

### How to install your Tag Manager Pixel:

1. Add a new tag and select Custom HTML

	Save	:	× Choose tag type
Tao Configuration		F	eatured
			Google Analytics: Universal Analytics Google Marketing Platform
Choose a tag type to begin setup Learn More			Google Analytics: App + Web Configuration Google Marketing Platform
			Google Analytics: App + Web Event Google Marketing Platform
			600gle Ads Conversion Tracking Google Ads
			Google Ads Remarketing Google Ads
Triggering		•	Google Marketing Platform
Choose a trigger to make this tag fre Learn More		•	C Floodlight Sales Google Marketing Platform
			Conversion Linker Google
			Google Optimize Google Marketing Platform
		•	Google Surveys Website Satisfaction Google Marketing Platform
			Custom
			Custom HTML Custom HTML Tag
			Custom Image Custom Image Tag

# 2. Rename the Tag and paste the provided pixel information into the new Tag

× HomePage Tag		Save
	Tag Configuration Tag Type	
	Custom HTML Tag	
	<pre>1 &lt;img height*11" width*11" style="border-style:none;" alt="" src="//insight.adsrvr.org/track/conv/2&lt;br&gt;adv=XXXXXXXXXXXXX//S</pre>	
	Tricoperiora	
	uidor uid	



#### How to install your Tag Manager Pixel:

#### 3. Now we need to create a Trigger to fire the Tag

× Home Page 🗖		Save
	Trigger Configuration	
	Trigger Type	
	Page View	
	This trigger fires on	
	All Page Views   Some Page Views	
	Fire this trigger when an Event occurs and all of these conditions are true           Click URL         equals         https://abc.com         - +	

4. Add the page URL that will contain the pixel

×	HomePage Tag 📋			Save
		Tag Configuration         Tag Type         ✓       Custom HTML Custom HTML Tag         HTML ⑦         1       class bight="1" style="border-style:none;" slt="" src="//insight.edsrvr.org/track/com//2		
		Triggering Filing Triggers	+	
		Home Page     Page View	•	
		Add Exception	_	

Once these steps are complete you will need to publish the version using the Blue Submit Button

## Please contact your DMG representative if you have questions or need any assistance.