Google Tag Manager

Container Snippet Placement Instructions

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Google Tag Manager

Container Snippet

The Google Tag Manager container snippet is a small piece of JavaScript and non-JavaScript code that you place into your websites pages. It enable Google Tag Manager to run many different platform pixels without the headache of placing multiple pieces of code. These invisible pieces of code will allow additional functionality to your advertising campaigns and allow seamless optimization.
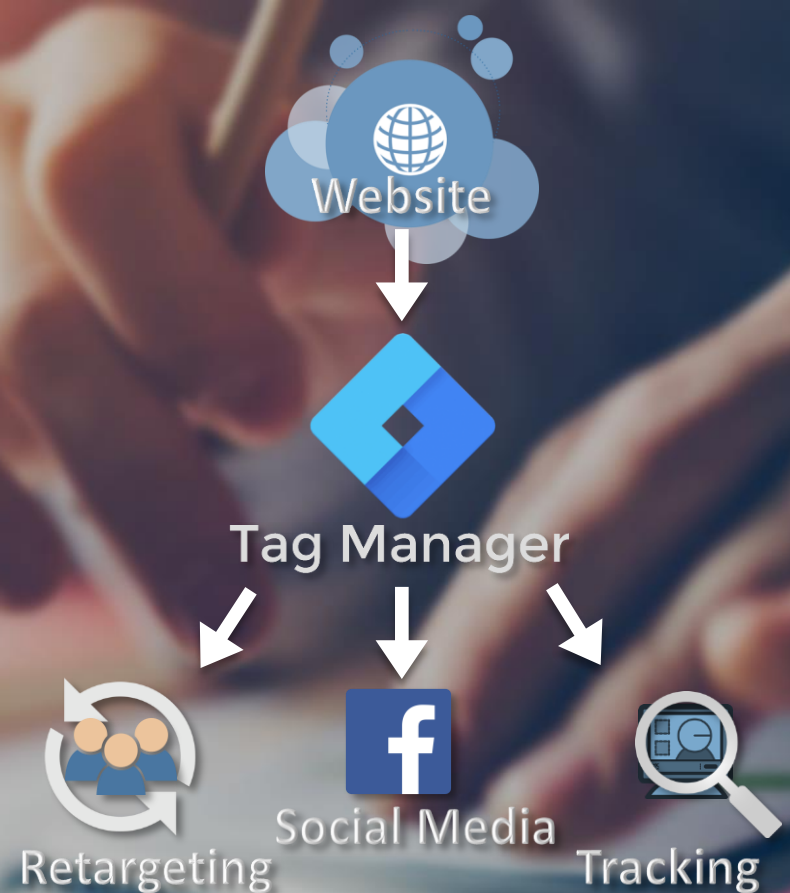
We have provided you two .txt files in them you will notice the phrase "Body" & "Head" this will highlight the area we're requesting to have these placed within.

.Txt File Provided: Your Business Name_Head

- Copy all portions of the provided .txt file ensuring you include the entirety of the JavaScript and place as high as possible between <HEAD> and </HEAD> tags on as many pages of your website possible.

.Txt File: Your Business Name_Body

- Copy all portions of the provided .txt file ensuring you include the entirety of the JavaScript and place as high as possible between <BODY> and </BODY> tags on as many pages of your website possible.

Website

Tag Manager

Retargeting

Social Media

Tracking

Placement Example:

```
67  <!-- Google Tag Manager -->
68  <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
69  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
70  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
71  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
72  })(window,document,'script','dataLayer','GTM-WHMDLKK');</script>
73  <!-- End Google Tag Manager -->
74
```

Google Get Started Guide:

- https://developers.google.com/tag-manager/quickstart

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