Publication date : 01/04/2024

Course : Google Tag Manager

Practical course - 1d - 7h00 - Ref. GTM
Price : 760 € E.T.

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L'outil Tag Manager est devenu incontournable pour une meilleure collecte et utilisation des données de votre site tout en limitant le développement informatique. Cette formation vous permettra de perfectionner votre utilisation de Google Tag Manager et d'optimiser la personnalisation des données de votre site.

Teaching objectives

At the end of the training, the participant will be able to:

- Improving information gathering in GA4
- Master the different types of triggers
- Understand the different ways to collect data and create custom variables
- Using advanced functions
- Setting up a tag with dynamic variables

Intended audience

This training course is designed for people who know the basics of Google Tag Manager and want to perfect their use of the tool.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Theoretical input, exchange of best practices and practical work.

Course schedule

PARTICIPANTS

This training course is designed for people who know the basics of Google Tag Manager and want to perfect their use of the tool.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Improve information collection via Google Tag Manager

- Create GA4 events in GTM: e-commerce event, iframe...
- Use the different types of variables: cookies, custom JavaScript, data layer, RGPD impacts.
- Define and check implementation of advanced GTM settings (Chrome extensions, DebugView, etc.).
- Implement server-side and measure impacts on site performance and RGPD.

Hands-on work

Creating a GA4 event in Google Tag Manager

2 Setting up advanced tags

- Understand and use the different types of triggers: DOM, page view, consent...
- Set up an advanced tag with custom variables.
- Identify the 10 custom tags to implement on your site.
- Use community templates.
- Using workspaces to improve teamwork.

Hands-on work

Implement Google Consent mode / track conversions in Facebook Ads

3 Defining your tagging plan: tips and best practices

- Define the various components of the tagging plan: tag, RGPD, data layer...
- Set up a summary reference system.

Hands-on work

Define a tagging plan.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS
2026 : 7 May, 2 June, 18 Sep., 27 Nov.

PARIS LA DÉFENSE
2026 : 5 June, 18 Sep., 27 Nov.