



# Tag Manager setup

## SERVICE OUTLINE

The key elements of Google Tag Manager implementation is a proper account and access structure and tidiness. We extensively use Tag Manager variables and clearly named tags and triggers. Firing rules are created with optimised loading time in mind.

Implementation of Tag Manager

Migration of marketing technologies to Tag Manager

Basic e-commerce tracking

Enhanced e-commerce tracking

Implementation of up to 6 tracking technologies (e.g. Facebook Pixel)

Subdomain and cross-domain tracking in Google Analytics

### ESSENTIAL 2 WEEKS



### COMPLETE 4 WEEKS

