



Sitewide tagging implementation instructions

Update your tagging to future-proof your measurement

As the advertising industry evolves, 1st-party cookies are a more accurate way to measure your conversions.

Additionally, 1st-party cookies also allow for easier integration with many Google products and simplifies tag management on your website.



Sitewide tags ensures accurate measurement

The best way to measure online conversions is to use tools that are able to set cookies in the same domain as your site (known as first-party cookies).¹



The tags for such tools should be placed sitewide - **on every page of your site** - to effectively measure and optimize your digital marketing investment.

Cookie basics

Domain

Which page are you interacting with?
In this case myhappyclothes.com

Cookies

Text files on your computer - they have a name, value, expiration date and a **domain from which they are submitted and can be read.**
In this case e.g. myhappyclothes.com

Name	Value	Domain	P	Ex...	Size	H...	S...	Sa...
uuldc	gtCm+Y0e...	.mathtag.com	/	20...	93			
mt_mop	4:15326115...	.mathtag.com	/	20...	305			
mt_misc	mt_bt:1532...	.mathtag.com	/	20...	23			
uulid	ec605b07-...	.mathtag.com	/	20...	40			
ici	0490be1f-5...	.metrigo.com	/	20...	39			
id	731f03c8-7...	.metrigo.com	/	20...	38			
tsc	kKUIGRSu...	.net.zalando.de	/	20...	45			
ut	0ZnXSV6W...	.nuggad.net	/	20...	1876			
ci	wX5OIJWU...	.nuggad.net	/	20...	114			
d	GyHsh60Lo...	.nuggad.net	/	20...	441			
_gid	GA1.2.1014...	.zalando.de	/	20...	31			
_ga	GA1.2.1176...	.zalando.de	/	20...	30			
fvgs_ml	mosaic	.zalando.de	/	20...	13			✓
07e46f3f-1cbc...	landing-page	.zalando.de	/	20...	48	✓		✓
_uetsid	_uetb6fdd65d	.zalando.de	/	20...	19			
ak_bmsc	FCB5B733...	.zalando.de	/	20...	330	✓		
_gat_zalga	1	.zalando.de	/	20...	1			
frsx	AAAAAKJF...	.zalando.de	/	20...	156			✓
Zalando-Client-Id	5029f08e-6...	.zalando.de	/	20...	53	✓		✓
MUIDB	088AEB510...	bat.bing.com	/	20...	37	✓		
		www.facebook.com	/	19...	0			
		www.facebook.com	/	19...	0			
_m_u	731f03c8-7...	www.zalando.de	/	20...	40			
_bb	5b59cbbfa...	www.zalando.de	/	20...	27			
_m_u_2	58b4ea67-...	www.zalando.de	/	20...	42			
_bb_1	%5B%5D	www.zalando.de	/	20...	11			

Cookie basics

Third-Party Cookies

Cookies, where the domain differs from the one you're visiting. In this case e.g. semarley.com. **Note that when you later visit semarley.com, they would be able to access your cookies, which are then considered "first-party"**

First-Party Cookies

Cookies, where the domain is the one you're visiting. In this case myhappyclothes.com

Value	Domain	Ex...	Size	H...	S...	Sa...
gtCm+Y0e...	myhappyclothes.com	20...	93			
4:15326115...	myhappyclothes.com	20...	305			
mt_bt:1532...	myhappyclothes.com	20...	23			
ec605b07-...	myhappyclothes.com	20...	40			
0490be1f-5...	myhappyclothes.com	20...	39			
731f03c8-7...	myhappyclothes.com	20...	38			
kKUIGRSu...	myhappyclothes.com	20...	45			
0ZnXSV6W...	myhappyclothes.com	20...	1876			
wX5OJWJU...	myhappyclothes.com	20...	114			
GyH6h60Lo...	myhappyclothes.com	20...	441			
GA1.2.1014...	myhappyclothes.com	20...	31			
GA1.2.1176...	myhappyclothes.com	20...	30			
mosaic	myhappyclothes.com	20...	13		✓	
landing-page	myhappyclothes.com	20...	48	✓	✓	
_uetb6fd65d	myhappyclothes.com	20...	19			
FGB5B733...	.semarley.com	20...	330	✓		
1	.semarley.com	20...	11			
AAAAAKJF...	.semarley.com	20...	156		✓	
5029fd8e-6...	.semarley.com	20...	53	✓	✓	
088AEB510...	.semarley.com	20...	37	✓		
	.semarley.com	19...	0			
	.semarley.com	19...	0			
731f03c8-7...	.semarley.com	20...	40			
5b59cbbfa...	.semarley.com	20...	27			
58b4ea67-...	myhappyclothes.com	20...	42			
%5B%5D	myhappyclothes.com	20...	11			

Site-wide tagging Benefits



Adapt to changes /
Future proof



Accurate
conversion tracking



Faster and easier
integration with other
Google products

Choose one of our Google Sitewide tagging solutions

gtag

Global Site Tag

Updated Google Ads
Conversion Tag,
implemented on every page



Google Tag Manager

With Google Ads Conversion
Tracking / Floodlight +
Conversion Linker or Google
Analytics



Google Analytics

Using Goals or Transaction
Import in Google Ads or
Google Ads Conversion
Tracking with linked Analytics

Requirements for all solutions



Always use auto-tagging and the full JavaScript (not image-only)





If using click-trackers in URL, make sure GCLID* still works

*Google Click ID



Don't fire the tag from within an iframe/via piggybacking

How to decide which solution to use?

How do you measure conversions?	Simplest solution	
1 1) Google Analytics imported Goals/Transactions and/or 2) Offline Conversions (CRM imported) as the only source of truth	No action required	
2 Using Google Tag Manager for Google Ads and / or Floodlight tags	Use Google Tag Manager with Google Ads and / or Floodlight tags + Conversion Linker	
3 Using Google Ads conversion tracking and / or Floodlight tags (Google Marketing Platform)	Install gtag.js tags	gtag.js
Alternative solution: in case Google Analytics is already implemented on site and using Google Ads conversion tracking	Link Google Ads and Google Analytics accounts *This solution does not work with Floodlight tags 	



Google Tag Manager

Conversion linker implementation instructions

Before you begin

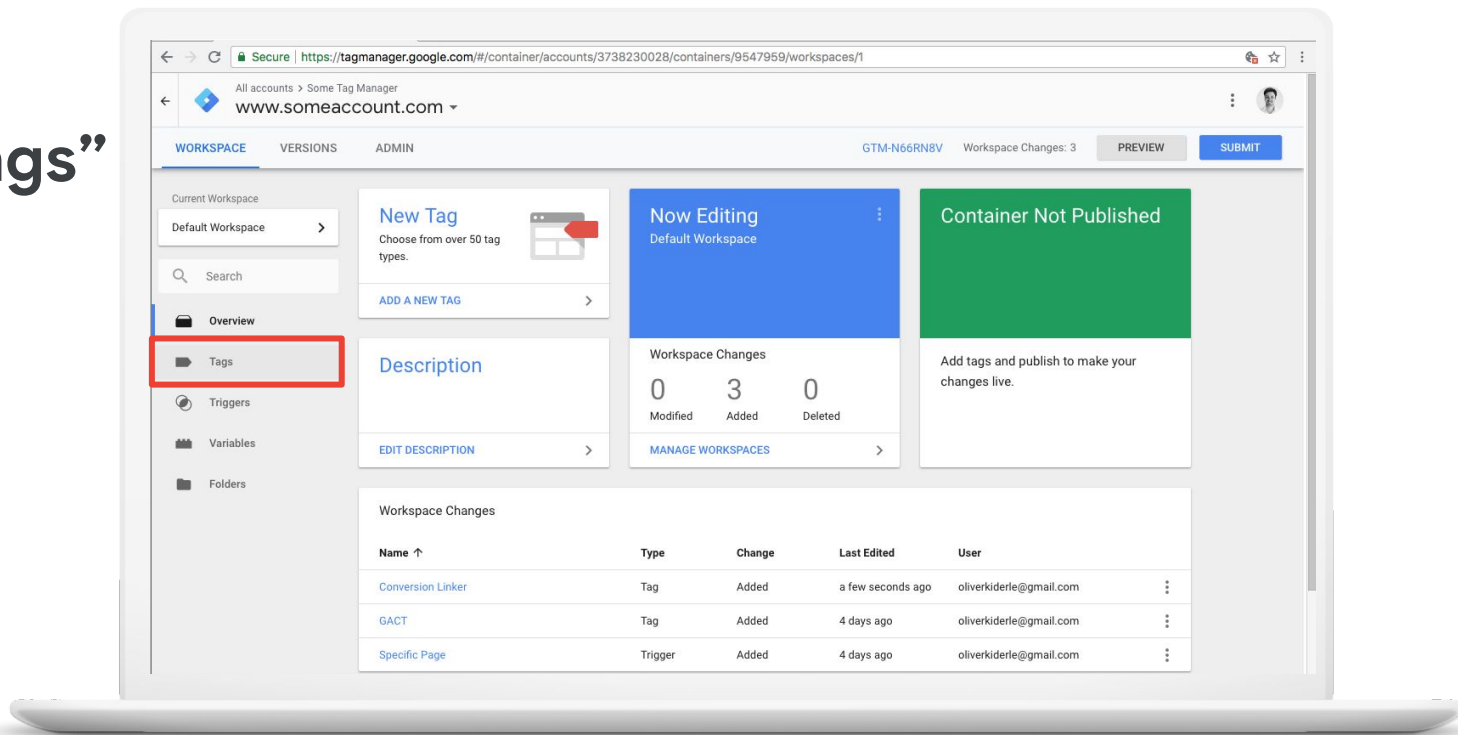
You should have:

- Google Tag Manager already set up on your site
- All relevant conversion tracking tags are triggered through Google Tag Manager
- Check whether the Conversion Linker is set to load on every page



If Conversion Linker is not set to load, then follow these steps:

Select “Tags”



Select “New”

The screenshot displays the Google Tag Manager interface. At the top, the browser address bar shows the URL: <https://tagmanager.google.com/#/container/accounts/3738230028/containers/9547959/workspaces/1/tags>. The page title is "All accounts > Some Tag Manager" and the domain is "www.someaccount.com".

The interface includes a navigation bar with tabs for "WORKSPACE", "VERSIONS", and "ADMIN". A yellow notification banner states "Tag deleted: Conversion Linker". On the right, there are buttons for "PREVIEW" and "SUBMIT", along with the text "GTM-N66RN8V" and "Workspace Changes: 2".

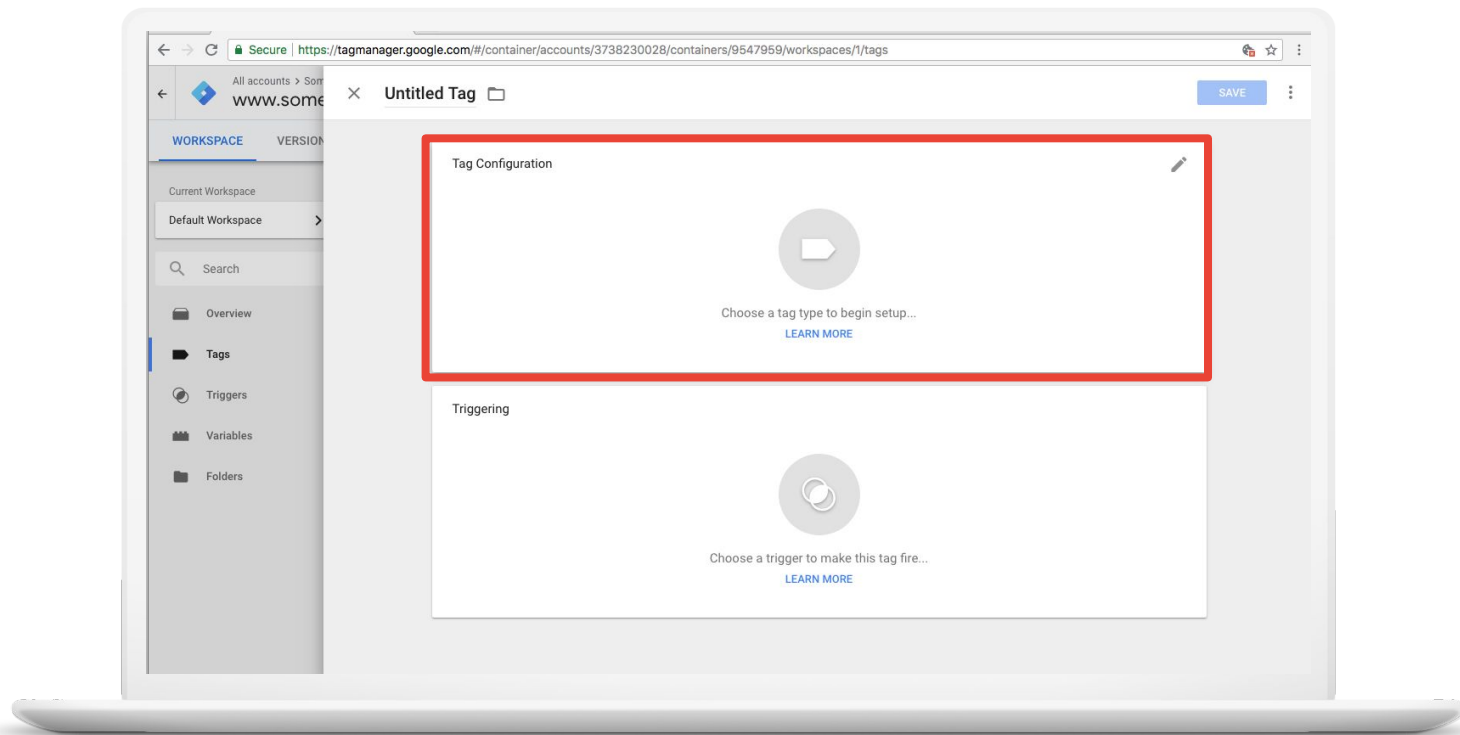
The main content area is titled "Tags" and features a "NEW" button highlighted with a red box. Below this is a table of installed tags:

Name ↑	Type	Firing Triggers	Last Edited
GACT	Google Ads Conversion Tracking	Specific Page	4 days ago

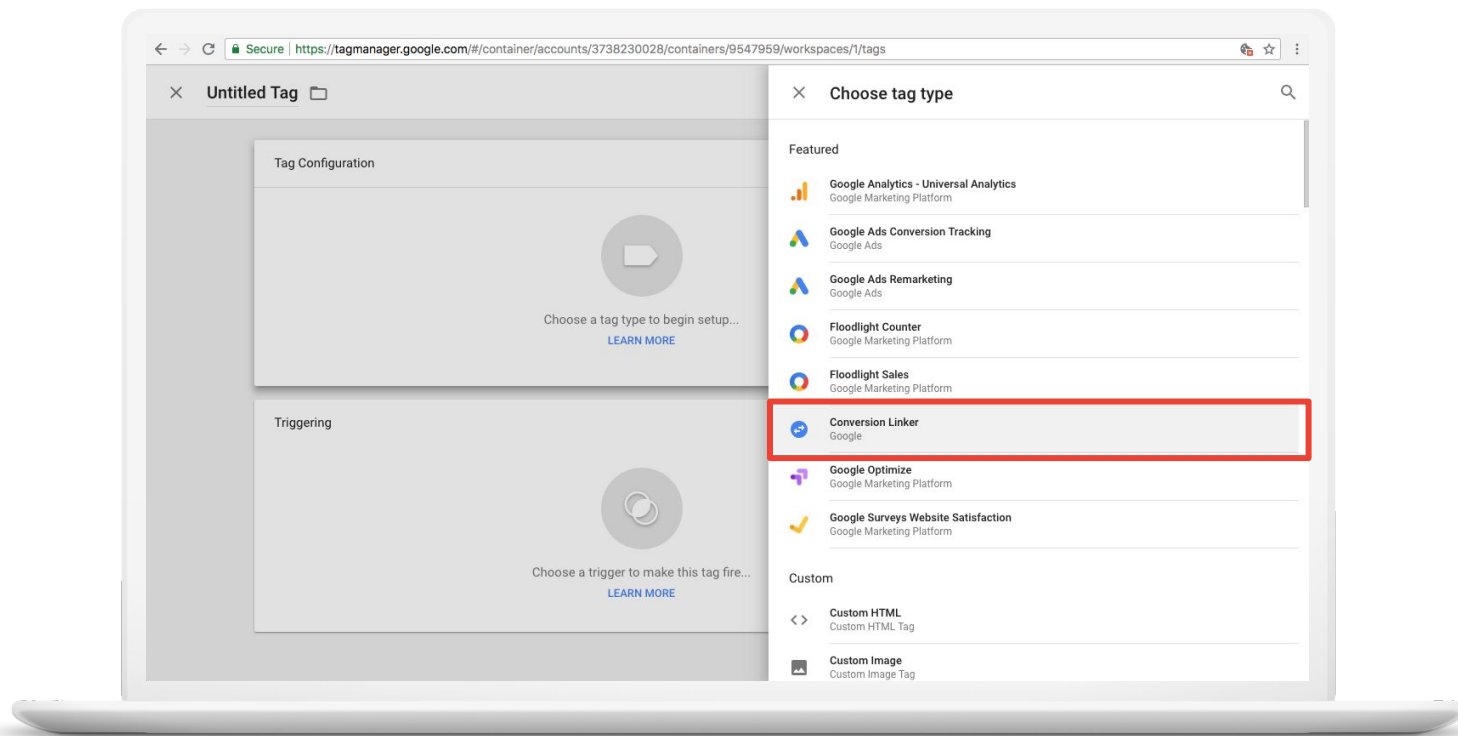
A blue callout box points to the "GACT" tag with the text: "Google Ads Conversion Tracking tag installed, and triggered on conversion page".

At the bottom of the page, there are links for "Terms of Service" and "Privacy Policy".

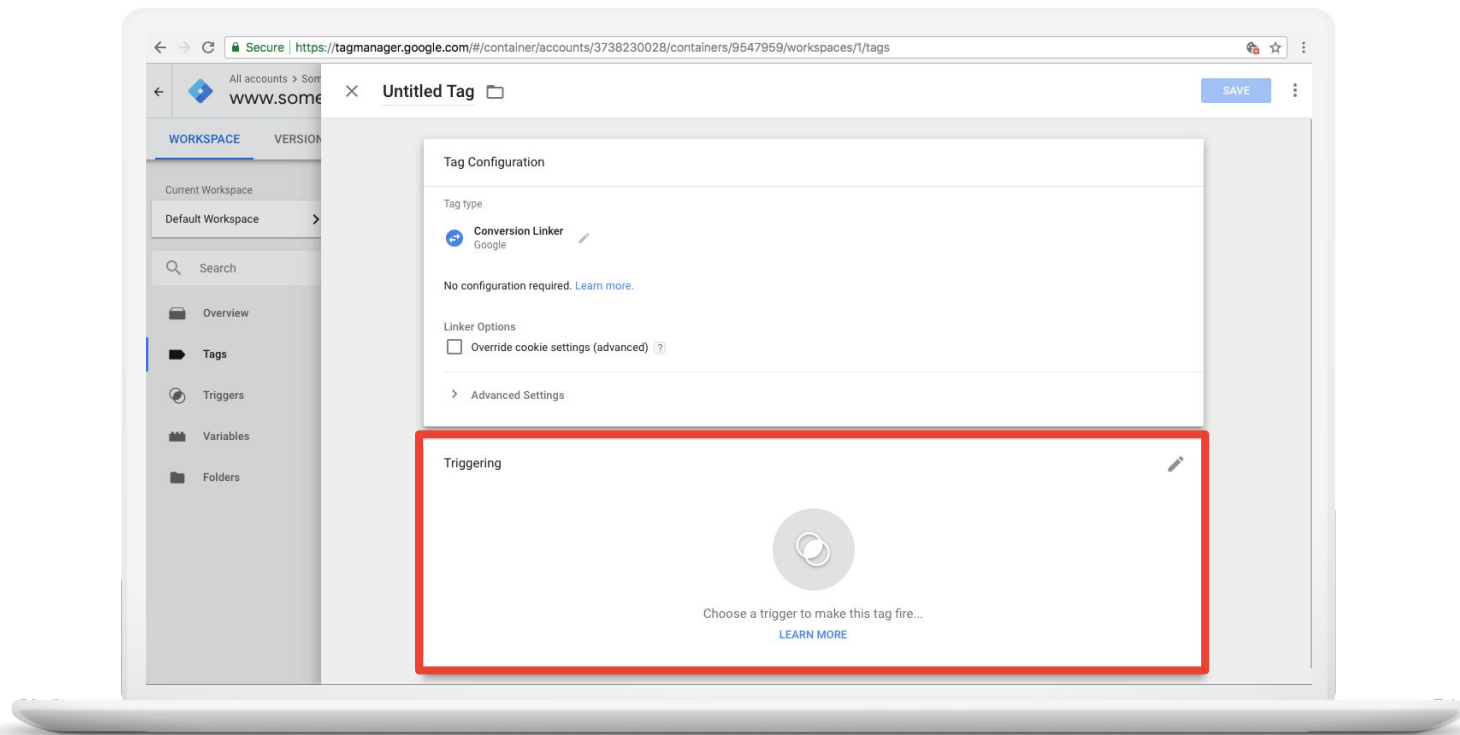
Edit “Tag Configuration”



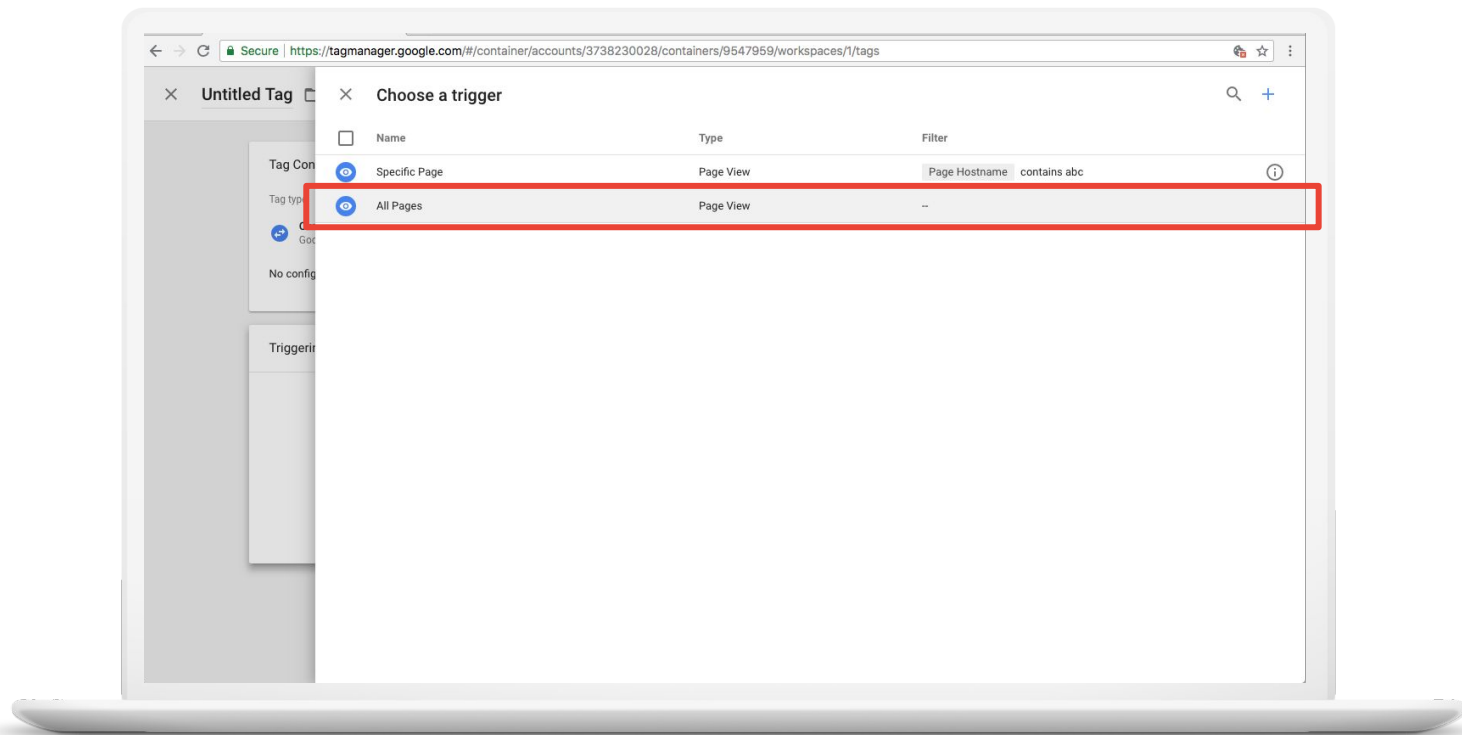
Select the “Conversion Linker” option



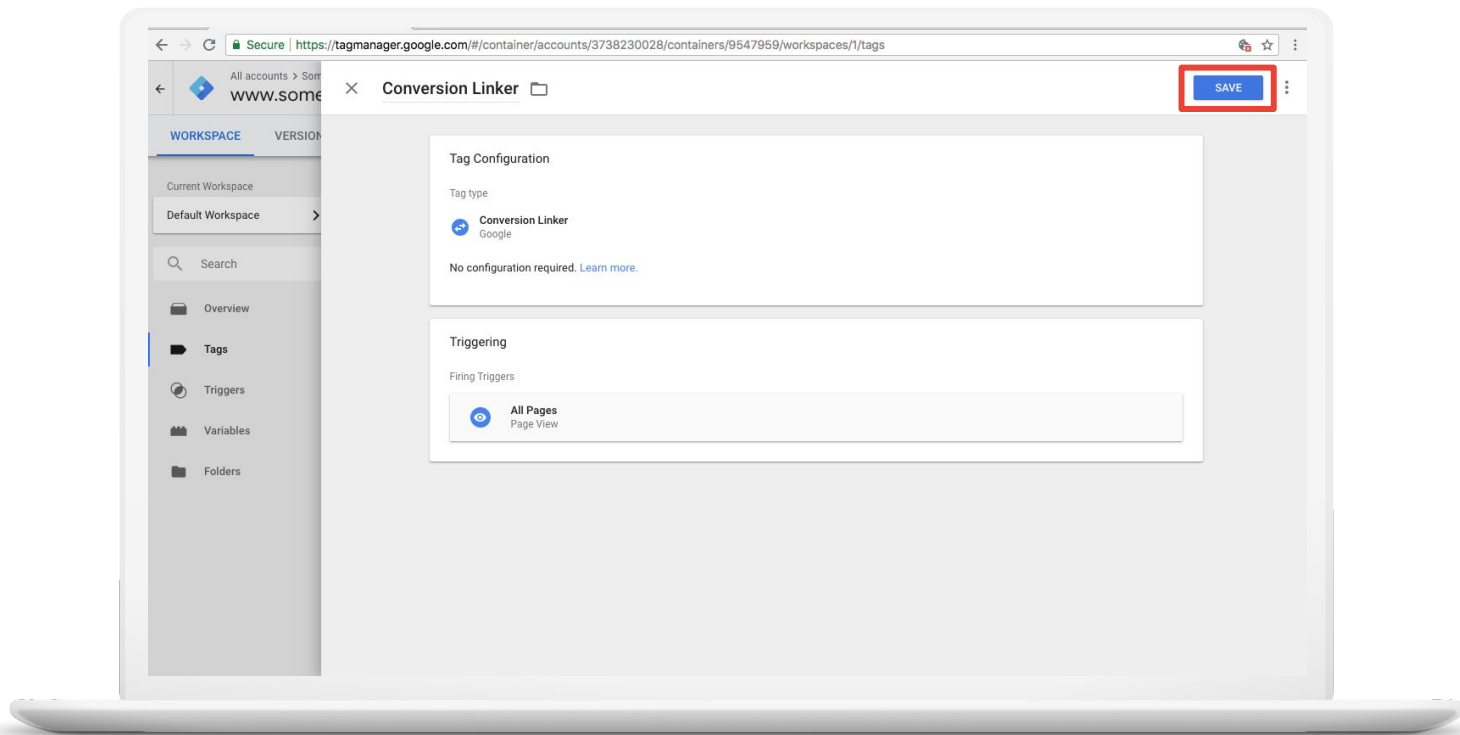
Edit “Triggering”



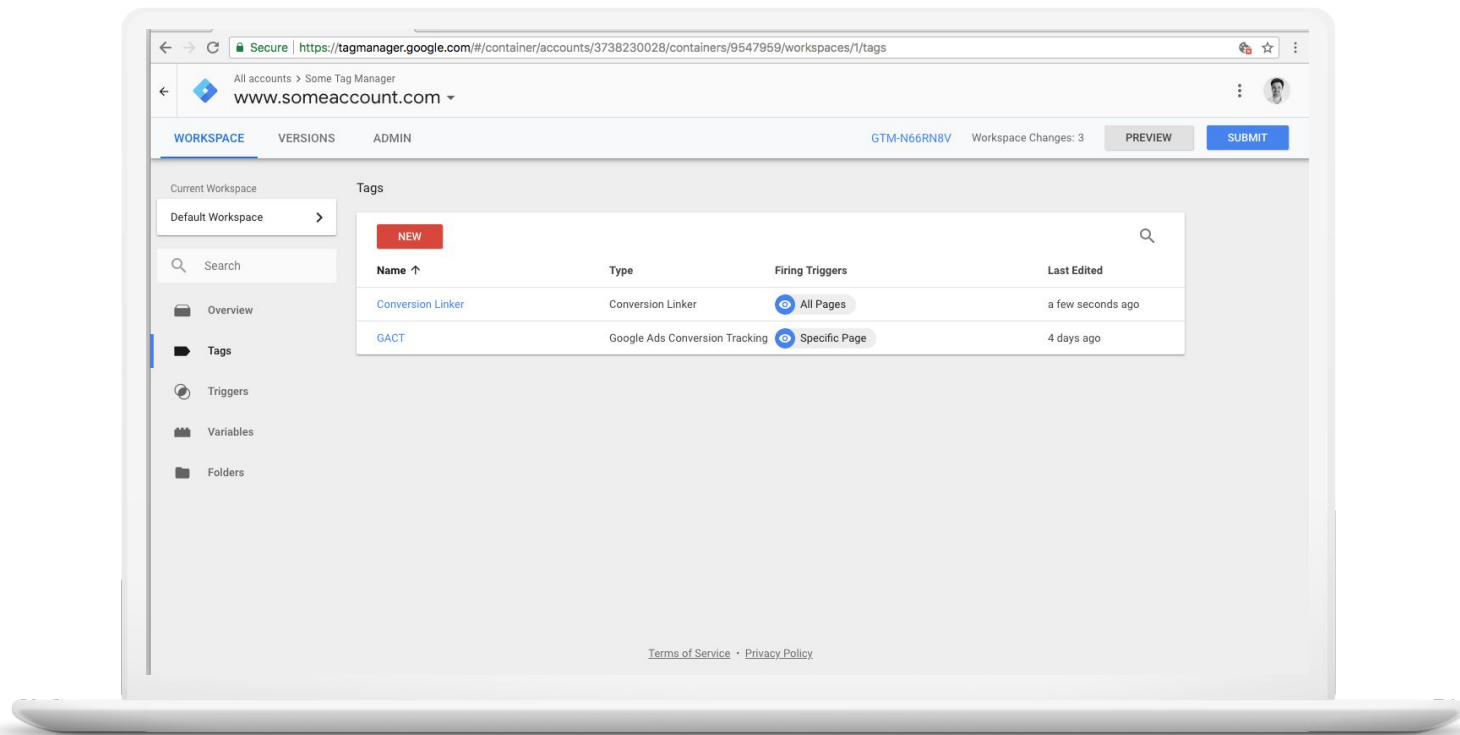
Select “All Pages”



Save



Publish this change to your site





gtag.js

Implementation instructions

Before you begin

You should have:

- One global site tag for each Google Ads account, Google Analytics account and/or Floodlight configuration. This tag needs to be implemented on *every page* of your site.
- One event tag for each website conversion action you want to track.



Implementation - global site tag

1 First, implement the global site tag.

Check how to create a gTag tag in your account:

[Google Ads](#) | [Display Video 360](#) | [Search Ads 360](#) | [Google Analytics](#)

1

Paste gTag in between the <head></head> tags of every page of your website.

2

You only need to install the global site tag once per account, even if you track multiple conversion actions.

3

Setting up this tag sets a cookie on your domain, which will store information about the ad click that brought a user to your site.

4

Don't forget to provide users with **clear and comprehensive information** about data collection, and obtaining consent where legally required.

Example: global site tag

```
<!-- Global Site Tag (gtag.js) - AdWords account: 123-123-1234 -->
<script async
src="https://www.googletagmanager.com/gtag/js?id=AW-123456789"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments)};
  gtag('js', new Date());

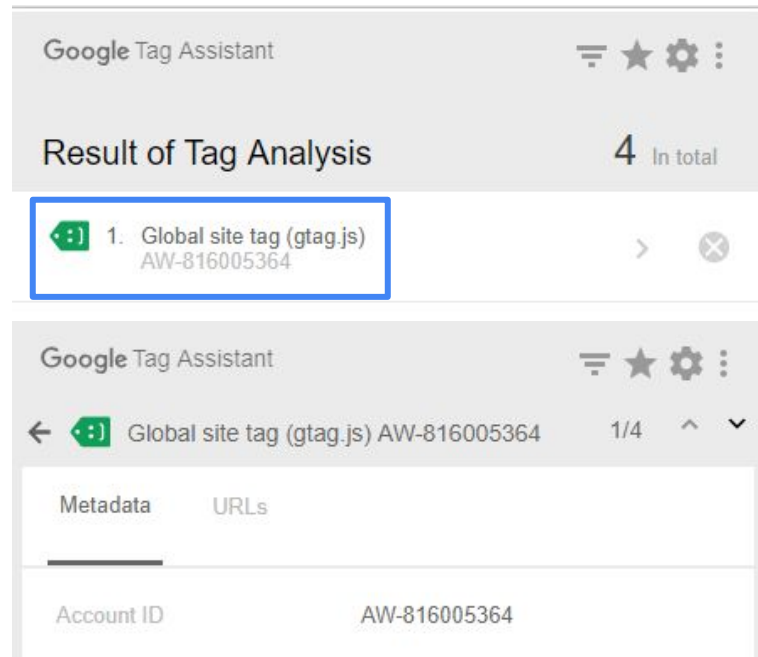
  gtag('config', 'AW-123456789');
</script>
```

Verification - global site tag

Tags can be validated using [Google Tag Assistant](#) (GTA) extension for Chrome.

Enable the extension and refresh your page.

If implemented correctly, the global site tag will appear as a remarketing tag, and that tag will show a conversion ID (no label) when you click on it in GTA.



Implementation - conversion event tags

2 The **event tag** lets customers specify which pages on your website should be tracked as conversions

1

For each legacy conversion tag on your site, you need to **replace** it with an **event tag**.

2

Make sure the legacy tag is removed to avoid double-counting.

3

Event tags should be placed between the **<head></head>** tags of the page(s) you'd like to track, right after the global site tag.

Example event tag

This is what an event tag looks like:

```
<script>
  gtag('event', 'conversion', {'send_to': 'AW-123456789/eXample_12345Replace',
    'value': 1.00,
    'currency': 'USD'
  });
</script>
```



NOTE: Optionally, to track conversion value or conversion currency, customers can dynamically insert them into the tag, similar to what you are doing with the pixel tag.

Verification - event tag

Tags can be validated using

[Google Tag Assistant](#).

Enable the extension and refresh your page.

If implemented correctly, the event tag will appear as Google Ads conversion tracking, and will show a conversion label when you click on it in GTA.

The image displays two screenshots of the Google Tag Assistant interface. The top screenshot shows the 'Result of Tag Analysis' section with two tags listed: '1. Remarketing Tag 953774234' and '2. AdWords Conversion Tracking 953774234'. The second tag is highlighted with a blue border. The bottom screenshot shows the details for the 'AdWords Conversion Tracking 953774234' tag, with a table of metadata. The 'Conversion Label' field is highlighted with a blue border.

Metadata	Remarketing Validation
Conversion ID	953774234
Conversion Label	PbLfcND1qm4QmuHlxgM

Tips to implement event tag Onclick

```
<script>
function gtag_report_conversion(url) {
  var callback = function () {
    if (typeof(url) != 'undefined') {
      window.location = url;
    }
  };
};
gtag('event', 'conversion', {
  'send_to': 'AW-928132361/wKHmCKzLtboHEPelt8X8____wE',
  'event_callback': callback
});
return false;
}
</script>

<a href="http://www.google.com"
  onclick="return gtag_report_conversion('http://www.google.com')">
  Click here!
</a>

<a href="http://www.google.com"
  onclick="gtag_report_conversion()" target="_blank">
  Click here!
</a>
```

Event snippet wrapped inside a function suitable to be used a click handler, with optional callback function to redirect the user to a landing page. The redirect only happens if a url is passed as argument to gtag_report_conversion()

Example of <a> tag with onclick event listener to fire a conversion and redirect the user to the landing page.

Example of <a> tag with onclick event listener to fire a conversion and redirect the user to the landing page in a new tab.

Google Analytics

Linked to Google Ads implementation instructions

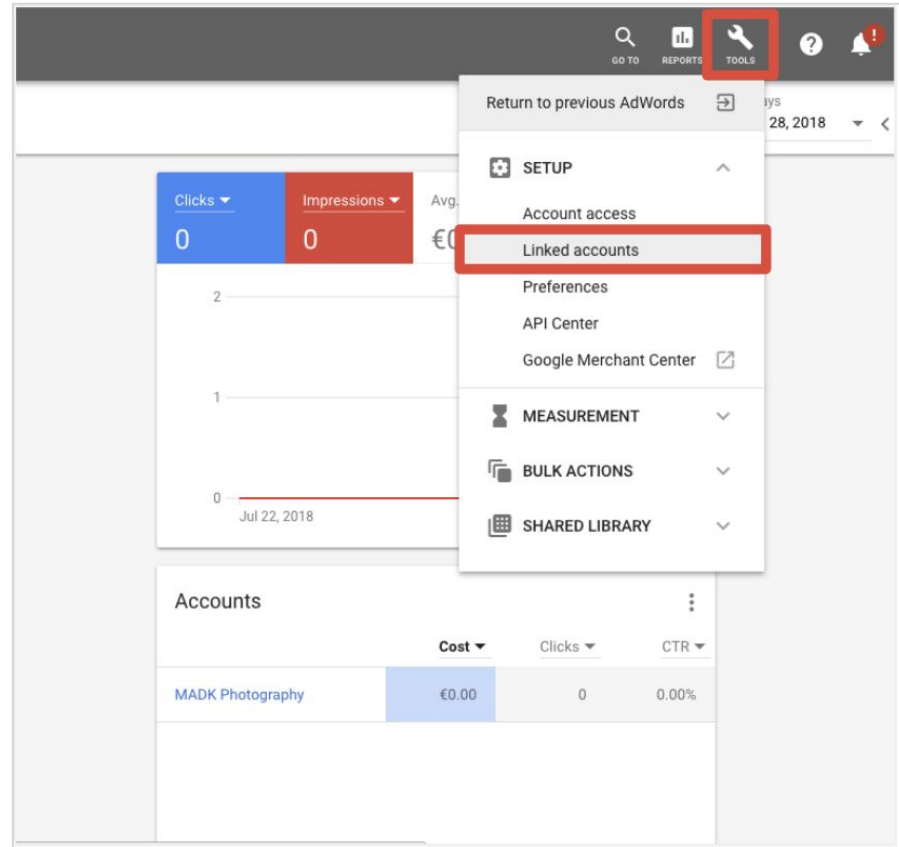
*Note this solution only works for Google Ads conversion tracking and not Floodlight tags

Before you begin






- Don't manually remove the JavaScript code from the conversion tracking tag for a **“pixel-only” implementation.**
- **Link your active Google Analytics property** to the Google Ads account that owns your website conversion actions.
- Analytics tags have to be on the **same domain** as Google Ads conversion tracking tags.




Access your Google Ads account where conversion tracking is setup and select "Tools"




Click on "Details"

 Google Analytics Gain insight into the actions people take on your website after an ad click or impression. Import site engagement metrics, track Analytics goals and transactions as conversions, and import Analytics remarketing audiences. DETAILS	 Google Firebase See how your ad campaigns affect app installs and in-app actions for your Android and iOS apps. Use Firebase audiences to create mobile app remarketing lists, and see Google Ads cost data in Firebase. DETAILS
 Google Play Create remarketing lists based on current users of your app. Track in-app purchases as conversions to gain insight into which ads drive action. DETAILS	 Salesforce Measure how your online ads drive offline conversions by importing sales funnel data from your Salesforce Sales Cloud accounts. DETAILS
Third-party app analytics Link a third-party app analytics provider or your own software development kit (SDK) to your Google Ads account to see user lists and conversions for your Android and iOS apps.	 Google Hotel Ads Center Share your Google Ads audience lists with a Hotel Ads Center account. You can choose a bid adjustment for the audience lists in Hotel Ads Center.

Select the Analytics property and click on "link"

Linked accounts >
Google Analytics 

**Turn on Google Optimize sharing for 1 managed account**
Share your Google Ads data with Optimize accounts that are linked to the same Analytics properties as this Google Ads account. This will enable features like landing page testing, personalization, and reporting. [Learn more](#)
[TURN ON GOOGLE OPTIMIZE SHARING](#)

Select the Analytics properties you want to link to Google Ads. [Learn more](#)

Auto-tagging is turned off for 1 client.
You'll need to enable auto-tagging to allow Analytics to associate website sessions with Google Ads ad clicks. No setup is necessary. [Learn more](#)

[ENABLE FOR THIS CLIENT ACCOUNT](#)

Analytics property	Status	Views	Goals	Audiences	Actions
GA Account 1 UA-12345678-1	Not linked				LINK
GA Account 2 UA-12345678-2	Not linked				LINK
GA Account 3 UA-12345678-3	Not linked				LINK

Select which views to link to Google Ads

Linked accounts >
Google Analytics

Turn on Google Optimize sharing for 1 managed account
Share your Google Ads data with Optimize accounts that are linked to the same Analytics properties as this Google Ads account. This will enable features like landing page t

ON GOOGLE OPTIMIZE SHARING

Select the Analytics properties yo

Auto-tagging is turned off
You'll need to enable auto-taggin

ENABLE FOR THIS CLIENT AC

learn more

Analytics Account 1
UA-12345678-1

To link this property, select which views to link to Google Ads. You can also choose to import site metrics from 1 view.

Views Link Import site metrics

Analytics Account 1

CANCEL SAVE

Analytics property	Status	Views	Goals	Audiences	Actions
GA Account 1 UA-12345678-1	Not linked				LINK
GA Account 2 UA-12345678-2	Not linked				LINK
GA Account 3 UA-12345678-3	Not linked				LINK



Conclusion

Choose one of our Google Sitewide tagging solutions

gtag

Global Site Tag

Updated Google Ads
Conversion Tag,
implemented on every page



Google Tag Manager

With Google Ads Conversion
Tracking / Floodlight +
Conversion Linker or Google
Analytics



Google Analytics

Using Goals or Transaction
Import in Google Ads or
Google Ads Conversion
Tracking with linked Analytics

Thank you