

Updated 05/28/2024

Sign up

Enterprise Tag Manager training

1 day (7 hours)

Presentation

Master a renowned TMS to organize the tracking of your web sites and applications. Our Enterprise Tag Manager training course, formerly known as "TagCommander", will teach you how to deploy your own customized tracking model.

This course begins with an in-depth presentation of the system, enabling you to differentiate between Enterprise Tag Manager and its main competitor GTM. You'll learn in detail how it works: container management, event management, tag management and variable implementation.

You'll learn how to create your first tag for tracking common events such as [clicks](#) or form submissions. We'll also teach you how to code your own customized data layer to guarantee the reliability of the data collected.

Our Enterprise Tag Manager training course will give you the keys to effectively managing the tracking of your digital environments by teaching you best tagging practices.

In addition, we offer a module for [server-side monitoring](#) management, where you'll learn how to deploy server-side containers and collect Meta Conversions API data.

Objectives

- Installing an Analytics tool via Enterprise Tag Manager
- Create conversion tracking
- Good tagging practices

Target audience

- Web analyst
- Acquisition manager
- Marketing and communications manager
- Data analyst
- Traffic manager
- Webmaster

Prerequisites

- Proficiency in a web analysis tool is recommended
- Knowledge of JavaScript is appreciated

Enterprise Tag Manager training program

Introduction

- Presentation of Commanders Act
- Enterprise Tag Manager vs Google Tag Manager
- Introducing TagPerformance
- Presentation of the structure
 - Containers
 - The events
 - Tags
 - Environments
 - The rules
- Variables
 - Internal variables
 - External variables
 - Event variables
 - Data storage

Best practices

- Naming conventions
- Test before you publish
- Document your actions
- Updating your tagging plan
- Have a clear and exhaustive tagging plan
- Deduplicate data

Installing Piano Analytics

- Create your first variable
- Add a consent trigger rule
- Creating a page view tag and using the fields to be specified
- Troubleshooting

Create your events

- Events collected by default
- Using an event listener
- Track a click
- Track a form submission
- Event configuration on your analytics tool
- Debugging

The dataLayer

- DataLayer syntax
- How does Enterprise Tag Manager read the data layer?
- Designing your dataLayer
- Send data from dataLayer

Add-on module: Server-side tracking

Why track on the server side?

- How the web works
- How is a web page displayed?
- What does "server side" mean?
- What does "customer side" mean?
- Why track on the server side?
 - Better loading speed
 - Better compliance with RGPD
 - Controlling the data collected
 - Bypassing browser blocking
 - Avoid ad blockers
- Technical requirements
- Financial prerequisites

How it works

- Server-side architecture
- How do I connect my domain?
- Internal variables
- The dataLayer
- Create your Piano Analytics tracking tag
 - Configuring a server-side container
 - Setting up a serverside tag
 - Setting up a serverside rule
 - Testing and deployment

Meta Conversions API

- Introducing Serverside v2

- Events supported by Commanders Act
- Track Meta data via the conversions API

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.