

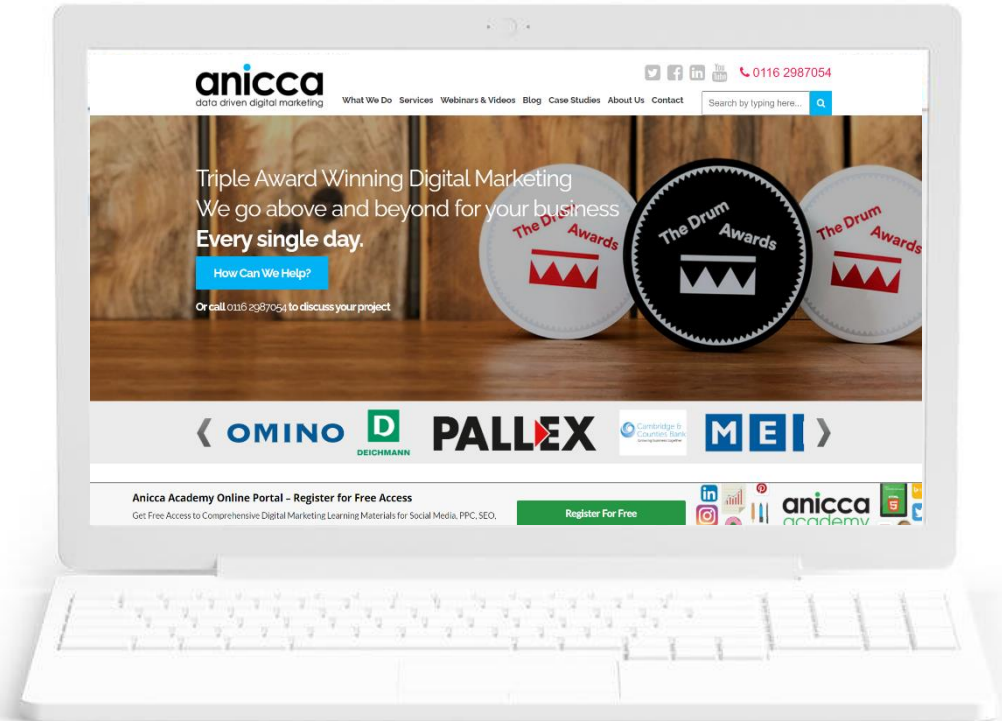


A Beginners Guide to Setting up Conversion Tracking Using Google Tag Manager

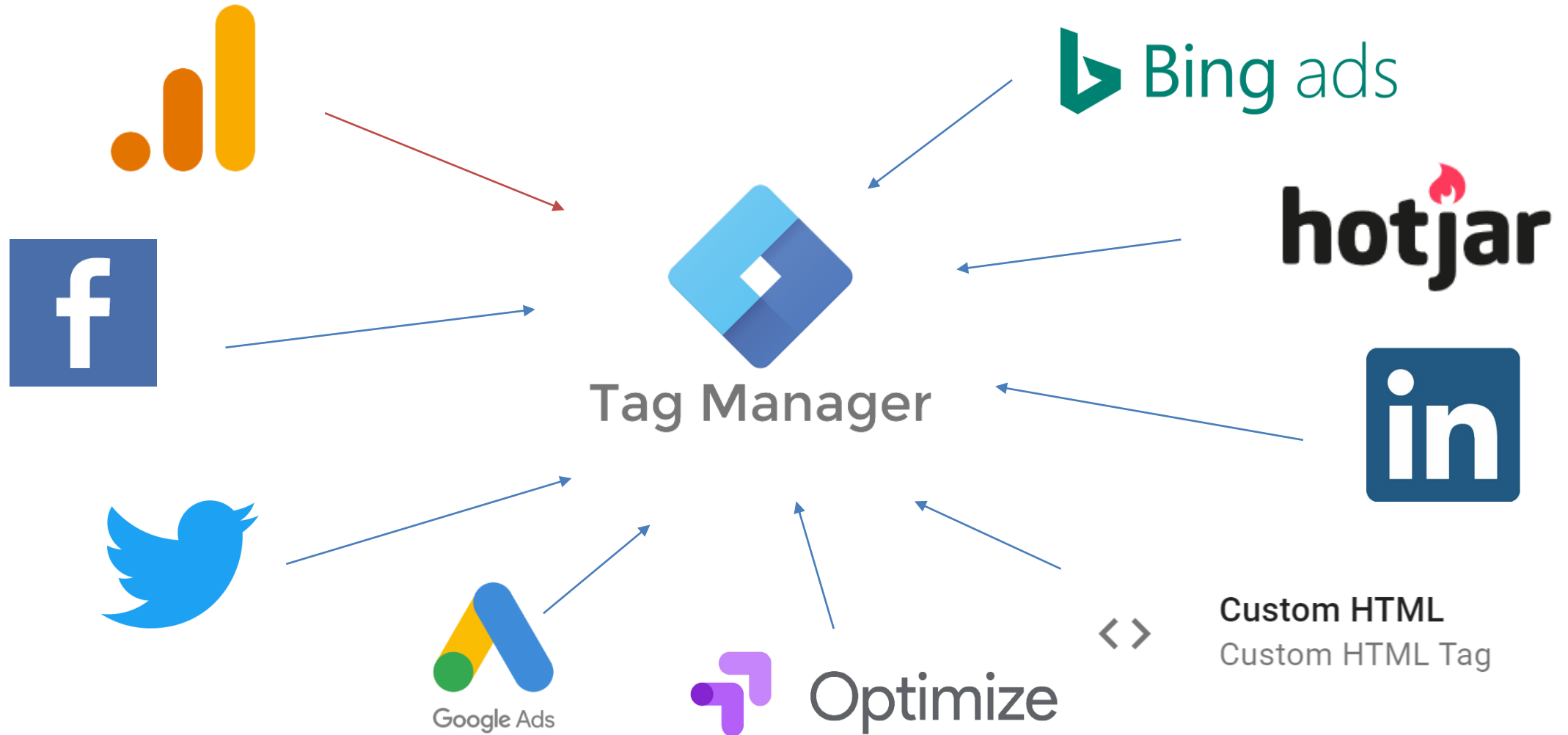
Ed Truman
Head of Analytics



Tags & Pixels



One Tag to Rule them All!



Benefits of Google Tag Manager


- ▶ Manage your tags easily in one place
- ▶ Consolidate your tags into a single piece of website code
- ▶ Reduces reliance on Developer support
- ▶ Deploy Tags Quickly with no fuss
- ▶ Manage user access (Good for agencies)
- ▶ Check for errors and debug before going live
- ▶ Highly Flexible and customisable
- ▶ Built in auto events and triggers to allow faster & easier conversion tracking
- ▶ Works on websites and mobile apps




Choose from a huge list of existing ready built tag templates

Discover more tag types in the Community Template Gallery

Featured




Google Analytics: Universal Analytics
Google Marketing Platform




Google Analytics: App + Web Configuration
Google Marketing Platform

BETA




Google Analytics: App + Web Event
Google Marketing Platform


BETA




Google Ads Conversion Tracking
Google Ads




Google Ads Remarketing
Google Ads




Floodlight Counter
Google Marketing Platform




Floodlight Sales
Google Marketing Platform



Conversion Linker
Google



Google Optimize
Google Marketing Platform



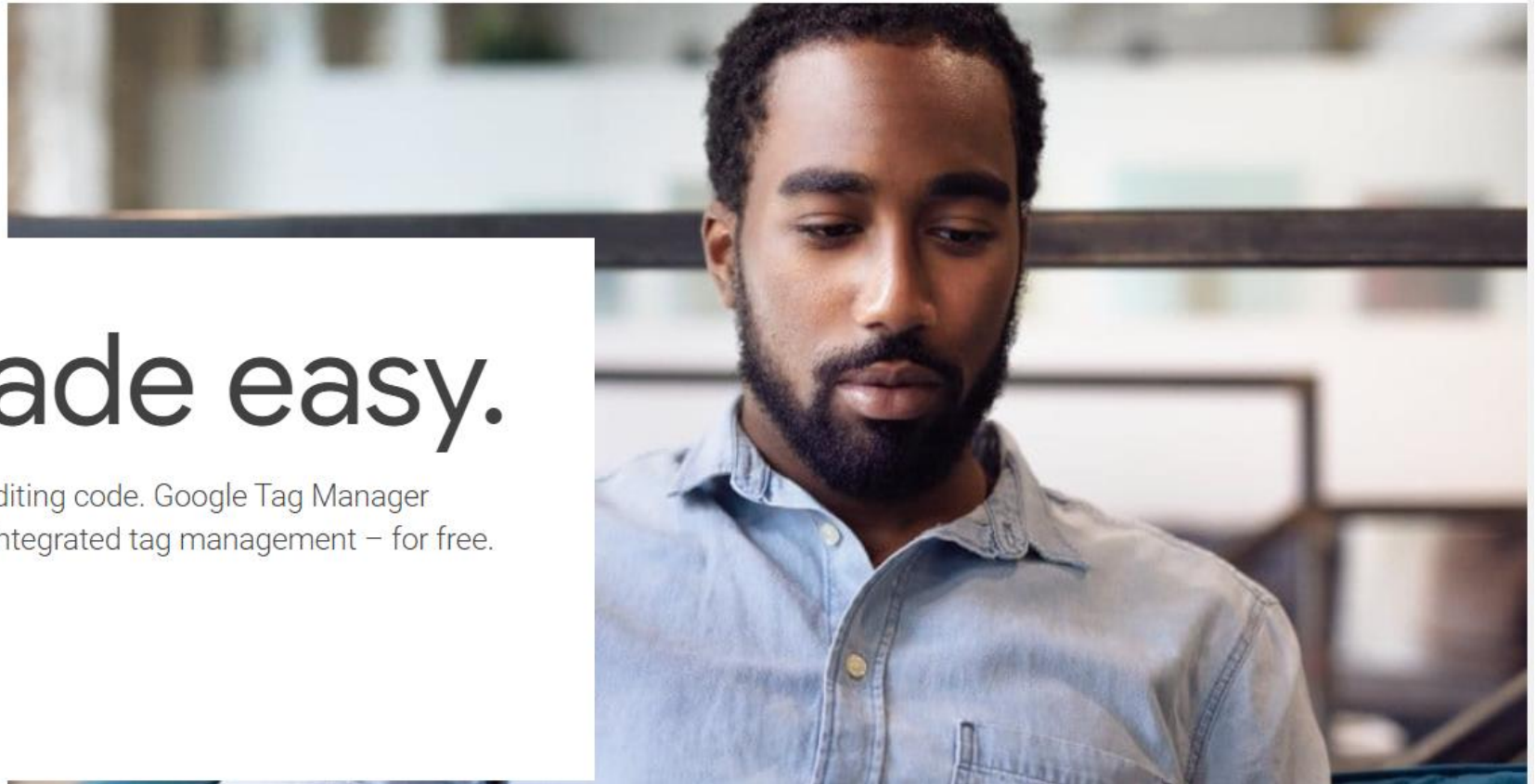
Getting Started

The background image shows a person's hands typing on a laptop keyboard. The laptop screen displays a web application with a line chart and a pie chart. The text 'Getting Started' is overlaid in a large, white, sans-serif font. The entire image has a dark blue overlay, and a solid blue bar is at the bottom.

Tags made easy.

Manage all your tags without editing code. Google Tag Manager delivers simple, reliable, easily integrated tag management – for free.

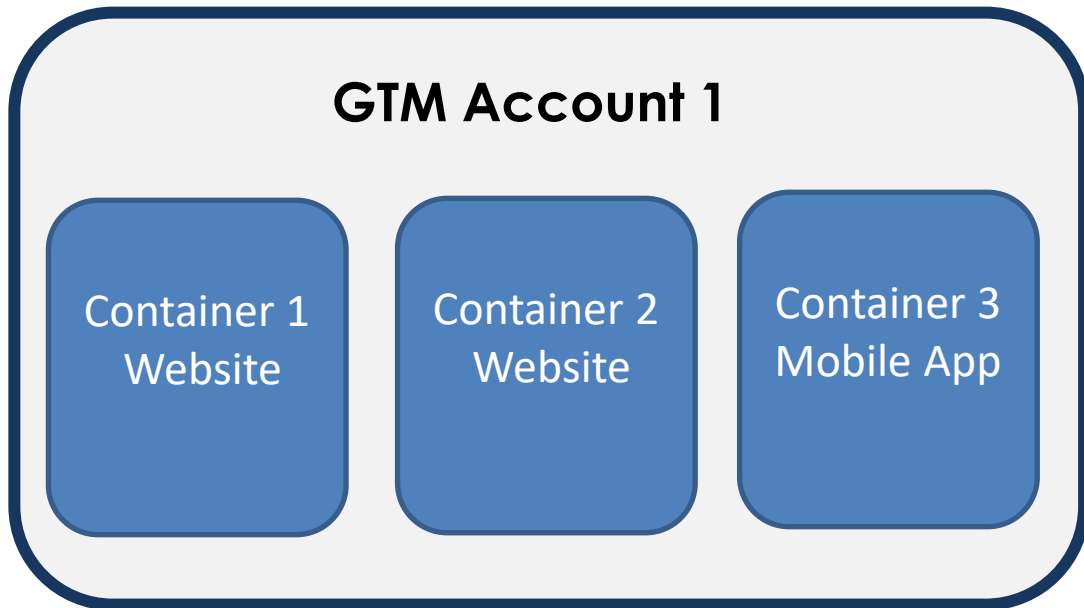
[Start for free](#)



Signup with your existing Google email at https://marketingplatform.google.com/intl/en_uk/about/tag-manager-360/

Create A GTM Account

- ▶ When you signup you will need to create an account for your organisation.
- ▶ You will also be asked if you would also like to create a container.



The screenshot shows the "Add a New Account" form in Google Tag Manager. The form is divided into two main sections: "Account Setup" and "Container Setup".

Account Setup

- Account Name:** A text input field containing "Anicca".
- Country:** A dropdown menu showing "United Kingdom".
- ☐ **Share data anonymously with Google and others** ⓘ

Container Setup

- Container name:** A text input field containing "anicca.co.uk".
- Target platform:** A list of platform options with radio buttons:
 - ☒ **Web** For use on desktop and mobile web pages
 - ☐ **iOS** For use in iOS apps
 - ☐ **Android** For use in Android apps
 - ☐ **AMP** For use in Accelerated Mobile Pages
 - ☐ **Server** For server-side instrumentation and measurement (BETA)

At the bottom of the form are two buttons: "Create" and "Cancel".

Install the GTM Pixel Code

Workspace Versions Admin GTM-KNJ8QDB Workspace Changes: 0 Preview Submit

CURRENT WORKSPACE

Default Workspace > New Tag Now Editing Container Not Published

Overview Tags Triggers Variables Folders Templates

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-KNJ8QDB');
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-KNJ8QDB"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

OK

This workspace has no changes.

Container Workspace

[Workspace](#) [Versions](#) [Admin](#)

GTM-KNJ8QDB Workspace Changes: 0 [Preview](#) [Submit](#)

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

New Tag

Choose from over 50 tag types

Add a new tag >

Description

Edit description >

Now Editing

Default Workspace

Workspace Changes

0 Modified

0 Added

0 Deleted

Manage workspaces >

Container Not Published

Add tag changes live.

Workspace Changes

Publish Your Empty container so it is pushed live on your live on your site.

Check Your Website Tags using Google Tag Assistant Browser Plugin

The screenshot shows the Google Tag Assistant browser plugin interface overlaid on the anicca.co.uk website. The plugin displays the 'Result of Tag Analysis' with 5 items in total and 3 errors. The items are:

- 1. Global site tag (gtag.js) G-SSEWB22ZYT
- 2. Google Ads Conversion Tracking 973036153
- 3. Google Analytics KOI-S21GGI
- 4. Google Analytics UA-3325446-1
- 5. Google Tag Manager GTM-T938G6

A red box highlights the Google Tag Manager entry. A red arrow points to the plugin icon in the browser's top right corner.

The background website (anicca.co.uk) features the anicca logo, navigation links (What We Do, Services, Webinars & Videos), and a main banner with the text: 'Triple Award Winning Digital Mark', 'We go above and beyond for you', and 'Every single day.' A blue button labeled 'How Can We Help?' and a text prompt 'Or call 0116 2986332 to discuss your project' are also visible.

Account Control & Admin

← Tag Manager | All accounts > Anicca Digital | Anicca.co.uk ▾

Workspace Versions **Admin**

ACCOUNT

Anicca Digital

- Account Settings
- Account Activity
- User Management

CONTAINER

Anicca.co.uk GTM-T938G6

- Container Settings
- Container Activity
- User Management
- Install Google Tag Manager
- Import Container
- Export Container
- External Account Links
- Approval Queue
- Environments
- Container Notifications

Set permissions for different users
eg **View Only, Edit, or Publish**

Options to share / export your
container!

The Basics..



The Basics of Google Tag Manager



Requirements for firing a tag in GTM:

TAGS

The **pixel or script** that will send data eg Google Analytics, Google Ads, Facebook, LinkedIn Insight

TRIGGERS

i.e **the firing rule** that listens for events, such as clicks, form submissions, or page loads. When an event is detected that matches the trigger definition, any tags that reference that trigger will fire.

VARIABLES

i.e a named placeholder for a value used in tags and triggers such as **page url, click ID, form ID, product name** etc

Quick Tip - Enable Built in Variables

← Tag Manager

All accounts > Anicca Digital

Test Container

Search workspace

Workspace

Versions

Admin

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

Built-In Variables ?

Name ↑	Type
Click ID	Data La
Click Target	Data La
Click URL	Data La
Event	Custom
Form Classes	Data La
Form Element	Data La
Form ID	Data La
Form Target	Data La
Form Text	Auto-Ev
Form URI	Data La

×

Configure Built-In Variables ?

☐ Debug Mode

Clicks

☐ Click Element

☐ Click Classes

☒ Click ID

☒ Click Target

☒ Click URL

☐ Click Text

Forms

☒ Form Element

☒ Form Classes

☒ Form ID

☒ Form Target

Click configure built in variables to enable the built in variables you can use in your tags and triggers

Creating Your First Tag





Example


Facebook All Pages Pixel


CURRENT WORKSPACE


Default Workspace >


 Overview

 Tags

 Triggers

 Variables

 Folders

 Templates

Tags

This container has no tags, click the "New" button to create one.

New

Tag Configuration



Choose a tag type to begin setup...

[Learn More](#)

Triggering

Choose a trigger to make this tag fire...


[Learn More](#)


Search the list of existing tag templates


Use custom html if your tag is not listed

Choose tag type

Discover more tag types in the Community Template Gallery


 **Google Analytics: GA4 Event**
Google Marketing Platform

 **Google Ads Conversion Tracking**
Google Ads

 **Google Ads Remarketing**
Google Ads

 **Floodlight Counter**
Google Marketing Platform


 **Floodlight Sales**
Google Marketing Platform


 **Conversion Linker**
Google

 **Google Optimize**
Google Marketing Platform

 **Google Surveys Website Satisfaction**
Google Marketing Platform


Custom

 **Custom HTML**
Custom HTML Tag

 **Custom Image**
Custom Image Tag

Tag Configuration

Tag Type


 **Custom HTML**
Custom HTML Tag



HTML 

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15



☐ Support document.write 

> Advanced Settings



Get Your Facebook Pixel (basecode)

Install pixel

The pixel is a snippet of JavaScript code that is added to the header section of your website. The pixel has two parts, the base code and the event code.

1 Install base code on website

Copy and paste the pixel code into the bottom of the **header section** of your site, just above the **</head> tag**. Install the base code on every page of your website. [Learn more](#)

```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '1174274859605537');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

- 1 Go to your **Pixels** tab in Events Manager.
- 2 Click **Create a pixel**.
- 3 Read how the pixel works and then click **Continue**.
- 4 Add your **pixel name**.
- 5 Enter your website URL to check for easy setup options.
- 6 Click **Continue**.

This needs to go on every page of your website!

Name your tag

Tag Configuration

Tag Type

<> Custom HTML
Custom HTML Tag

HTML ?

```
1 <script>
2 !function(f,b,e,v,n,t,s)
3 {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};
5 if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
6 n.queue=[];t=b.createElement(e);t.async=!0;
7 t.src=v;s=b.getElementsByTagName(e)[0];
8 s.parentNode.insertBefore(t,s)}(window,document,'script',
9 'https://connect.facebook.net/en_US/fbevents.js');
10 fbq('init', '1860829170858461');
11 fbq('track', 'PageView');
12 </script>
13 <noscript>
14
15
```

Paste your facebook pixel code into the html field. This is will be the code that will span all pages of the site and fire on every page load.

Sends 'PageView' event

☐ Support document.write ?

> Advanced Settings

Create An All Pages Trigger

Tag Manager

All accounts > Anicca Digital

Anicca Demo Test Container ▾

Search workspace

?

Workspace

Versions

Admin

GTM-TGCQ25F

Workspace Changes: 1

Preview

Submit

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

Triggers

Name ↑

Event Type

Filter

Tags

Last Edited

New

anicca

Trigger Configuration



Choose a trigger type to begin setup...


[Learn More](#)


Select a trigger type (in this case Page View)

Choose trigger type


Page View


 Page View

 DOM Ready


 Window Loaded


Click


 All Elements


 Just Links

User Engagement


 Element Visibility

 Form Submission


 Scroll Depth

 YouTube Video

Other

 Custom Event

 History Change


 JavaScript Error

 Timer

Set the trigger conditions

Trigger Configuration

Trigger Type

☒ Page View 

This trigger fires on

☒ All Page Views ☐ Some Page Views

Fire this on every page view

Save

Tag Type



Custom HTML

Custom HTML Tag

HTML

```
1 <script>
2 !function(f,b,e,v,n,t,s)
3 {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};
5 if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
6 n.queue=[];t=b.createElement(e);t.async=!0;
7 t.src=v;s=b.getElementsByTagName(e)[0];
8 s.parentNode.insertBefore(t,s)}(window,document,'script',
9 'https://connect.facebook.net/en_US/fbevents.js');
10 fbq('init', '1860829170858461');
11 fbq('track', 'PageView');
12 </script>
13 <noscript>
14 |
15
```

☐ Support document.write

> Advanced Settings

Triggering

Firing Triggers



All Pages

Page View

Save Your Tag

Preview & Publishing Your Tag

← Tag Manager | All accounts > Anicca Digital | Anicca.co.uk | Search workspace

Workspace Versions Admin | GTM-T938G6 | Workspace Changes: 0 | Preview | Submit

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

Tags










<input type="checkbox"/>	Name ↑	Type	Firing Triggers	Folder	Last Edited
<input type="checkbox"/>	Facebook All Pages Pixel	Custom HTML	All Pages	Paid Medi	

facebook all X New


Preview your tag

Domains


Active Domains

	a core.co	
	n thorpe	
	l amsste	
	d 2growt	
	p ex.co.uk	
	a r.com	
	e sinesso	
	p works.	
	d ino-printing.com	


Start Tag Assistant



Tag Manager Preview Mode


 [Learn why Tag Manager preview mode has changed](#)

Tag Manager container **GTM-T938G6** will be put into debug mode in this web browser. Enter a URL to your site to begin previewing your container.


URL 


<https://anicca.co.uk/>


[Start](#)


☒ Include debug signal in the URL 


[Add domain](#)


[Debugging](#)  [>](#)


[Debugging](#)  [>](#)


[Debugging](#)  [>](#)

[Debugging](#)  [>](#)

[Debugging](#)  [>](#)

[Debugging](#)  [>](#)

[Debugging](#)  [>](#)

[Stop debugging](#)  [>](#)

GTM-MBFNK2 GTM-KB8NNQ6

10/20/20 10:24 AM

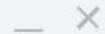
Enter in your website url

High-tech digital
marketing for high-
tech and
high-growth
businesses

Find out more



Debugger connected



Debug information for this page is viewable in the Tag Assistant window [Learn more](#)

Googl | Googl | Cc X

Connected
anicca.co.uk

2 Google containers found GTM-T938G6 G-SSEWB22ZYT

Summary

Sectors | Anicca Digital

- 6 Window Loaded
- 5 Form Submit
- 4 optimize.callback
- 3 DOM Ready
- 2 Container Loaded
- 1 gtm.init

Output of GTM-T938G6

Tags	Variables	Data Layer	Errors
Tags Fired			
Google Ads - Remarketing Google Ads Remarketing - Fired 1 time(s)	HotJar Hotjar Tracking Code - Fired 1 time(s)	GA - UA-3325446-1 Primary Google Analytics: Universal Analytics - Fired 1 time(s)	Conversion Linker Conversion Linker - Fired 1 time(s)
LinkedIn Insight LinkedIn Insight - Fired 1 time(s)	Twitter All Pages Twitter Universal Website Tag - Fired 1 time(s)	Perfect Audience Pixel Perfect Audience Pixel - Fired 1 time(s)	Anicca GA4 Config Master Google Analytics: GA4 Configuration - Fired 1 time(s)
Bing Ads Universal Event Tracking - Fired 1 time(s)	Google Analytics: GA4 Event - Fired 1 time(s)	Facebook All Pages Pixel Custom HTML - Fired 1 time(s)	Quora - ad tag Custom HTML - Fired 1 time(s)

Check for successful firing of tag

Publish Your Tags to your Live Site

Workspace

Versions

Admin

GTM-KNJ8QDB

Workspace Changes: 10

Preview

Submit

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

☐

Name ↑

Type

Firing Triggers

☐

Facebook All Pages Pixel

Custom HTML

All Pages

Search

New

Submit your new changes

a few seconds ago

Publish Your Tag for it To Go Live

← Tag X Submit Changes

Workspace

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Submission Configuration

↑

Publish and Create Version

Push changes to your sites

📄

Create Version

Save changes and create a new version

Version Name

Add a descriptive name

Version Description

Add a detailed description of the changes

Publish to Environment

🔄

Live

✎

Workspace Changes

Name ↑	Type	Change	Last Edited	User
Click ID	Built-in Variable	Enabled	12 hours ago	Ed@anicca.co.uk
Click Target	Built-in Variable	Enabled	12 hours ago	Ed@anicca.co.uk

Publish

Hit Publish to send your tags live

Versions allow you to save your account in its current state and allow you to revert back to previous versions should you need to.

Example

Facebook Conversion Events

Locate Required Facebook Code (See Facebook Documentation)



Events are actions that happen on your website. Standard events are predefined by Facebook and can be used to log conversions, optimise for conversions and build audiences

Pageview	<code>fbq('track', 'PageView');</code>
Lead	<code>fbq('track', 'Lead');</code>
Complete Registration	<code>fbq('track', 'CompleteRegistration');</code>
Purchase	<code>fbq('track', 'Purchase', {value: 0.00, currency: 'GBP'});</code>
View Content	<code>fbq('track', 'ViewContent');</code>
*Custom Event	<code>fbq('trackCustom', 'ENTER CONVERSION NAME');</code>

For a complete list visit this <https://developers.facebook.com/docs/facebook-pixel/reference>

Example

Facebook Lead Form Event

Lead Event Example

fbq(track 'lead')

Get a Live Demo

Do you work at a marketing agency? *

☐ Yes ☐ No

SUBMIT

We're committed to keeping your info safe.

Tag Configuration

Tag Type

<>

Custom HTML

Custom HTML Tag

HTML ?

1 <script>

2 fbq('track', 'Lead', {content_name: 'General', content_category: ''});

3 </script>

4

☐ Support document.write ?

Lead Event Example Continued..

Make sure you select the option to fire the all pages pixel before your event loads



Advanced Settings

Tag firing priority ?

☐ Enable custom tag firing schedule

☐ Only fire this tag in published containers. ?

Tag firing options

Once per page

Tag Sequencing ?

☒ Fire a tag before **Facebook Contact Form Lead** fires
Setup Tag

Facebook All Pages Pixel >

☐ Don't fire **Facebook Contact Form Lead** if **Facebook All Pages Pixel** fails or is paused

☐ Fire a tag after **Facebook Contact Form Lead** fires

> Additional Tag Metadata ?

New Trigger

Tag Manager

All accounts > Anicca Digital

Anicca Demo Test Container

Search workspace

?

Workspace

Versions

Admin

GTM-TGCQ25F

Workspace Changes: 1

Preview

Submit

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Triggers

Name

↑

Event Type

Filter

Tags

Last Edited

10 Seconds Enagagment

Timer

1

8 months ago

All Pages

Page View

2

8 months ago

Contact Thanks

Page View

Page Path contains /contact-thanks/

1

8 months ago

PDF File Download

Just Links

Click URL contains .pdf

2

8 months ago

New

anicca

Form Tracking Trigger

×

Untitled Trigger

⌵

Trigger Configuration

Choose a trigger type to begin setup...

[Learn More](#)

×

Choose trigger type

Window Loaded

Click

All Elements

Just Links

User Engagement

Element Visibility

Form Submission

Scroll Depth

YouTube Video

Other

Form Tracking Trigger

The form submission auto trigger will listen for successful website form submissions.


Select when this trigger should be enabled. Eg when page path contains /contact-us

Form - Contact Us Page

Trigger Configuration

Trigger type

☒ Form Submission 

☐ Wait for Tags 

☒ Check Validation 

You have selected Wait for Tags or Check Validation.

We recommend enabling this trigger only on the pages where you need it and testing your changes before publishing. [Learn More](#).

Enable this trigger when all of these conditions are true

Page Path ▼

contains ▼

contact-us

+

This trigger fires on

☒ All Forms

☐ Some Forms

Tag Manager

All accounts > Anicca Digital

Anicca.co.uk

Search workspace

?

Workspace

Versions

Admin

GTM-T938G6

Workspace Changes

Preview

Submit

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

face

<input type="checkbox"/> Name ↑	Type	Firing Triggers	Folder	Last Edited
<input type="checkbox"/> Facebook Contact Form Lead	Custom HTML	<input checked="" type="radio"/> Contact Us Thank You Page	Paid Media	23 days ago

Preview your tag

Test Your Form

With the preview enabled visit your website and do a test form submission to see whether the tag has fired

Get a Live Demo

Do you work at a marketing agency? *

☐ Yes ☐ No

SUBMIT

We're committed to keeping your info safe.

Connected

anicca.co.uk

2

Google containers found

GTM-T938G6

G-SSEWB22ZYT

Summary

Summary

Sectors | Anicca Digital

6 Window Loaded

5 Form Submit

4 optimize.callback

3 DOM Ready

2 Container Loaded

1 gtm.init

Output of GTM-T938G6

Tags

Variables

Data

Tags Fired

Google Ads - Remarketing

Google Ads Remarketing - Fired 1 time(s)

HotJar

Hotjar Tracking Code - Fired 1 time(s)

GA - UA-3325446-1 Primary

Google Analytics: Universal Analytics - Fired 1 time(s)

Facebook Contact Form Lead

Custom HTML

LinkedIn Insight

LinkedIn Insight - Fired 1 time(s)

Twitter All Pages

Twitter Universal Website Tag - Fired 1 time(s)

Perfect Audience Pixel

Perfect Audience Pixel - Fired 1 time(s)

Anicca GA4 Config Master

Google Analytics: GA4 Configuration - Fired 1 time(s)

Microsoft Ads - UET - All Pages

Bing Ads Universal Event Tracking - Fired 1 time(s)

GA4 - Pageview

Google Analytics: GA4 Event - Fired 1 time(s)

Facebook All Pages Pixel

Custom HTML - Fired 1 time(s)

Quora - ad tag

Custom HTML - Fired 1 time(s)

Check for successful firing of tag



Example

Facebook File Download


Create A New Tag

► Give it a name






► This time we use trackCustom since File Download does not exist as a standard Facebook event




FB Event - File Download 

Save

 Custom HTML
Custom HTML Tag 

HTML 

```
1 <script>
2 fbq('trackCustom', 'File_Download');
3 </script>
4 |
```

☐ Support document.write 

Tracking File Downloads

New

×

Choose trigger type

DOM Ready

Window Loaded

Click

All Elements

Just Links


HubSpot

Free Download

Social Media Workbook

A Beginner's Guide to Social Media with Practical Exercises to Put Your Learnings into Action

Download Now for Free



Click Trigger For File Download

Link Click - File Extension Is PDF, XLS, DOC, or TXT

Trigger Configuration

Trigger Type

☒ Click - Just Links

☒ Wait for Tags [?](#)

Max wait time [?](#)

2000

milliseconds

☐ Check Validation [?](#)

You have selected Wait for Tags or Check Validation.
We recommend enabling this trigger only on the pages where you need it and testing your changes before publishing. [Learn More.](#)

Enable this trigger when all of these conditions are true

Page URL matches RegEx .*

This trigger fires on

☐ All Link Clicks ☒ Some Link Clicks


Fire this trigger when an Event occurs and all of these conditions are true

Click URL matches RegEx (ignore case) \\.(pdf|docx?|xlsx?|txt)


1. Create a trigger that will fire tag on desired action eg any file extension ending in .pdf, .csv .docx
2. Select the trigger type of **Click Just Links**
3. Trigger set to fire when Click URL Path contains file extensions.

Only clicks on links that contain .pdf .docx .xlsx .txt . Zip .csv .ppt

See Your Events within Facebook



Events Manager

Anicca's Pixel 

Last 28 days

Create

Overview


Test events

Diagnostics

History

Settings

All activity



Add Event

Create Ad

Create Conversions campaigns that use your pixel information to drive more customer actions.

Create Custom Audience




Reach people who have already engaged with your brand or find new people who are likely your best customers, using your pixel information.

Create Lookalike Audience

Reach new people who are likely to be interested in your business because they're similar to your best existing customers, using your pixel information.

Create Custom Conversion

Measure more specific customer actions and run ads optimising your delivery and reach for them.

Events	Used by	Connection method	Total events ↓
<div> PageView ● Active</div>		Browser	8.1K Last received 9 minutes ago
<div> Lead ● Active</div>		Browser	23 Last received 13 hours ago
<div> Contact ● No recent activity</div>			0 Waiting for first event

Preview & Publish Tag
(Rinse & Repeat)

A person is using a laptop on a desk. The laptop screen displays a line chart with multiple data series. The person's hands are visible, typing on the keyboard. In the foreground, there are some small, star-shaped cookies on a plate. The background is slightly blurred, showing a bookshelf. The text "More Trigger Examples" is overlaid in large white font on the laptop screen.

More Trigger Examples

Outbound Link Clicks



New

× Choose trigger type



DOM Ready



Window Loaded

Click



All Elements



Just Links

BRAND SITES

TOMMY HILFIGER

THE
NORTH
FACE

NIKE

carhartt.
WORK IN PROGRESS

ellesse

Dr. Air Max
Martens



VISA



PayPal

AMERICAN EXPRESS

VISA
Electron



Apple Pay

Trigger Configuration

Trigger Type



Click - Just Links



☒ Wait for Tags ?

Max wait time ?

2000



milliseconds

☒ Check Validation ?

You have selected Wait for Tags or Check Validation.

We recommend enabling this trigger only on the pages where you need it and testing your changes before publishing. [Learn More](#).

Enable this trigger when all of these conditions are true

Page URL

matches RegEx

.*



This trigger fires on



All Link Clicks



Some Link Clicks

Fire this trigger when an Event occurs and all of these conditions are true

Click URL

does not contain

anicca.co.uk



Fire this tag when Click URL does not contain your hostname

Alternatively fire it on a specific link clicks only eg twitter.com, facebook.com, northface.co.uk



Email Link Click Trigger Example


Triggers when an email address link is clicked on i.e the link contains 'mailto'


× Mailto Link Click 📁 SAVE


Trigger Configuration

Trigger type


 Click - Just Links 

☒ Wait for Tags 

Max wait time 






milliseconds

☒ Check Validation 

You have selected Wait for Tags or Check Validation.

We recommend enabling this trigger only on the pages where you need it and testing your changes before publishing. [Learn More.](#)





Enable this trigger when all of these conditions are true

This trigger fires on

☐ All Link Clicks ☒ Some Link Clicks

Fire this trigger when an Event occurs and all of these conditions are true

Useful FB Help Links

Facebook Pixel Install Overview

<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

Facebook Standard Events Overview

<https://www.facebook.com/business/help/402791146561655?id=1205376682832142>

Developer Documentation on Events

<https://developers.facebook.com/docs/facebook-pixel/implementation/conversion-tracking#custom-events>

Google Analytics 4



Example

GA4 All Pages Tracking

× Untitled Tag

Tag Configuration

GA4 Config Tag

Choose a tag

Lo

Triggering

× Choose tag type



Discover more tag types in the Community Template Gallery

Featured



Google Analytics: Universal Analytics
Google Marketing Platform



Google Analytics: GA4 Configuration
Google Marketing Platform



Google Analytics: GA4 Event
Google Marketing Platform



Google Ads Conversion Tracking
Google Ads



Google Ads Remarketing
Google Ads



Floodlight Counter
Google Marketing Platform



Floodlight Sales
Google Marketing Platform

GA4 All Pages Tag

Anicca GA4 Configuration Tag

Save

Select send pageviewto enable a page_view event to fire on every page load

Enter in your measurement ID from your GA4 Google Analytics stream

Set tag to fire on all pages

Tag Configuration

Tag Type



Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID ⓘ

G-SSEWB22ZYT



Send a page view event when this configuration loads

> Fields to Set

> User Properties

> Advanced Settings

Triggering

Firing Triggers



All Pages
Page View

Example

GA4 Events

× Untitled Tag

Tag Configuration

Choose a tag

Triggering

× Choose tag type



Discover more tag types in the Community Template Gallery

Featured



Google Analytics: Universal Analytics
Google Marketing Platform



Google Analytics: GA4 Configuration
Google Marketing Platform



Google Analytics: GA4 Event
Google Marketing Platform

GA4 Event



Google Ads Conversion Tracking
Google Ads



Google Ads Remarketing
Google Ads



Floodlight Counter
Google Marketing Platform



Floodlight Sales
Google Marketing Platform

GA4 Event

Select Your Configuration Tag (aka your all pages tag)

Set an **event name** of your choosing or select from Googles list of recommended events

Set to fire on Form Submit Trigger setup previously

GA4 - Contact Form Submit

Save

Tag Configuration

Tag Type



Google Analytics: GA4 Event
Google Marketing Platform



Configuration Tag ?

Anicca GA4 Config Master

Event Name ?

contact_form_submitted



> Event Parameters

> User Properties

> Advanced Settings

Triggering

Firing Triggers



Enquiry Form Submit
Form Submission

See Your Events Within GA4 Interface



Engagement

Monetization

Retention

USER

Demographics

Tech

EVENTS

Conversions

Events

EXPLORE

Analysis

CONFIGURE

Audiences

User properties

DebugView

Admin

Last 28 days Jan 13 - Feb 9, 2021

Compare: Dec 16, 2020 - Jan 12, 2021

Modify event


Create event

Manage Custom Definitions

Existing events						Search	Download
Event name ↑	Count	% change	Users	% change	Mark as conversion ?		
a10_form_submitted	55	↑ 189.5%	43	↑ 186.7%	<input checked="" type="checkbox"/>		
academy_free_access	6	↑ 50.0%	5	↑ 66.7%	<input checked="" type="checkbox"/>		
blog_article_view	2,053	↑ 43.3%	1,507	↑ 44.5%	<input checked="" type="checkbox"/>		
click	634	↑ 88.1%	399	↑ 105.7%	<input type="checkbox"/>		
contact_form_submitted	10	↑ 42.9%	10	↑ 42.9%	<input checked="" type="checkbox"/>		
core_service_page_view	468	↑ 51.5%	319	↑ 170.3%	<input checked="" type="checkbox"/>		
file_download	97	↑ 86.5%	76	↑ 90.0%	<input checked="" type="checkbox"/>		
first_visit	4,936	↑ 162.3%	4,934	↑ 162.4%	<input type="checkbox"/>		
form_submit	0	↓ 100.0%	0	↓ 100.0%	<input type="checkbox"/>		
outbound_link_click_twitter_test	16	↑ 300.0%	13	↑ 225.0%	<input type="checkbox"/>		
page_view	10,000	↑ 99.4%	5,114	↑ 156.0%	<input type="checkbox"/>		

Recommendations

1. Get Familiar with the conversion tracking event names of each platform
2. Signup for a Google Tag Manager account & Install container on your website
3. Decide which tags you want to add – start with basic all pages tags
4. Remove any duplicated tags that may already exist on your website
5. Setup basic event tracking using the built in events in GTM
6. Use the GTM Preview testing tool, Google Tag Assistant Chrome Extension, FB Pixel helper to verify whether tags are working correctly

The background of the slide features a close-up, shallow depth-of-field photograph of a silver microphone with a blue foam windscreen. The microphone is positioned diagonally from the bottom left towards the top right. In the background, a blurred crowd of people is visible, suggesting a public event or press conference. A bright orange object, possibly a fruit, is also visible in the background to the right of the microphone.

Thank you
Any Questions?

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