Google Tag Manager

Free and easy tag management.

Want to focus on marketing instead of marketing technology? Google Tag Manager lets you add and update your website tags, easily and for free, whenever you want, without bugging the IT folks. It gives marketers greater flexibility, and lets webmasters relax and focus on other important tasks.

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

Digital marketing made (much) easier.

Benefits of Google Tag Manager.

Marketing agility – Add and update tags yourself—for conversion tracking, site analytics, remarketing, and more—with just a few clicks; no more waiting weeks (or months) for website code updates.

Dependable data – Easy-to-use error checking and speedy tag loading mean you'll always know that every tag works, so you can rely on collecting the right data at the right time.

Quick and easy – Google Tag Manager is designed to let marketers add or change tags whenever they want, while giving IT and webmasters confidence that the site is running smoothly and quickly.

Google Tag Manager and you.

If you've ever been slowed down while waiting for new tags to be implemented, or if your site has gotten slow and clunky with too many tags, or if you're not sure you're collecting data efficiently, Google Tag Manager can make your job easier. It lets you focus on marketing instead of marketing technology—so you can run your campaigns when you need them.

Google Tag Manager and your data.

With Google Tag Manager, you add your current tags to a new container, and you'll still have full control over how these tags fire. All data will flow into the same accounts. We recommend migrating all your measurement and marketing tags site-wide to take full advantage of Google Tag Manager, but if you prefer, you can choose to migrate only certain tags, or deploy to only a subset of pages.

Getting started with Google Tag Manager.

Beginning is quick and easy for most users—you create an account, add one snippet of code to your site, then start managing tags. It only takes a few minutes to set up your account. Depending on the size of your site and how many tags you're migrating, shifting your current tags to Google Tag Manager can take less than an hour or might require more time.

Google Tag Manager

Get started today: www.google.com/tagmanager

Why choose Google Tag Manager?

Google Tag Manager leaves you more time and money to spend on your marketing campaigns. You manage your website tags yourself, in our easy-to-use web interface, rather than needing your IT team to write or rewrite site code.

Easy testing – Google Tag Manager makes it easy to verify that new tags are working properly, before you publish any changes. Marketers can check tags themselves, and webmasters can breathe easy.

Plays well with others – Google Tag Manager supports Google and non-Google measurement and marketing tags, many with built-in templates.

IT-friendly – Webmasters and IT folks will love Google Tag Manager's many features that ensure tags are working correctly and won't break the site.

Rule-driven – Google Tag Manager lets you create custom triggers and macros so your tags collect exactly the right information at the right time.

Empowers agencies – Multi-account support and user permissions mean agencies can easily use Google Tag Manager to help manage clients' tags.

Robust feature list – We've packed Google Tag Manager with lots of great tools, such as asynchronous firing and the Debug Console, to take the pain out of tagging.

© 2015 Google Inc. All rights reserved. Google and the Google logo are trademarks of Google Inc.
All other company and product names may be trademarks of the respective companies with which they are associated