cornerstone

Google Tag Manager
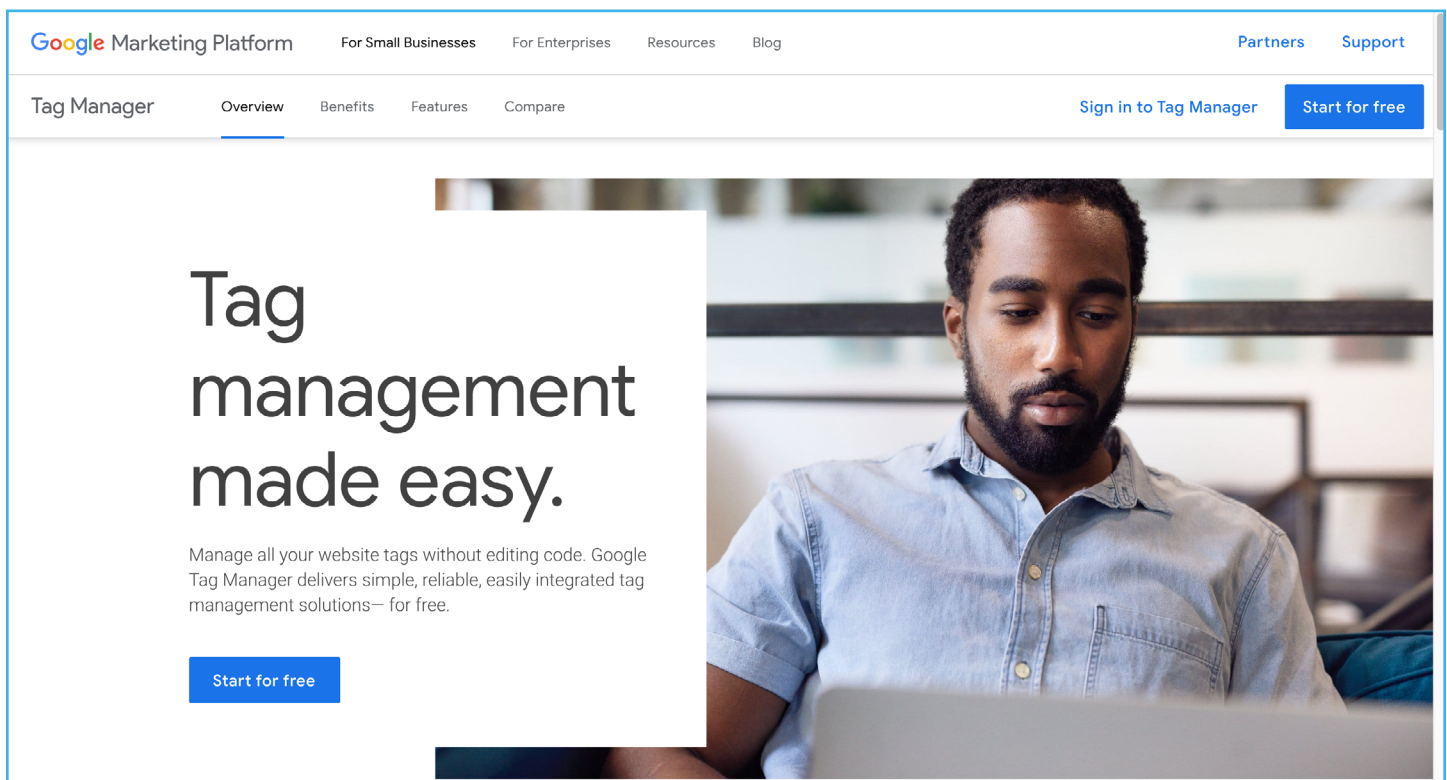## Edge Integration Guide

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What is Google Tag Manager?

Google Tag Manager (GTM) lets you deploy JavaScript(JS) code snippets at your own convenience, without the need of a Cornerstone development or services team, to your portal.

Google Tag Manager is a free tool, separate from Google Analytics, that makes it easy for marketers to add and update website tags -- including conversion tracking, site analytics, remarketing, and more—with just a few clicks and without needing to edit your website code. Instead of updating code on your website, you use the interface to decide what needs to fire and on what page or what action. GTM then adds the appropriate tracking to your site to make sure it all works.

With Google Tag Manager you can:
- Deploy code to most pages for various purposes (branding, customization, other analytics integrations, etc.)
- Set up more granular analytics tracking using Google Analytics integration
- Replace your UberTags Integration

Google Tag Manager consists of three main parts:
- Tag: A snippet of code (usually JavaScript) added to a page.
- Triggers: Defines when and where tags are executed.
- Variables: Used to receive or store information to be used by tags and triggers.

User Stories

Mike is a business process owner and system administrator at Acme, which is a well known provider of learning content that anyone can purchase online. He uses Google Analytics to track the behavior of potential customers, but is currently limited to page level insights. What he wants to understand is which course gets the most inquiries.

Mike uses the Google Tag Manager integration to add new tracking tags to his pages. After a week, he checks his analytics dashboard and finds that the "Finance Fundamentals" course gets the most inquiries. He notices that the training details for this page haven't been updated and can now work with his marketing team to revisit the content.

Amruta is a business process owner and system administrator at Acme. The company has partner guidelines that require them to use Adobe Analytics, which is not supported by Cornerstone. In addition, there are branding guidelines to provide specific styling and messaging on all pages to end users.

Amruta uses the Google Tag Manager integration to add new custom HTML code from Adobe, as well as the styling. She is able to test and deploy this at her own cadence since her code is managed through the Google Tag Manager tool and is no longer dependent on Cornerstone to provide the formal Adobe Analytics integration.

Getting Started

Enablement

First
Create a free Google Tag Manager account at https://marketingplatform.google.com/about/tag-manager/. Once logged in, the account ID is visible from the top right.
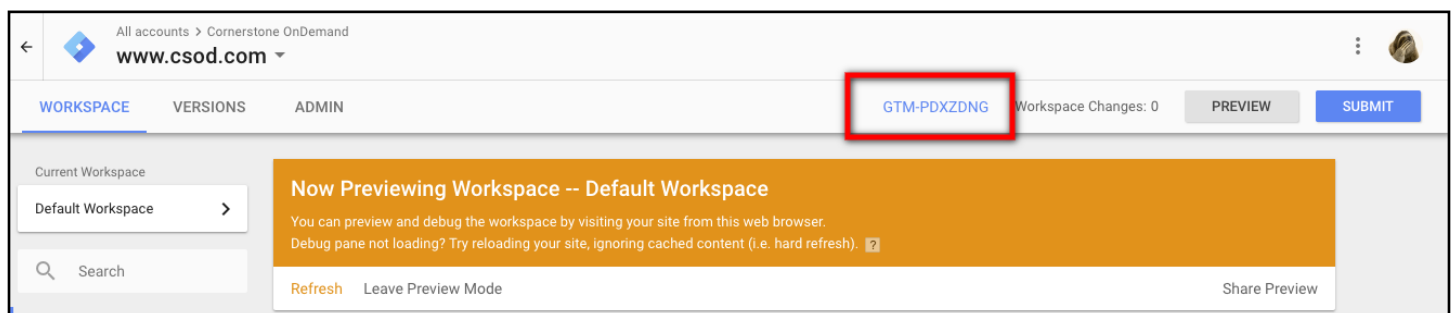

Then
The integration can be self-installed in your CSX Stage or Pilot to support your testing exercise. When ready to move to Production, please reach out to your Cornerstone Client Executive to have the integration installed in your CSX Production portal.

Stage Enablement:
- Navigate to the Edge Marketplace (*Admin > Tools > Edge > Marketplace*).
- Search for the Google Tag Manager integration tile.
- Click the **install** button.
- Once the integration is installed, configure Google Tag Manager from Edge Integrate set-up tab.
- You will be required to enter your account (container) ID.
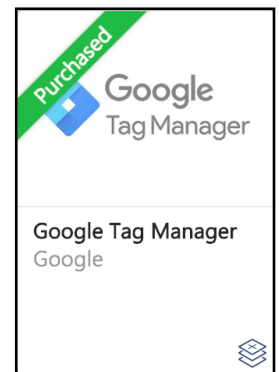
Permissions
No security permissions (besides those related to [Edge Marketplace](#) and [Integrations](#)) need to be added for Google Tag Manager to be used.

User Experience

Google Analytics integrations only let you track behavior at a page level. This means that as a business, you can understand things like "What are the popular pages that my customers visit?" or "How do customers get to my pages?," but that's all in terms of visibility.

With Google Tag Manager, you can dig even deeper and answer questions like "What percentage of customers proceed to checkout? If not, what are they doing?", allowing you to focus on pain points you may have not previously known about.

After you enable the Google Tag Manager and begin using the integration, the code snippet is included in the global header of all CSOD pages.

Google Tag Manager supports 50+ tag types, custom HTML/JS, preview mode, and versioning.There are custom HTML and javascript features that can be used to set up code from any provider or source. For example:

- **Branding**: adding components to increase awareness or better align with organizational guidelines
- **Marketing**: adding promotional components to pages, like a coupon, can help with conversion
- **Other tools**: You may have success deploying other tools as well, like Adobe Analytics and Hotjar

In addition, GTM provides transactional data as global JS variables that can be used to help you associate dollar value to actions in your portal:

- Transaction ID
- Store name
- Total price
- Tax
- Shipping
- City
- State
- Country
- SKU
- Product name
- Unit price
- Quantity

Mobile-Friendly Career Site

The Google Tag Manager Edge integration changes the code in the Cornerstone portal header, which doe not appear on the Career Site. When creating a Mobile-Friendly Career Site in the Recruiting module a seperate Google Tag Manager field appears that the ID needs to be entered seperately.

Upon saving the career site settings, the ID will automatically get applied to the career site search, job details, and application workflow pages.