

Step-by-Step Guide to place Adgebra Pixel using Google Tag Manager

1. Set Up Your GTM Account and Container

- If you haven't already, sign up for [Google Tag Manager](#).
- Create a new account and container for your website.

2. Install GTM on Your Website

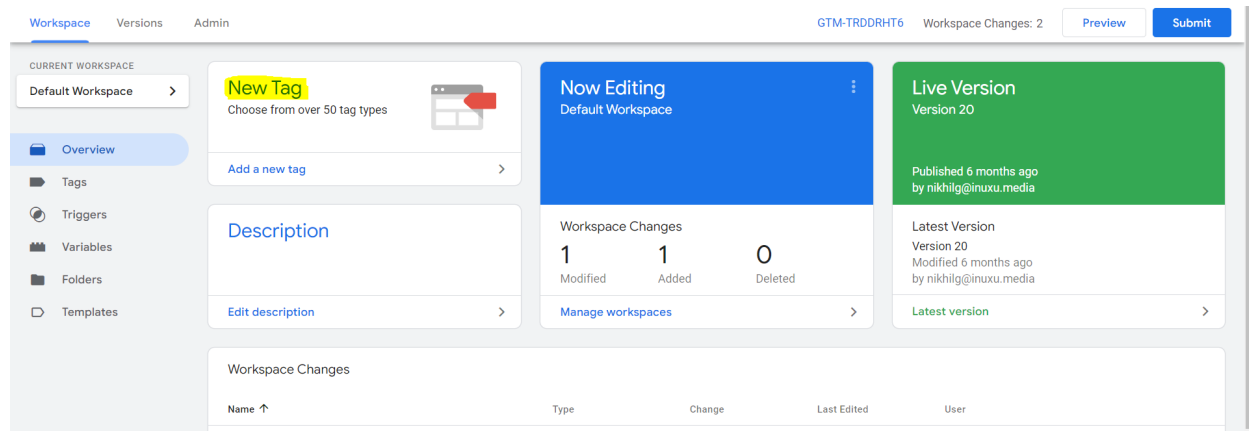
- Once your container is created, GTM will provide you with a snippet of code to place on your website. This code should be added to every page of your site, just below the opening `<head>` tag and immediately after the opening `<body>` tag.

3. Access Your Container

- Log in to your GTM account and select the container for the website where you want to place the custom HTML tag.

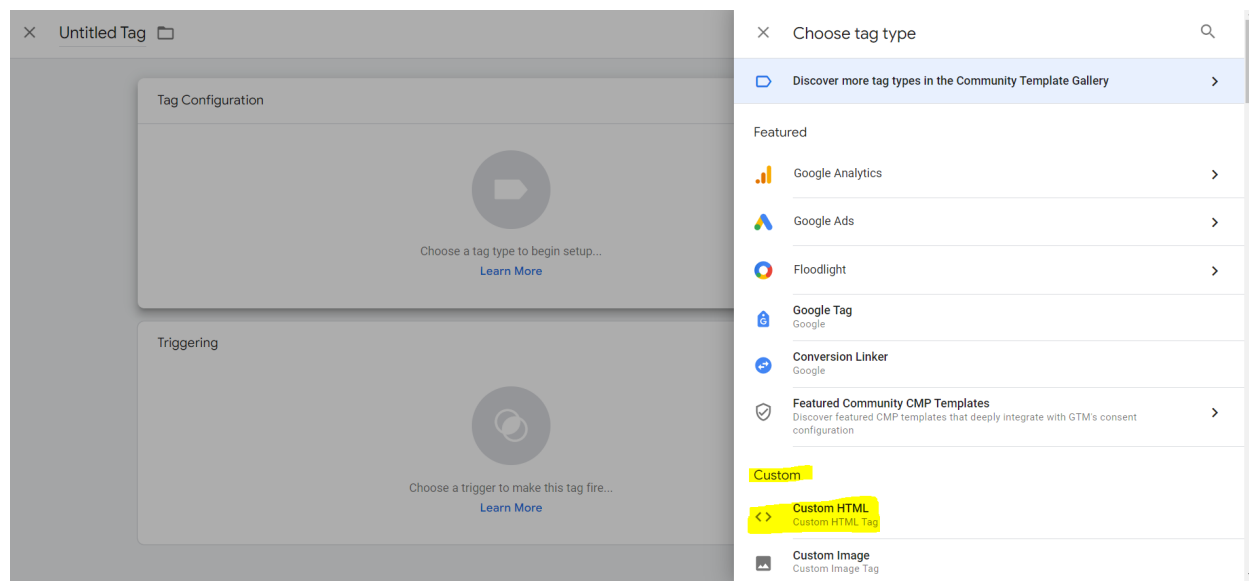
4. Create a New Tag

- Click on "Tags" in the left-hand navigation menu.
- Click on the "New" button to create a new tag.
- Click on the "Tag Configuration" box to choose the tag type.



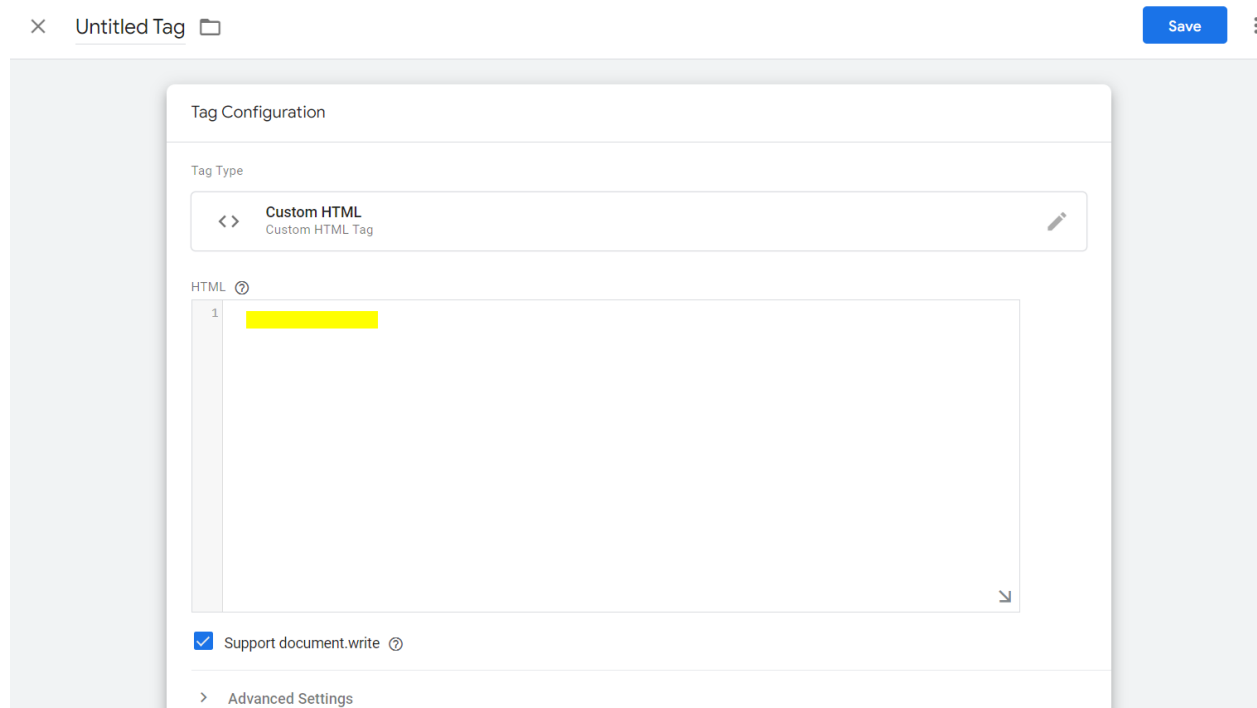
5. Select Tag Type

- In the list of tag types, select "Custom HTML."



6. Add Adgebra Pixel in Custom HTML

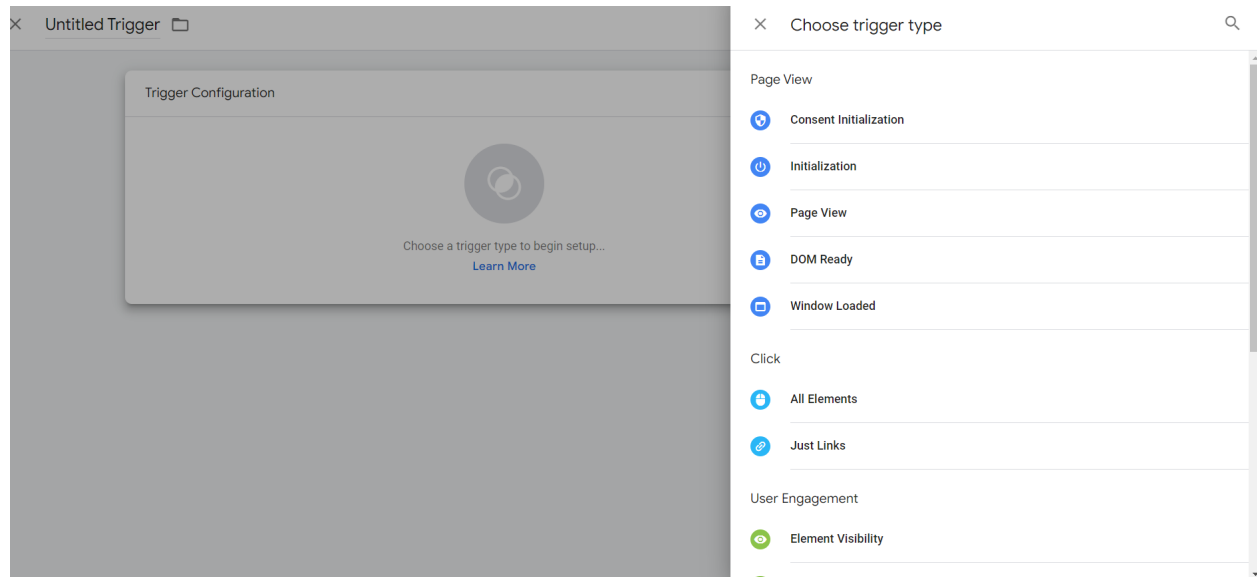
- In the "Custom HTML" text box, paste your adgebra script/img/iframe HTML code. Note: certain sites may not trigger img/iframe or script based on the site structure, you need to choose any one out of it.



- Select the checkbox document.

7. Set Up Triggers

- Click on the "Triggering" section to set up when this tag should be fired.
- Choose an existing trigger or create a new one. For example, you can set the trigger to fire on all pages (Page View) or specific conditions (e.g., when a form is submitted). This is solely based on the client.



8. Save Your Tag

- After configuring the trigger, click on the "Save" button.

9. Publish Your Changes

- After saving your tag, click on the "Submit" button in the top-right corner of the GTM interface.
- Describe the changes you've made (optional) and click on "Publish" to make the tag live on your website.

10. Testing and Debugging

- Use the "Preview" mode in GTM to test your tag before publishing it. Click on the "Preview" button and enter your website URL to start a debug session.
- Check that your custom HTML tag is firing as expected by interacting with your website and monitoring the GTM debug console.

Additional Tips

- **Tag Naming:** Use descriptive names for your tags to make them easier to manage.

- **Version Control:** GTM automatically creates versions of your container every time you publish changes. Use this feature to roll back to a previous version if something goes wrong.
- **Custom Variables:** If your custom HTML requires dynamic data, consider using GTM's variables feature to pass data into your HTML.