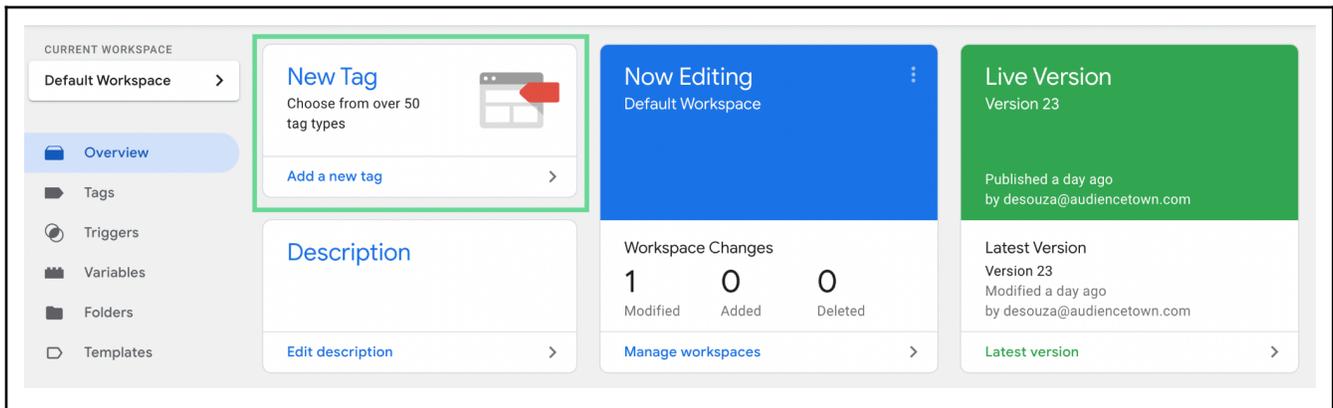


How to Install AT-Tag via GTM

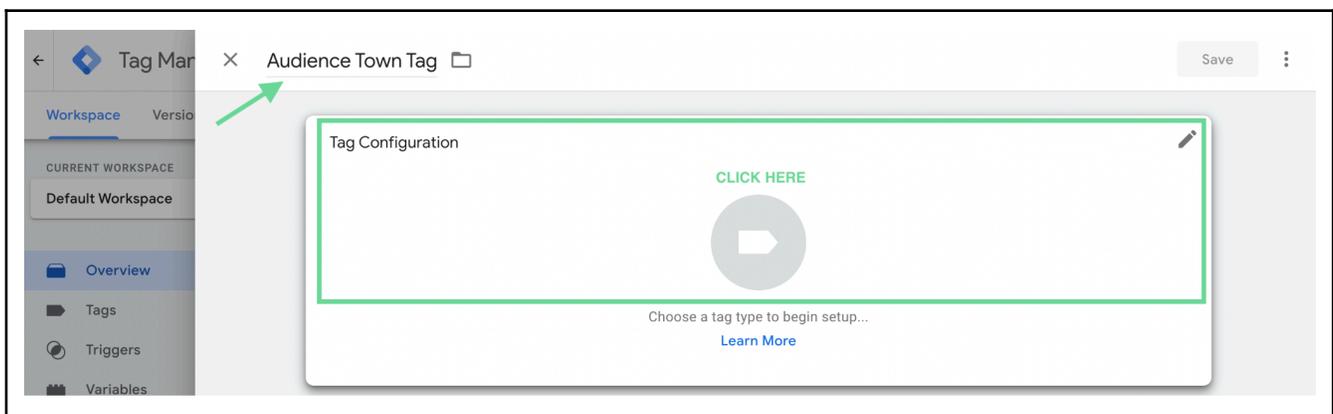
This document describes how to install Audience Town site analytics template to your website using Google Tag Manager. The Audience Town template is now available for automated implementation within the Google Tag Manager community. This streamlined implementation is a critical step for Audience Town to begin analyzing the Likely Movers on your website. Follow these easy steps to get started today.

Step 1: Go to GTM and Select your workspace

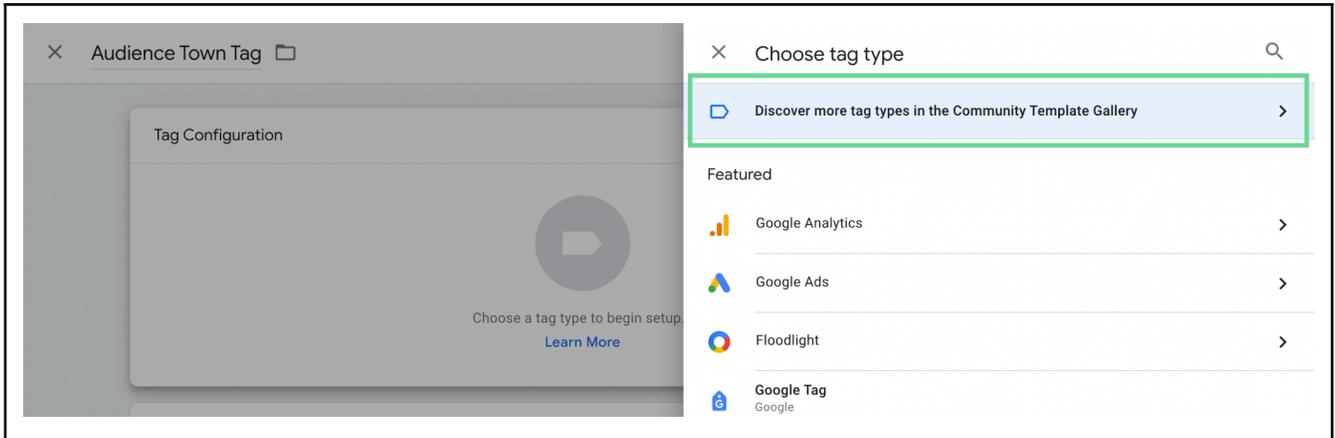
Step 2: From your Google Tag Manager Overview dashboard, click “Add a new tag”.



Step 3: Give your new tag a Name and click the Tag Icon to “Choose a tag type to begin setup..”

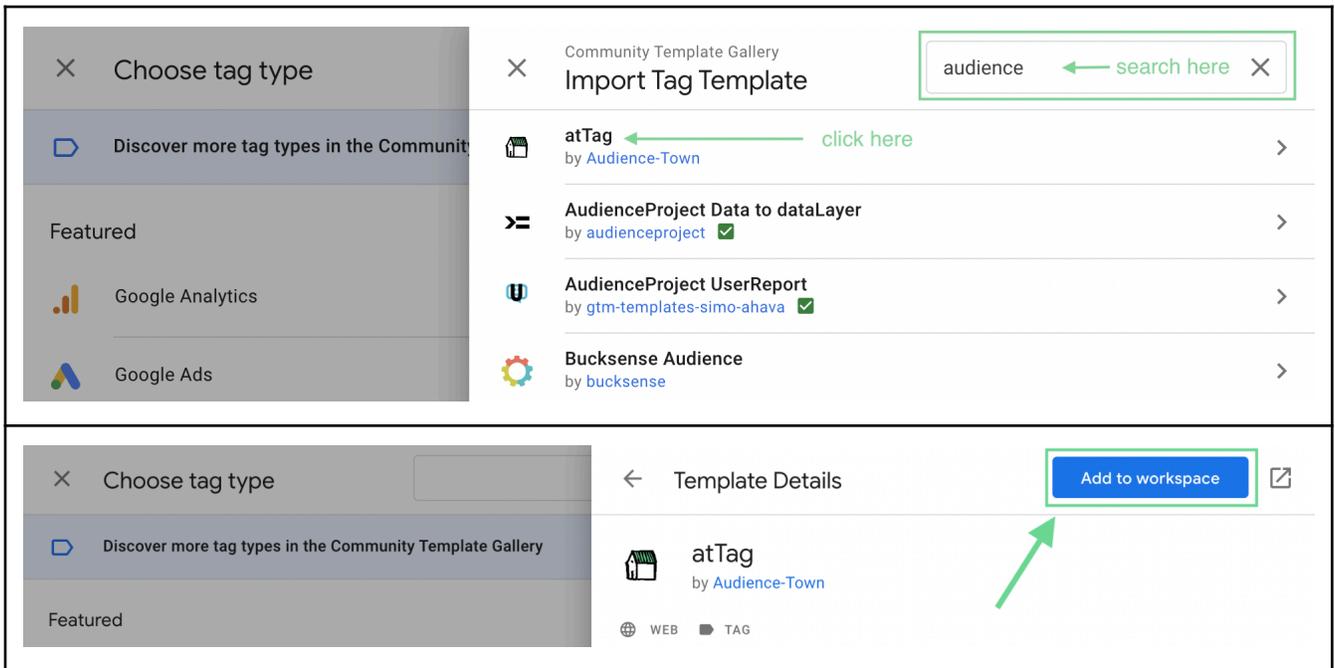


Step 4: At the top of the expanded side bar click to “Discover more tag types in the Community Template Gallery”.



Step 5: Type “Audience Town” into the search function located to the right of the “Import tag template”.

Step 6: Select the Audience Town custom template and click “Add to workspace”.



Step 7: Configure Tag

When you have successfully added the Audience Town custom template to your workspace you will be prompted to configure

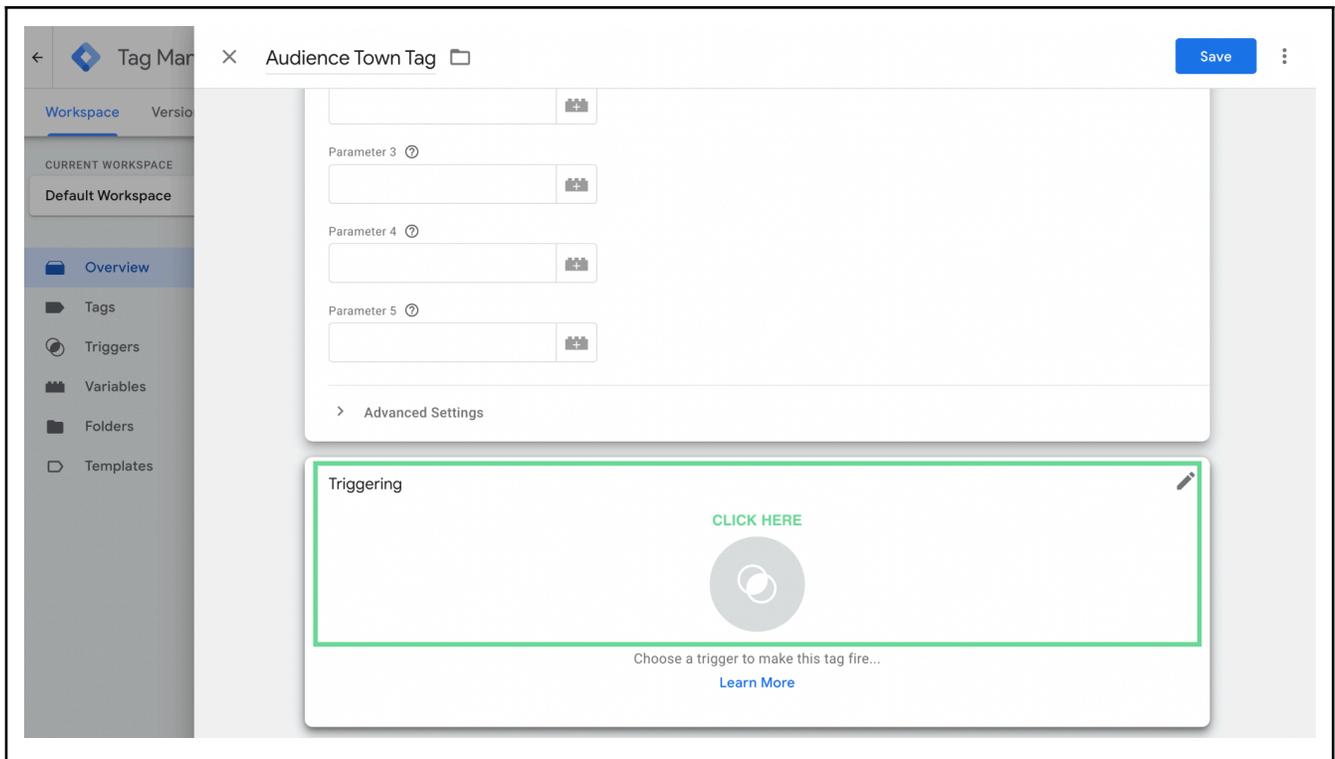
1. Required fields:
 - a. **Tag ID** is a required field to link GTM implementation to the Audience Town platform experience. In your Audience Town platform seat, retrieve the relevant Tag ID from the Tags page found in the Set-up nav and paste to this field.
2. Optional Fields:
 - a. **Community ID** and **Property ID** are optional configurations that will leverage Data Layer configurations that are already in use on your organization's website
 - b. **Optional Data Parameters** allow for the configuration of custom variables to be passed to the Audience Town analytics platform
3. Default Fields:
 - a. **URL** and **UTM** parameters have been configured by default. You are free to review and edit these configurations but for best results it is recommended to proceed with defaults.

The screenshot shows the 'Tag Configuration' interface for an 'Audience Town Tag'. The interface is divided into several sections:

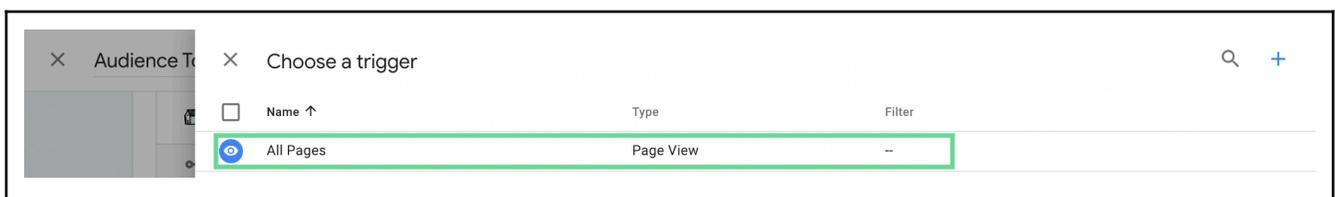
- Tag Type:** Shows 'atTag Audience-Town' with a 'GALLERY' button and an edit icon.
- Tag permissions:** Shows '2 permissions' with a right-pointing arrow.
- AudienceTown Variables:** Contains a 'Tag ID' field, which is highlighted with a green border and a green 'Required Field!' label. Below it are 'Community ID' and 'Property ID' fields, each with a right-pointing arrow.
- Data layer parameters to leverage existing GTM implementations:** This section is currently empty.

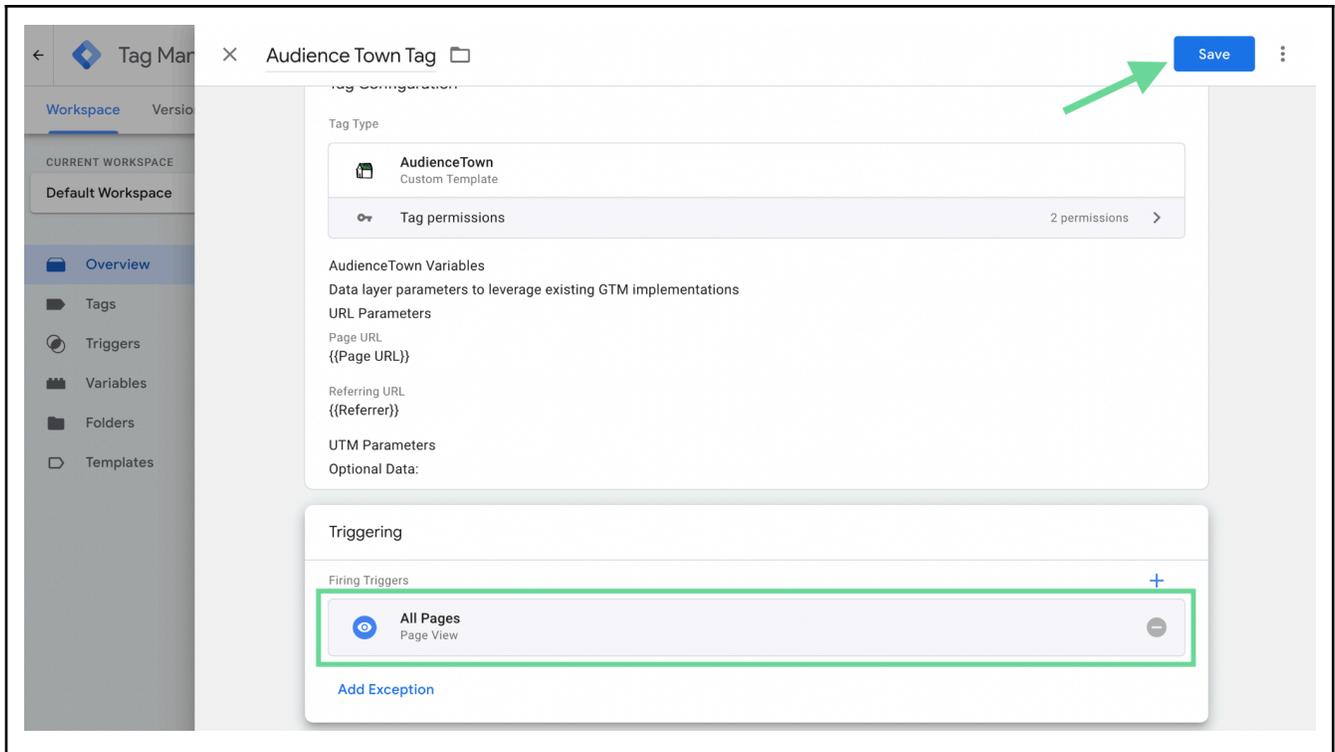
The left sidebar shows the 'Tag Manager' navigation menu with options like 'Workspace', 'Versions', 'Default Workspace', 'Overview', 'Tags', 'Triggers', 'Variables', 'Folders', and 'Templates'. A 'Save' button is visible in the top right corner.

Step 8: Now go to the bottom of this modal. Click on the Triggering section.



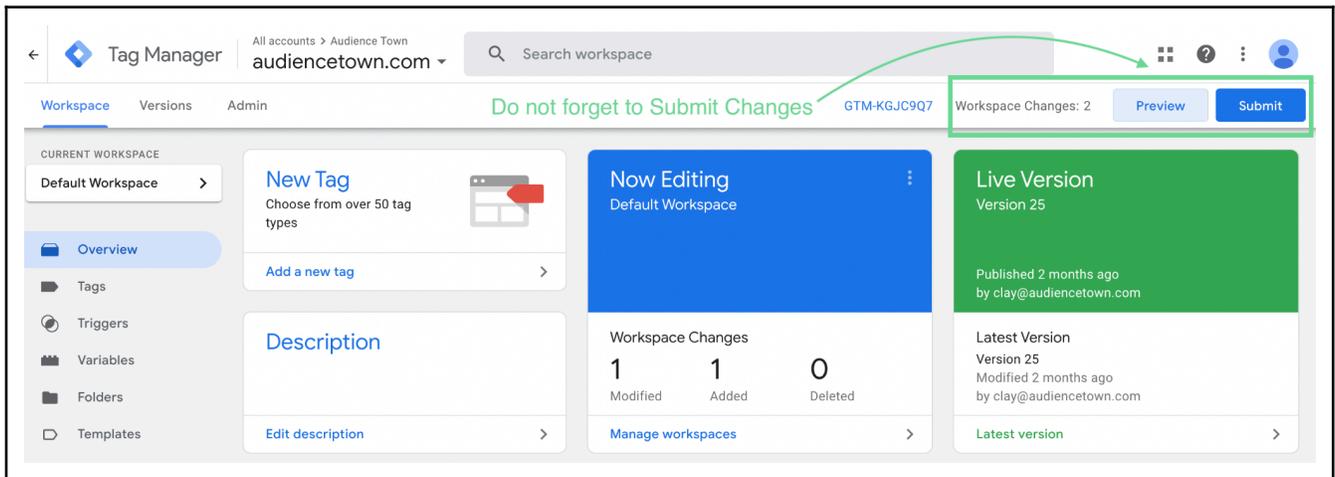
Step 9: Select your Trigger. Audience Town recommends “All Pages” for the best analytics experience.





Step 10: Click to Save to save your new Tag!

Step 11: Don't forget to submit the changes to your Google Tag Manager workspace so that the Audience Town Tag is formally published to your website.



Your Audience Town Site Analytics implementation is complete! Your website event data is being passed to the Audience Town platform, you are now ready to view analysis.