

3rd Party Templates & Variables

For Google Tag Manager

Below you can find variable and tag templates that were mentioned in the course.

Cookie Creator

This template allows you to easily create a Custom Cookie!

<https://tagmanager.google.com/gallery/#/owners/gtm-templates-anto-hed/templates/cookie-creator>

Elapsed Time

Get the elapsed time since the GTM snippet tag started processing.

<https://tagmanager.google.com/gallery/#/owners/Ayudante/templates/elapsed-time>

URL 2.0

A more advanced version of the URL variable.

<https://tagmanager.google.com/gallery/#/owners/gtm-templates-simo-ahava/templates/url-2-0>

URL - PII Redactor

Redact all emails and any listed parameters and their values from your URL or pathname. Avoid PII violations by cleaning up your URLs before sending them to analytics or other 3rd party platforms.

<https://tagmanager.google.com/gallery/#/owners/Mikeulrich75/templates/URLPIIRedactor>