

ULTIMATE

 Google Tag Manager

GLOSSARY

Preview

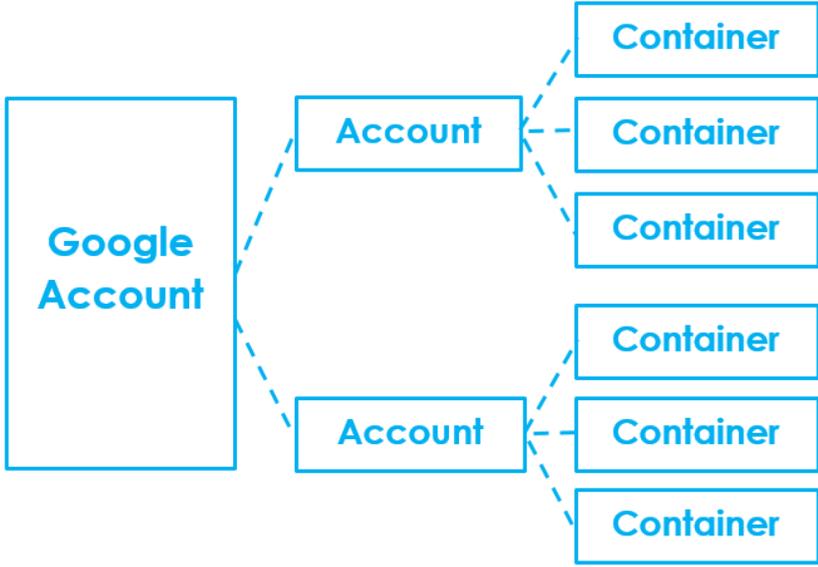


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Term	Definition
1st Party Cookie	A variable which returns the value for the first party browser cookie with the name you specify in the Cookie Name field. For example, if you have a cookie called "name", you can use the 1st Party Cookie Variable to retrieve the value for this particular cookie. Learn more about how to set and read cookies with Google Tag Manager .
Account	<p>First, let's not confuse <i>Google Tag Manager account</i> with Google account. Google account lets you access all Google products: Gmail, Drive, Adwords, GTM, etc.</p> <p>By concept, Google Tag Manager account is similar to Google Analytics account. Google Analytics accounts contain <i>Properties</i> (which contain <i>Views</i>), while Google Tag Manager accounts contain <i>Containers</i>.</p> <p>It's recommended to use one account per client/company and have separate containers for company's/client's Mobile Apps, Websites, etc.</p>  <pre>graph LR; GA[Google Account] -.-> A1[Account]; GA -.-> A2[Account]; A1 -.-> C1[Container]; A1 -.-> C2[Container]; A1 -.-> C3[Container]; A2 -.-> C4[Container]; A2 -.-> C5[Container]; A2 -.-> C6[Container];</pre>

Term	Definition
Activity History	<p>Account activity displays information about the actions that have been done in the account. It is useful to determine which user has performed a certain action and when it was done.</p> <p>You can find account activity by opening any container of the account you're interested in > Admin > Account Activity.</p> <p>It does not contain activity of containers which belong to the account. If you're looking to container history, see Container Activity.</p>
Advanced Tag Settings	<p>Additional tag settings, which let you control:</p> <ul style="list-style-type: none"> ▪ Tag Firing Priority ▪ Tag Firing Schedule ▪ Tag Firing Options ▪ Tag Sequencing ▪ Ability to fire a tag only in published containers
Advertiser Tracking Enabled	<p>A tag type which lets you track Adwords conversions. Usually, this tag fires when a visitor/user completes registration, purchase or any other important action.</p> <p>To start a new AdWords tag, from the home screen select New Tag → Tag Configuration → AdWords Conversion Tracking.</p>
Adwords Remarketing Tag	<p>A tag type which lets you install Adwords remarketing code. This enables you to show ads to people who have visited your desktop or mobile website, or (did not) complete a particular action.</p> <p>To create a new AdWords tag, from the home screen select New Tag → Tag Configuration → AdWords Remarketing.</p>
AJAX	<p>It stands for Asynchronous JavaScript and XML. AJAX is a set of techniques for creating highly interactive websites and web applications. It enables your browser to send and receive data without refreshing the window.</p> <p>A lot of web forms are created using AJAX and standard GTM Form submission trigger cannot track it.</p> <p>That's where AJAX listener (created by Lunametrics) comes in handy. Learn more how to track AJAX forms with Google Tag Manager.</p>
AMP	<p>It's an abbreviation of Accelerated Mobile Page. Simply put, Accelerated Mobile Pages is a stripped-down version of the mobile web which runs on a reinvented version of the language used to create web pages: HTML.</p> <p>This reimagined version of HTML, known as AMP HTML, removes most of the elements which cause web pages to load slower on mobile, like JavaScript and third-party scripts.</p>



Term	Definition
	<p>Google Tag Manager and Google Analytics are also heavily reliant on JavaScript, thus it's not possible to implement them in a standard way. When it comes to AMP and Google Tag Manager, you need to choose a different container type - AMP.</p> <p>Create Container</p> <p>Container name</p> <input type="text" value="e.g. www.mysite.com"/> <p>Where to Use Container</p> <p> <input type="checkbox"/> Web <input type="checkbox"/> iOS <input type="checkbox"/> Android <input checked="" type="checkbox"/> AMP </p> <p> <input type="button" value="CREATE"/> <input type="button" value="CANCEL"/> </p>
Analytics Academy	<p>API stands for Application Programming Interface, but basically, describes one way to plug your website/web application into another. Google Tag Manager has an API as well. This means that other developers can integrate their websites/systems with GTM.</p> <p>GTM API enables developers to control accounts, containers, folders, tags, triggers, etc. via other interfaces.</p>
App ID	<p>The value is set to the package name (Android) or bundle ID (iOS). A built-in variable of this type is provided in mobile app containers. It's not available in containers for websites.</p>
App Name	<p>A variable which is available only in mobile app containers. The value is set to the name of the currently running application. A built-in variable of this type is provided in mobile app containers; you don't need to define a new variable of this type.</p>

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