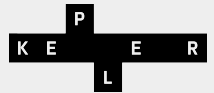


[Internal] New Google Tag



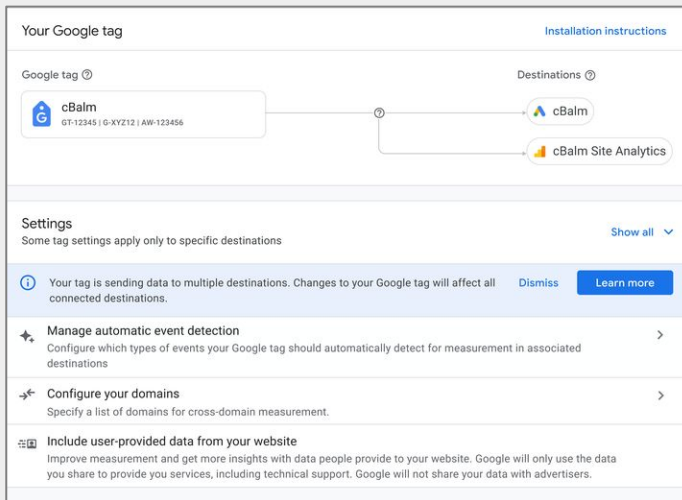
Marketing Systems Strategy POV

8/25/22

In the beginning of August, Google announced the **Google Tag** - which is a centralized tag solution that will let advertisers use a single tag on top of *existing* gtag.js implementations (the global site tag). The Google Tag will improve data quality, include new features rolled out over time, and will not require more code. The Google Tag can be centrally managed in Google Ads and Google Analytics. **This update is more of an administrative & settings-related feature, rather than a tagging infrastructure update.**

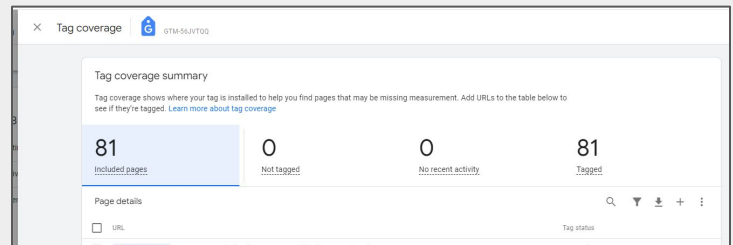
If you're client uses GA4 and Google Ads, there may be benefit to combining multiple global site tags into one Google Tag in order to centralize tag configuration settings, which should be managed by the client in Google Analytics. Please note: For this Google Tag update, no changes are required to existing GMP tags.

New Google Tag views:



Google Ads > Tools & Settings > Setup > Google Tag

Ability to view & edit Google Tag settings here



Google Tag Manager > Go to Tag Coverage

Ability to view current coverage of Google Tag - ideally all pages are tagged, so 'Not Tagged' is zero

Kepler POV:

- By combining Google Tags or adding multiple destinations to one Google tag, you are not duplicating the tagging setup to different destinations; rather, you're actually just using the same tagging configuration settings such as:
 - Manage automatic event detection, Configure your domains, Define internal traffic, List unwanted referrals, Include user-provided data from your website, Adjust session timeout, etc.
 - Due to the nature of these settings, we see the Google Tag as largely an administrative/management improvement, but Google has hinted at additional improvements coming over time.
- **Most useful for:** Large clients, potentially with multiple LOBs, that would benefit from consolidating multiple tag configuration settings into one.
- This sort of configuration adjustment would likely be owned by the clients' analytics teams and be managed within GA, since it's mostly related to admin settings. Instructions & guidance can be found [here](#).