

What Google

Tag Manager

Can Do?

1

Set up GA & Adwords

2

Add Conversion Pixals

3

Re-Use Same Data

4

Improve Site Speed

5

Add Code on Multiple pages

6

Test & Debug Pixals

7

Maintain History

8

Roll Back To A Previous Step

9

Advanced Tracking

10

Configure Tags Yourself

11

Add User Permissions

12

Use Built-in Templates

13

Manage Tags at Single Place

What Google

Tag Manager

Can't Do?

See User Reports

1

Tags Associated With In-page Structure

2

Remember User Activity on Page

3

Synchronously Loading Tags

4



MARKETLYTICS