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".

efault Workspace	>	New lag Choose from over 50 tag types		Now Editing Default Workspa) ce	:	LIVE VERSION Version 23	
Overview								
Tags		Add a new tag	>				Published a day ago by desouza@audiencetown.com	
Triggers		Description		Workspace Chan	ges		Latest Version	
Variables		Description		1 0	0		Version 23	
Folders				Modified Add	ed Deleted		by desouza@audiencetown.com	
> Templates		Edit description	>	Manage workspac	es	>	Latest version	;

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

← 🔷 Tag Mar × Audi	ience Town Tag 🗅 Save	:
Workspace Versio CURRENT WORKSPACE Default Workspace Overview	Tag Configuration	
 Tags Triggers Variables 	Choose a tag type to begin setup Learn More	

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

× Audience Town Tag 🗖	×	<	Choose tag type	Q
Tag Configuration		>	Discover more tag types in the Community Template Gallery	>
	Fea	atur	ed	
		I	Google Analytics	>
			Google Ads	>
	Choose a tag type to begin setup. Learn More)	Floodlight	>
	<u></u>		Google Tag Google	

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".

×	Choose tag type	×	Community Template Gallery	audience 🔶 search here	×
	Discover more tag types in the Community		atTag < click here by Audience-Town		>
Featu	ured	> =	AudienceProject Data to dataLayer by audienceproject		>
.ıl	Google Analytics	¢	AudienceProject UserReport by gtm-templates-simo-ahava ☑		>
•	Google Ads	0	Bucksense Audience by bucksense		>
×	Choose tag type		← Template Details	Add to workspace	Z
D	Discover more tag types in the Community Template	Gallery	atTag by Audience-Town	1	
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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.

Workspace Versions	Tag Configuration	
CURRENT WORKSPACE	Тад Туре	
Default Workspace >	atTag Audience-Town	GALLERY
Overview	• Tag permissions	2 permissions
Tags	AudienceTown Variables	
 Triggers Variables 	Tag ID ③	
Folders	Data layer parameters to leverage existing GTM implementations	
Templates	Community ID (2)	
	Property ID	
	120	

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

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URRENT WORKSPACE	Parameter 3 🔞	
efault Workspace	828	
	Parameter 4 🕥	
Overview	828	
Tags	Parameter 5 💿	
Triggers	628	
Variables		
Folders	> Advanced Settings	
> Templates		~
	Triggering	
	CLICK HERE	

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

	× Audience To	×	Choose a trigger			Q	+
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	•	0	All Pages	Page View	-		
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RRENT WORKSPACE	Custom Template	
haut workspace	o _∓ Tag permissions	2 permissions
Overview	AudienceTown Variables	
Tags	Data layer parameters to leverage existing GTM implementations URL Parameters	
Triggers	Page URL {{Page URL}}	
Variables	Referring URL	
Folders	{{Referrer}}	
> Templates	UTM Parameters Optional Data:	
	Triggering	
	Firing Triggers	+
	All Pages Page View	•

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.