

# GTM: The Definition

## What is GTM (Google Tag Manager)?

GTM is a tag management solution which acts as an intermediary between a website and 3rd party tracking tools.

You need to add the tracking codes to GTM and then configure the rules when they should fire.

## GTM IS A TOOLBOX :D

### Why using it?

- 1) With GTM we can test the tags to make sure they are triggered when we load a page or click a particular button.
- 2) We can change the tags without changing the website's source code.
- 3) GTM lets us manage various JavaScript tracking codes on a website.
- 4) Fast Deployment of Tracking Codes
- 5) All Tags in one place
- 6) Testing and debug tools
- 7) Tag templates > you don't have to setup everything from scratch
- 8) HUGE active community on [FB](#)
- 9) Versions of the container (you can restore everything)
- 10) Dynamic Tagging + Privacy Policies

### How it works?

A **tag** is a piece of code that fires on a website under certain circumstances.

It can be a tracking code, some piece of code that changes the text or a particular website element, or even a code which changes the color of the browser's address bar, etc.

When you create a tag, you basically instruct Google Tag Manager to "do this", "do that", "track page views of this visitor", "track this click and send to Google Analytics" etc.

A **trigger** is a condition when a tag must fire.

Should a tag fire on all page views? Or maybe on certain clicks?

How about successful form submissions?

All these examples are triggers.

When a particular condition (or a set of conditions) is met, a trigger is activated and all the tags (linked to it) are dispatched.

A **variable** is the final member of this trinity.

Variables are little helpers that can be used in tags, triggers, or even in other variables.

A variable can:

- Hold a single piece of data (like page URL, website domain, product ID, text of a link, etc.)
- Hold a set of data/settings (Universal Analytics Google Analytics settings variable contains multiple settings related to GA, like Tracking ID, Display Advertising settings, etc.)

Tag

Google Ads  
Conversion Tag

Variable

**Order Total: \$30**

Trigger

On a *Thank You*  
Page

Variable

**Page URL:**  
/purchase-successful/

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