

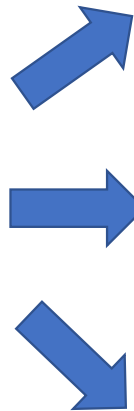
2018 FAST CAMPUS

Google Tag Manager

/GTM이란?
최우영

Google Tag Manager





```
<script>
gtag('event', <action>, {
  'event_category': <category>,
  'event_label': <label>,
  'value': <value>
});
</script>
```

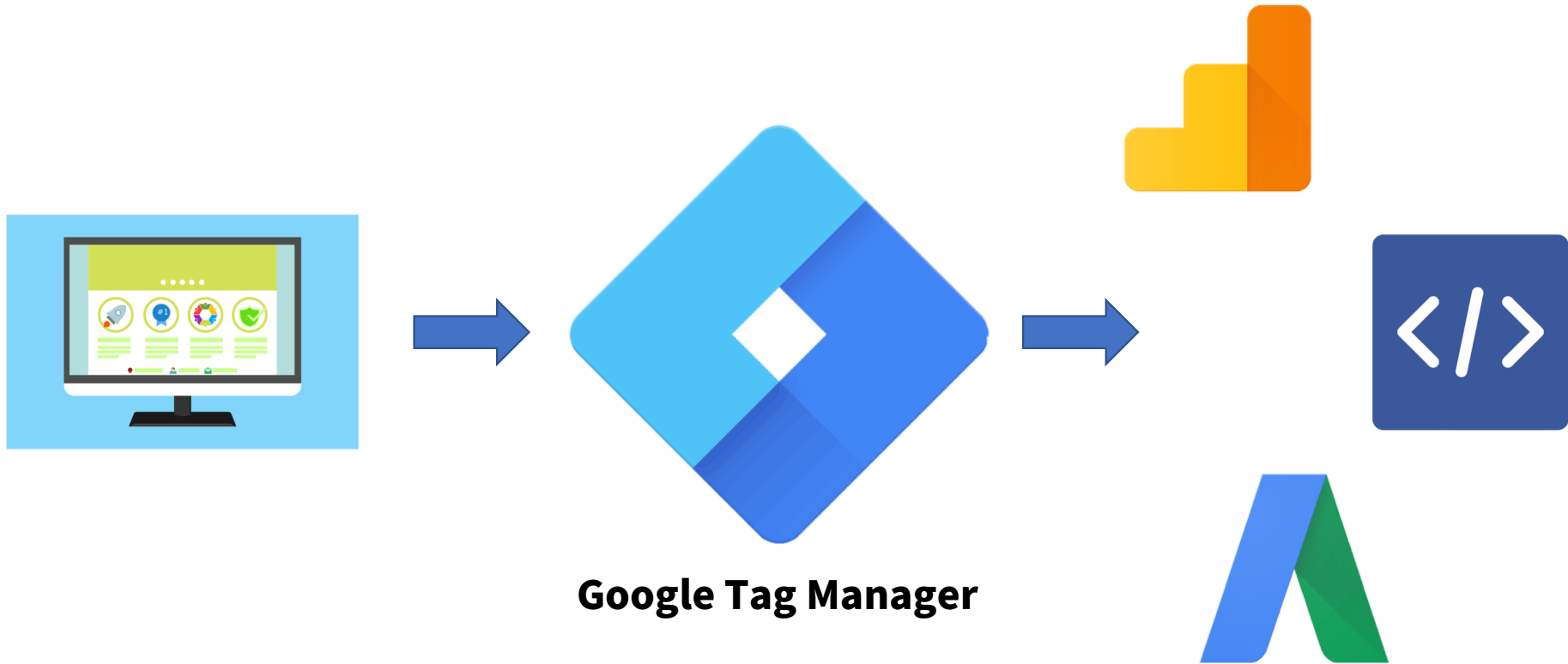


```
<!-- Facebook Pixel Code -->
<script> !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod? n.call
Method.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n; n.push=n;
n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0; t.src=v;s=b.
getElementsByName(e)[0];s.parentNode.insertBefore(t,s)}(window, document,'scr
ipt','https://connect.facebook.net/en_US/fbevents.js'); fbq('init', '<FB_PIXEL_ID>'); fb
q('track', "PageView"); </script> <noscript>  </noscript>
<!-- End Facebook Pixel Code -->
```



```
<script async
src="https://www.googletagmanager.com/gtag/js?id=GA_TRACKI
NG_ID">
</script>
<script>
window.dataLayer = window.dataLayer || [ ] ;
function gtag(){dataLayer.push(arguments);}
gtag( 'js', new Date ( ) );
gtag( 'config', 'GA_TRACKING_ID');
gtag( 'config', 'AW-CONVERSION_ID');
</script>
```



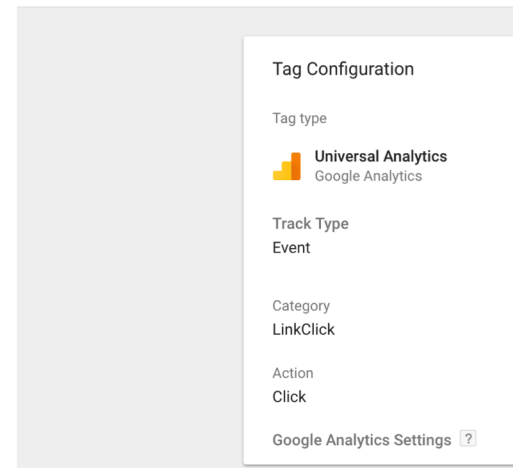


Google Tag Manager

```
gtag('event', <action>, {  
  'event_category': <category>,  
  'event_label': <label>,  
  'value': <value>  
});
```

```
<a href="#" onclick="  
gtag('event', <action>, {  
  'event_category': <category>,  
  'event_label': <label>,  
  'value': <value>  
});"> Some Link </a>
```

× GA - Event - Click Text



The screenshot shows the configuration interface for a Google Analytics tag. The tag is named "GA - Event - Click Text". The configuration is as follows:

- Tag type:** Universal Analytics (Google Analytics)
- Track Type:** Event
- Category:** LinkClick
- Action:** Click
- Google Analytics Settings:** A link with a question mark icon.

With Google Tag Manager,