

Tag Manager 360

Spend more time on your marketing,
and less on tag implementation

Enterprise-grade tag management

Information is only valuable if you're able to put it into action, but insights-driven marketing can sometimes get held up by difficult and unreliable technology. Time is wasted when marketers have to wait for development cycles to update conversion tracking, site analytics, and remarketing tags. Even more time is lost if teams have to worry about the impact of tags on site or app performance.

Tag Manager 360 can help. It gives you simple and reliable tag management that integrates with systems you're already using. Customization features allow you to adapt Tag Manager 360 to suit your exact needs. You'll be able to launch tags faster and make swifter, better decisions about where and how to use them.

Change tags with ease

Tag Manager 360 offers many ways to understand user behavior on your site or app. Simple rule-based triggers, easy-to-use tag templates, and auto-event functionality help you manage your tags with as little code as is necessary. And you can easily update your tags whenever you want.

Build a flexible, collaborative tagging process

Use Tag Manager 360 to give stakeholders greater control over the tagging process without giving full publishing access. With the Approvals functionality, you can give users the ability to request approval for tagging changes. You can also use the built-in commenting capability to go over suggestions – right up until you're ready to publish.

Quickly deploy Google tags and third-party tags

Tag Manager 360 supports all Google and third-party tags. You can add tags for a new marketing technology with just a few clicks in the user interface. Supported vendors include Turn, AdRoll, comScore, Crazy Egg, and many more. You can also immediately add custom tags.

Tag Manager 360 gives you simplified, customizable, and reliable tag management that easily integrates with systems you're already using.

“In the fast-paced world of digital analytics and sophisticated marketing programs, Tag Manager 360 is a serious game changer.”

– Caleb Whitmore, Founder and CEO, Analytics Pros

Reliable and accurate results

Tag Manager 360 helps you measure your most critical information reliably and accurately. Easy-to-use debugging tools, error warnings, and speedy tag loading give you confidence that all your tags are working the way they're supposed to. Your team will feel confident that your site or app is running smoothly, even during busy holidays or at the launch of a new campaign.

Security features like on-page tag blacklists and whitelists allow developers to maintain restrictions on the types of tags that can be deployed. Tag Manager 360 also includes malware detection to protect the safety and security of your sites by automatically detecting, stopping, and notifying you of unsafe tags.

Advanced tag management to suit your workflow

Tag Manager 360 is designed to integrate with your organization's existing development workflows. That way you can publish tags in your own testing environments before publishing them to your site. The Tag Manager API gives you the power to configure containers and tags programmatically and at scale, in addition to providing better integrations with your existing systems.

Tag Manager 360 isn't just for your websites. It also works with Firebase to help you stay on top of your app analytics and quickly adjust your tags.

Learn more about Tag Manager 360 at
g.co/marketingplatform

About Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

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