone for your team.

In today's fast-paced digital business environment, marketers need every advantage they can get. By adding and updating tags with Tag Manager, you can improve internal collaboration and launch tags faster to get the insights you need.

Learn more at g.co/tagmanager

“With Tag Manager, it’s a matter of an hour or so from receiving a tag to testing to QA to deployment.”

– *Mona Gandhi, Software Engineer, Airbnb*

About Google Tag Manager

Google Tag Manager makes it easy for marketers to add and update website and mobile app tags – including conversion tracking, site analytics, remarketing, and more – with just a few clicks. All for free. Marketers get more flexibility to control tags and webmasters get more time to focus on other tasks. Learn more at g.co/tagmanager.

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