

# Concept - Marketing tags manager

Marketing tags manager allows the user to create marketing tags and choose which pages to insert them into.

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## Introduction

Marketing tags are snippets of JavaScript that a marketer inserts into a page to allow usage information about that page to be collected (such as the number of people who view the page, how long they view the page for, and what links on the page receive the most clicks). This information can then be used by marketers to create better marketing material.

Marketing tags are provided by services that specialize in tracking web pages such as Google Analytics. The way the tags work is that when a page loads, the JavaScript snippet runs and collects usage information about the page, then it reports this information to the service the services that provided the tag. The service stores the information and one logs on to the service in order to view the information.

The marketing tags app allows marketers to create marketing tags and choose which pages to insert them into from one centralized place.

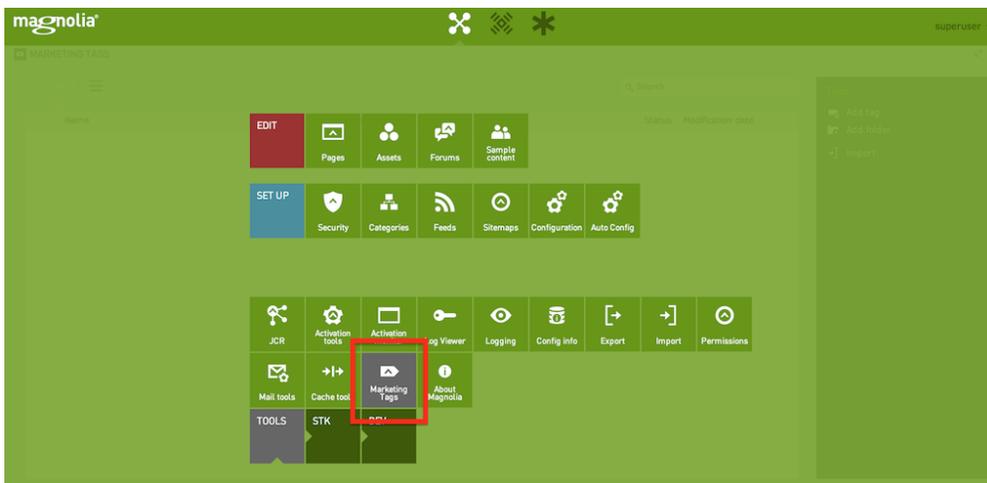
For more information about what marketing tags are and how they are used, see:

- General information to marketing tags: <http://www.brighttag.com/resources/tag-101/>
- Introduction to Google Analytics tags: <https://developers.google.com/analytics/devguides/collection/gajs/>

## Usage

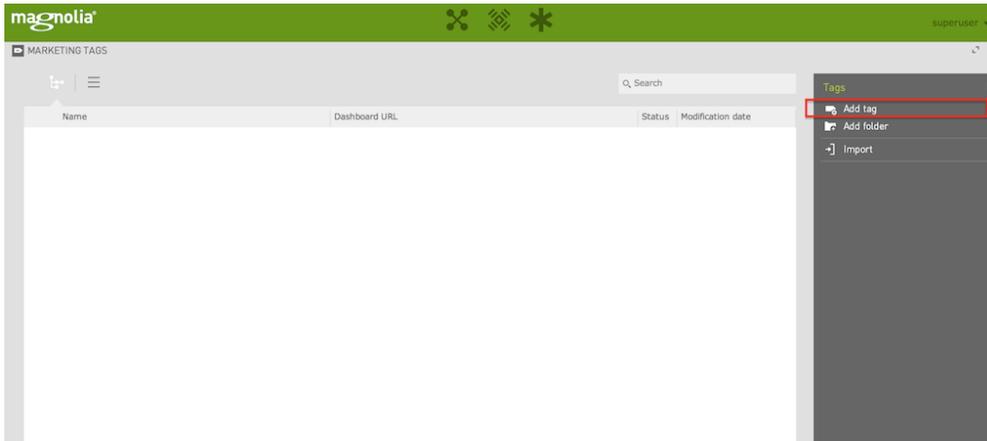
### Open the application

The Marketing Tags application can be found in the Tools group.



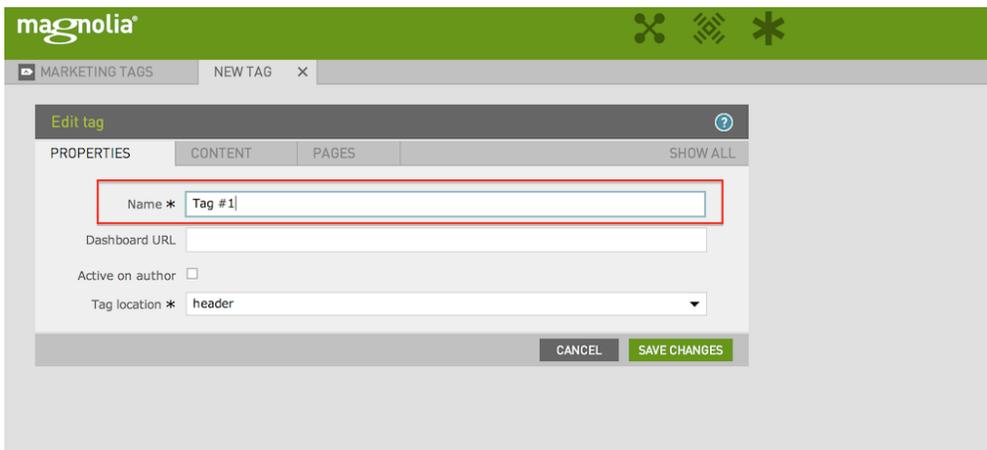
## Create a tag

You can use the **Add Tag** action to open the Add Tag dialog.



## Name the tag

You can name the tag in the **Name** field. This name can contain spaces.



## Specify the dashboard URL

This is the URL of the service that provided the tag. For example, in the screenshot below, we assume the marketing tag is provided by Google Analytics, so we enter the URL of the Google Analytics service that one would visit to view the information collected by the tag.

The screenshot shows the Magnolia 'Edit tag' form. The form has a green header with the Magnolia logo and navigation icons. Below the header, there are tabs for 'MARKETING TAGS' and 'NEW TAG'. The main form area is titled 'Edit tag' and has a 'SHOW ALL' button. The form is divided into sections: 'PROPERTIES', 'CONTENT', and 'PAGES'. The 'PROPERTIES' section is active and contains the following fields: 'Name \*' with the value 'Tag #1', 'Dashboard URL' with the value 'https://www.google.com/analytics/web/?hl=en#dashboard' (highlighted with a red box), 'Active on author' with an unchecked checkbox, and 'Tag location \*' with a dropdown menu set to 'header'. At the bottom of the form are 'CANCEL' and 'SAVE CHANGES' buttons.

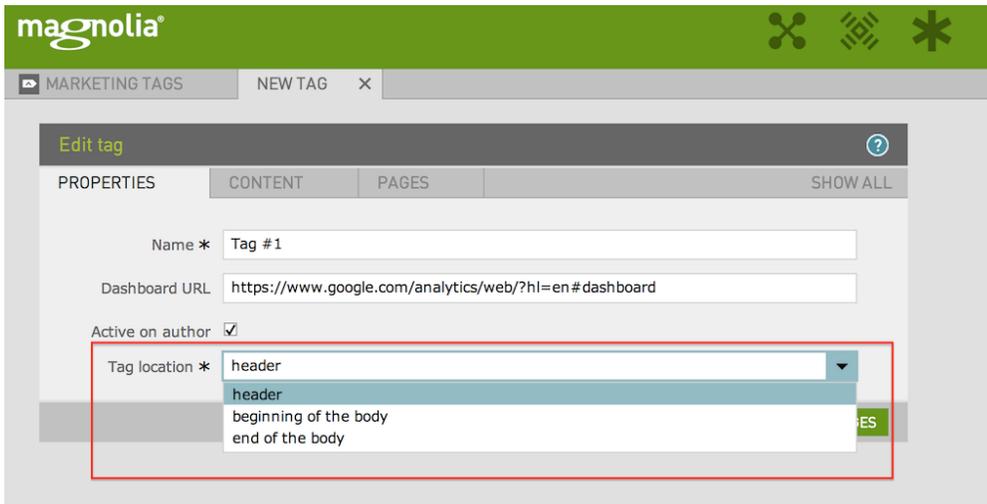
### Choose whether to insert tags when viewing pages on author

If the **Active on author** option is unchecked, then tags will not be inserted when the page is viewed on author in the Pages Editor. During development and testing, one probably wants the tags to be inserted on author so that one can see them while using the Page Editor.

The screenshot shows the Magnolia 'Edit tag' form, similar to the previous one. The 'Active on author' checkbox is now checked, and this field is highlighted with a red box. The other fields remain the same: 'Name \*' is 'Tag #1', 'Dashboard URL' is 'https://www.google.com/analytics/web/?hl=en#dashboard', and 'Tag location \*' is 'header'. The 'CANCEL' and 'SAVE CHANGES' buttons are still present at the bottom.

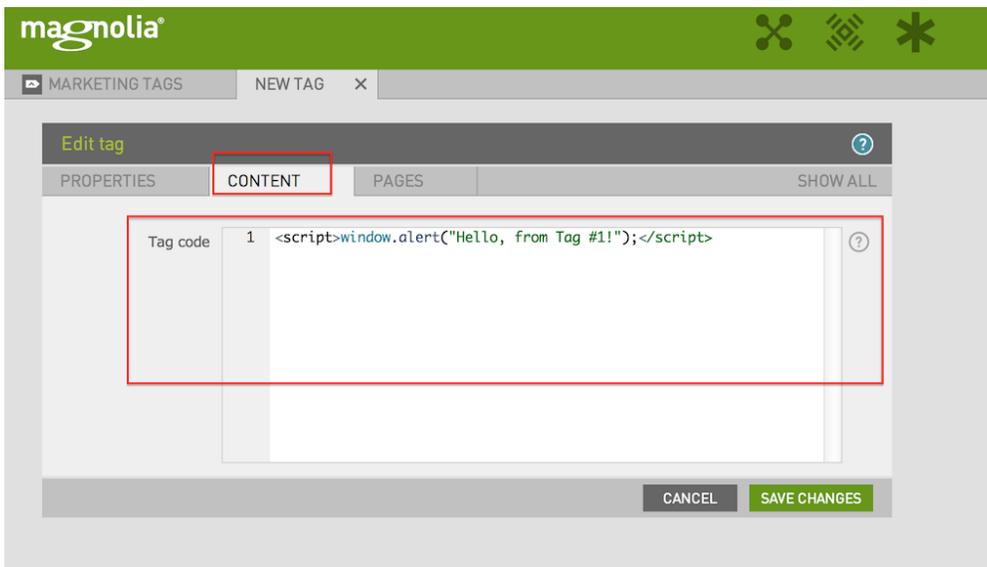
### Choose where in each page to insert the tag

Specify where in the webpage to insert the tag. There are three options to insert the tag: either in the header, at the beginning of the body (right after the `<body>` tag) or at the end of the body (right before the `</body>` tag). Usually, the provider of the tag will specify where the tag should be added. If not specified, the safest is probably the header.



## Specify the tag content

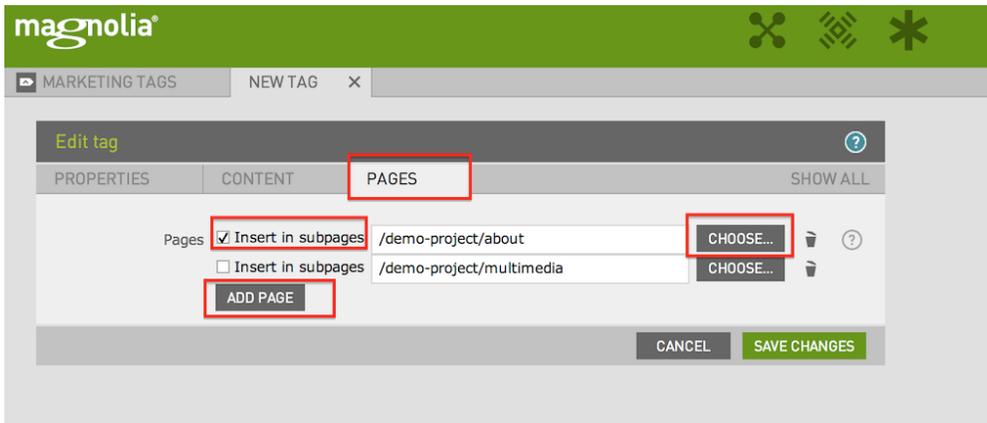
This is on the second tab **CONTENT**. This is the JavaScript of the tag. To play with the functionality of the marketing tags manager, you can just enter some test JavaScript like the one in the screenshot and it will be inserted and active in the pages it is assigned to when the pages are viewed in Pages Editor (assuming **Active on author** is checked).



```
<script>window.alert("Hello, from Tag #1!");</script>
```

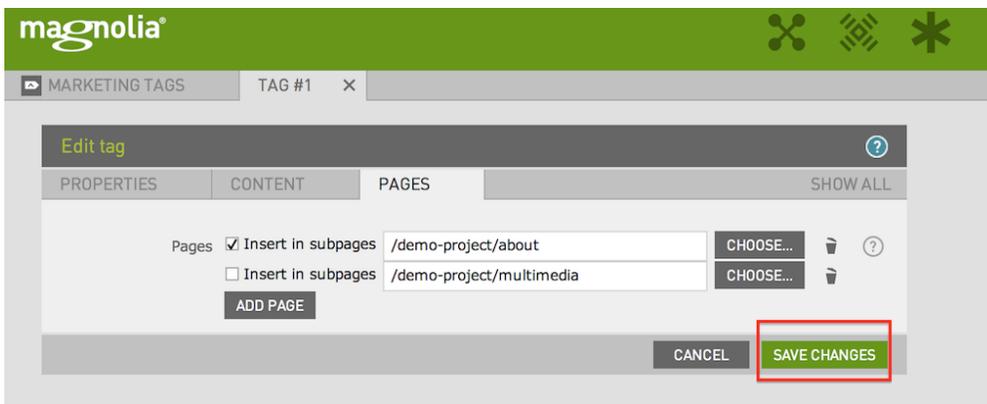
## Assign a tag to pages

This is on the third tab **PAGES**. Here you can select the pages to add the to. You can select multiple pages by clicking the **ADD PAGE** button. You can select the page by clicking the tree by selecting the **CHOOSE...** button. You can also select to insert in all subpages of a page by checking the **Insert in subpages** check box before each page.



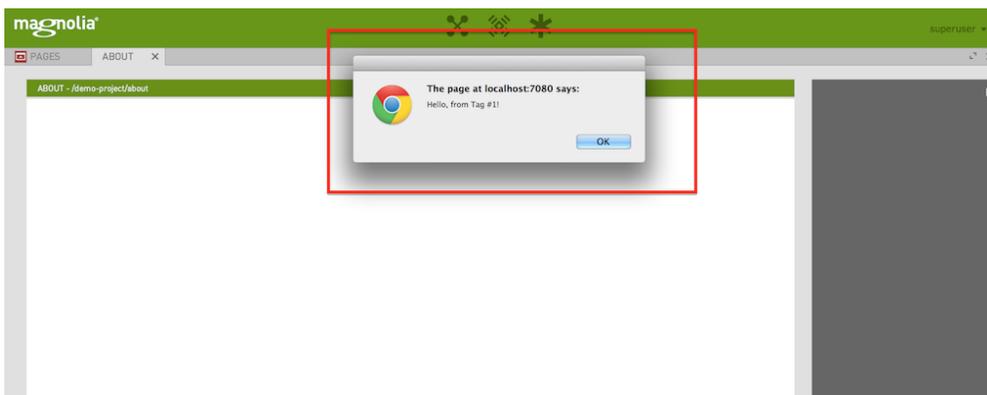
## Save the tag

Click SAVE CHANGES button to save the tag.



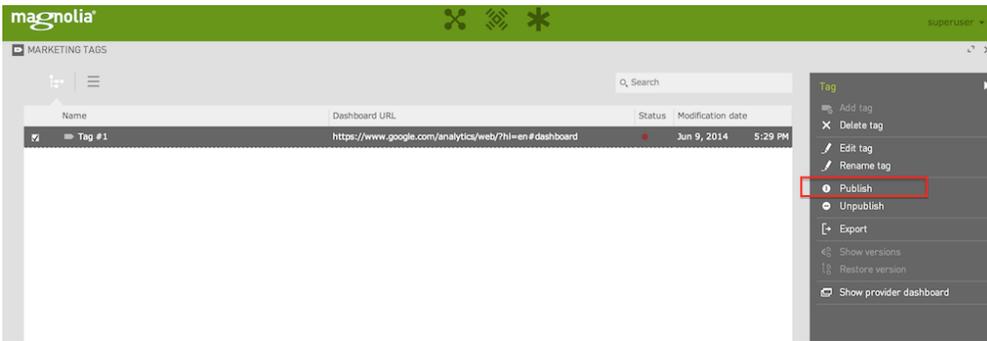
## View the tag on Author in the Pages App

This assumes you specified **Active on author** when configuring the tag. If you go to any of the pages in which you chose to insert the tag, the JavaScript of the tag will run. For example, if you entered the test JavaScript from the example above and view one of the pages you chose to inserted it into, then the JavaScript will run and create a pop-up.



## Publish a tag

Select a tag and use the **Publish** action to publish it on Public instances. After this, the tag will be inserted into the pages you chose when those pages are viewed on Public instances.

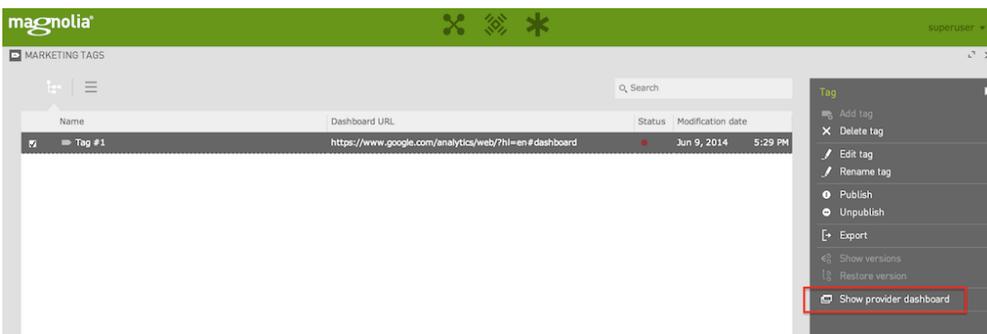


## View the tag on Public

After publishing, if you view a page you assigned the tag to on a Public instance, you will see the tag take effect. For example, if you entered the test JavaScript from the example above and view one of the pages you chose to insert it into, then the JavaScript will run and create a pop-up.

## View the dashboard

You will want to visit the website of the service that provided the tag in order to view the information collected by the tag. While you can always do this in a separate browser window or tab, you can also go to the service within the marketing tags manager app itself using the **Show provider dashboard** action.



In the example used above, you will be taken to the Google Analytics dashboard (you might need to login first) in a tab in the app.