

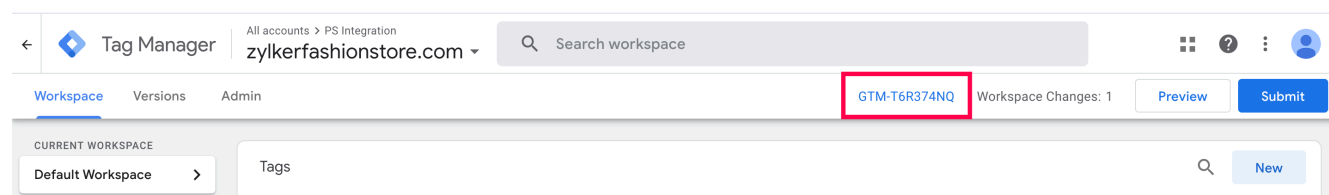


# Install the PageSense snippet using Tag Manager

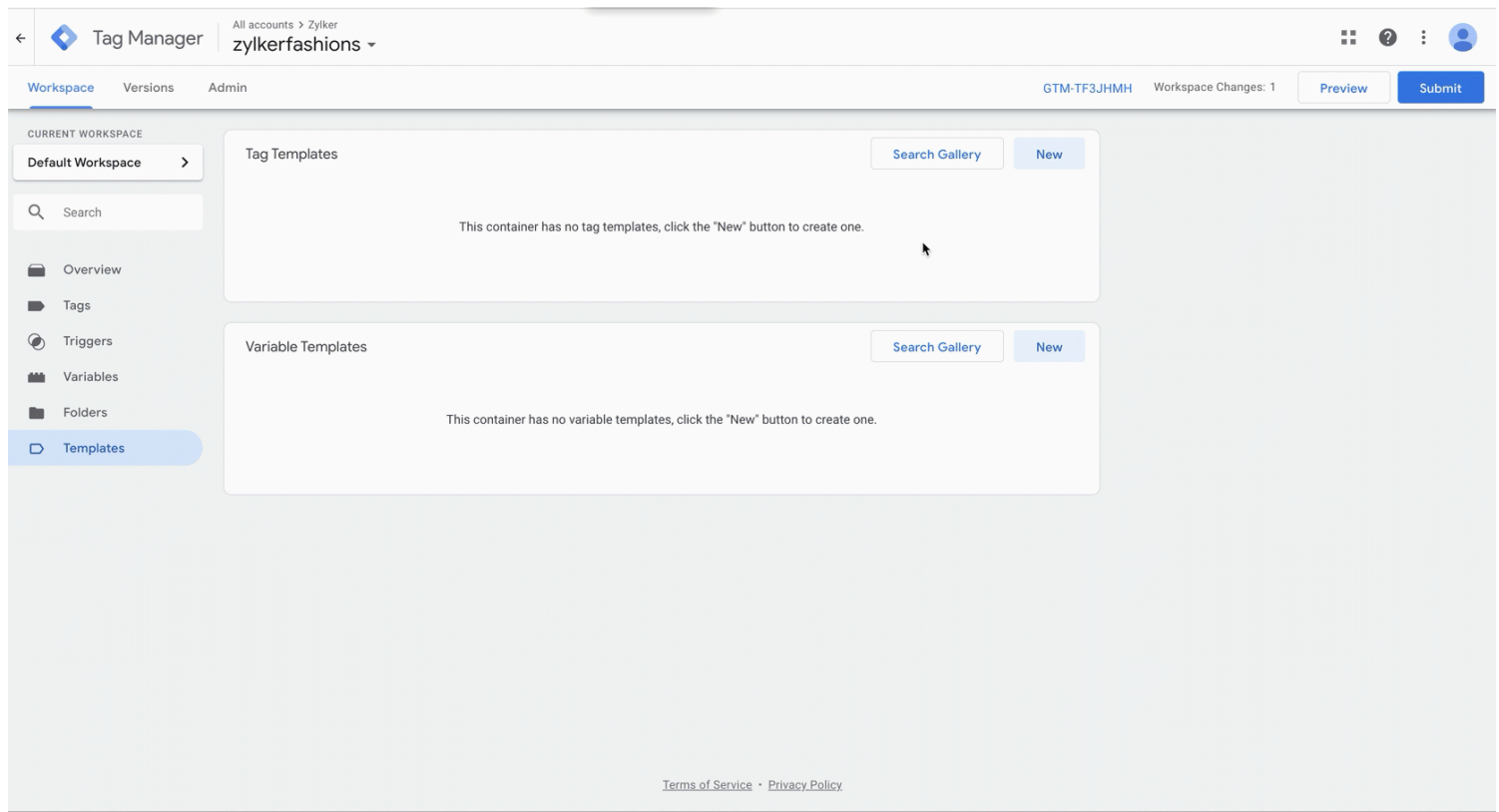
If you're using Google Tag Manager (GTM) to integrate with Zoho PageSense, you can use the PageSense tag available in the tag list to quickly install the snippet on your website instead of manually adding them every time. Once you add the tag, you can start running your experiments seamlessly and create personalized user experiences on your website from PageSense right away. This native tag is easy to implement compared to the conventional method of using a custom HTML tag in GTM.

## To install PageSense snippet using Tag Manager:

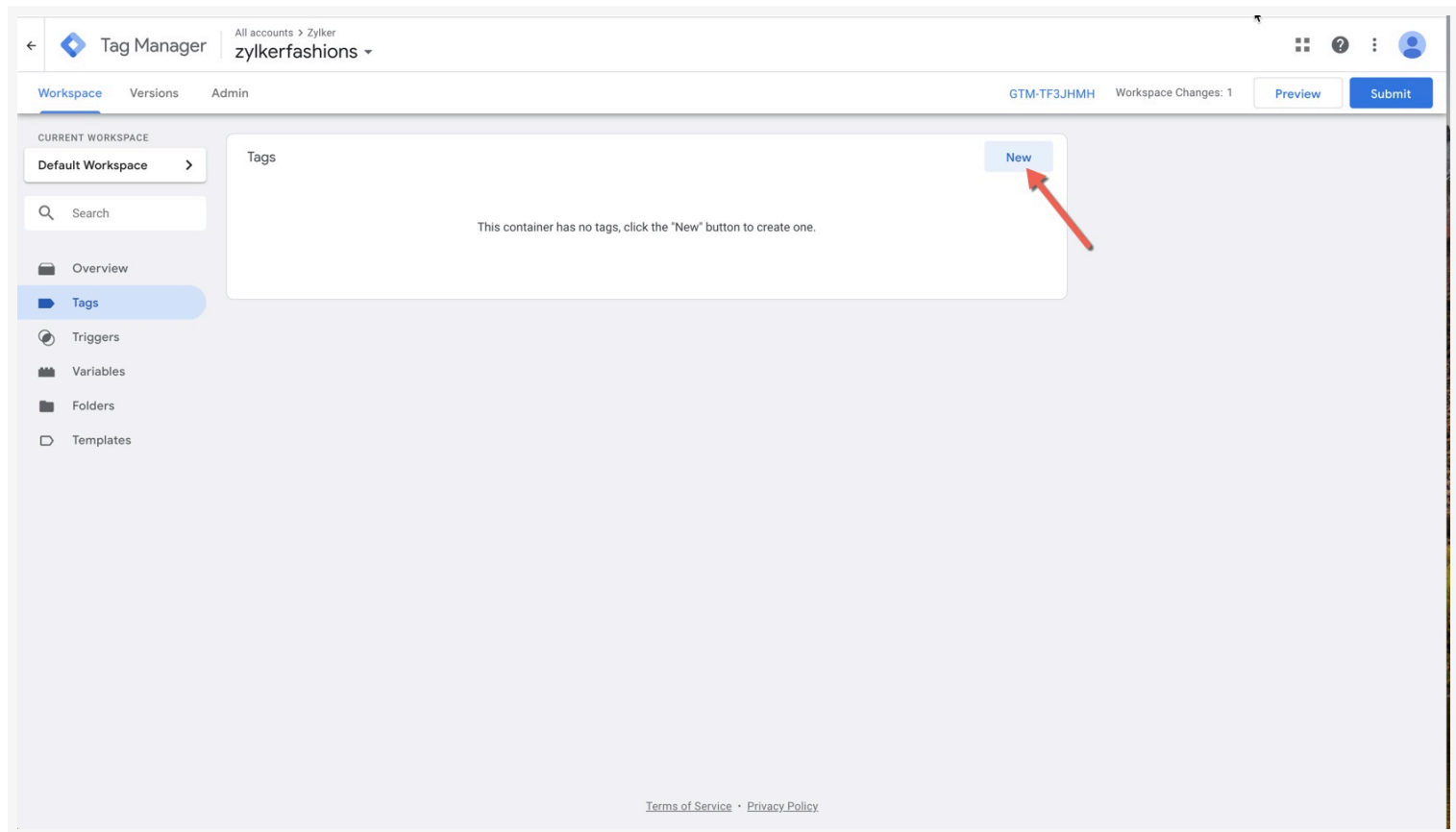
1. Log in to your tag manager account and select the **Workspace** to integrate with PageSense.
2. Click on your **GTM ID** from the top pane and install the GTM code on your website.



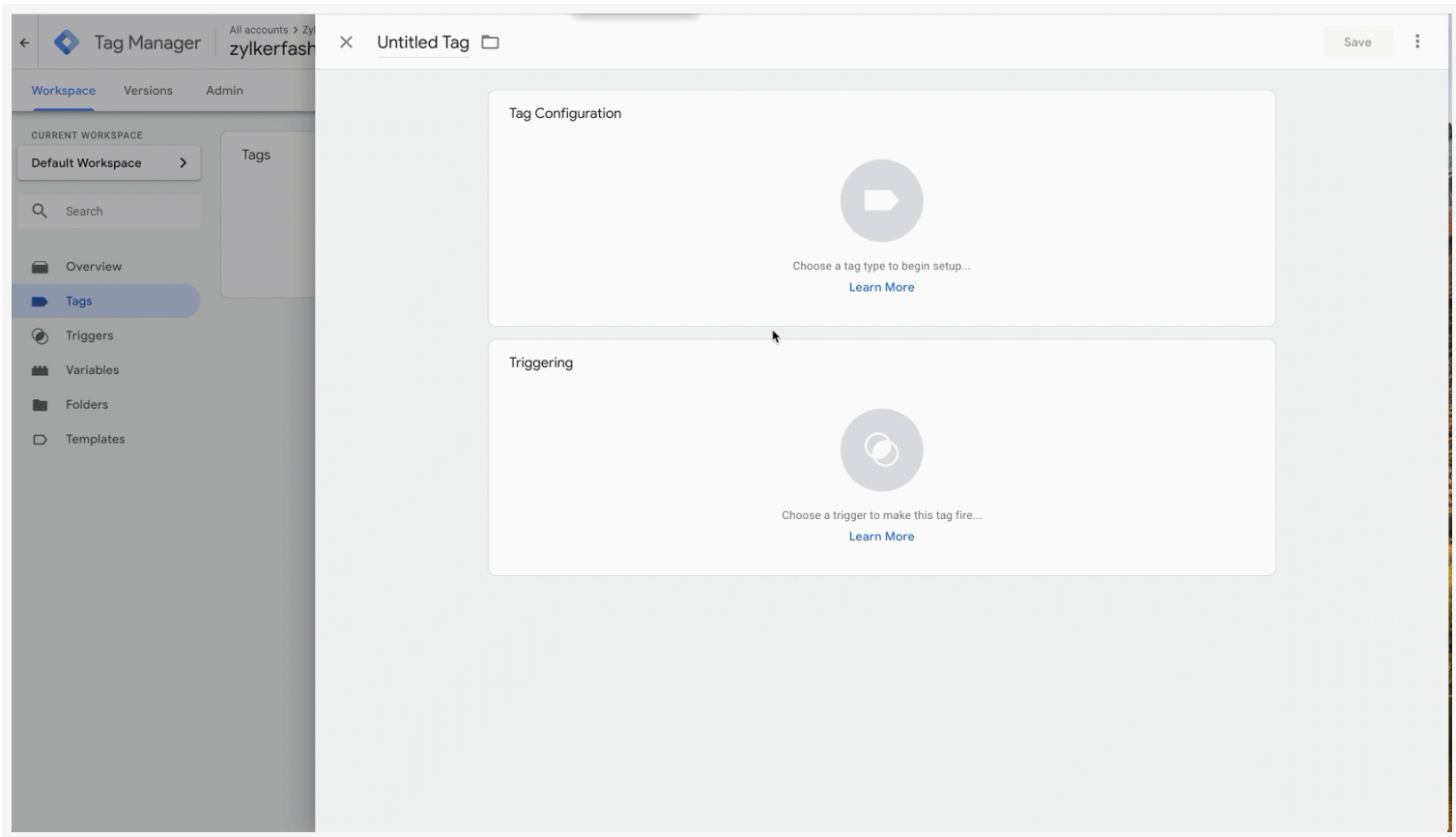
3. On the left pane, click **Templates**, then the **Search Gallery** to search and add the **PageSense Tag** to your workspace.



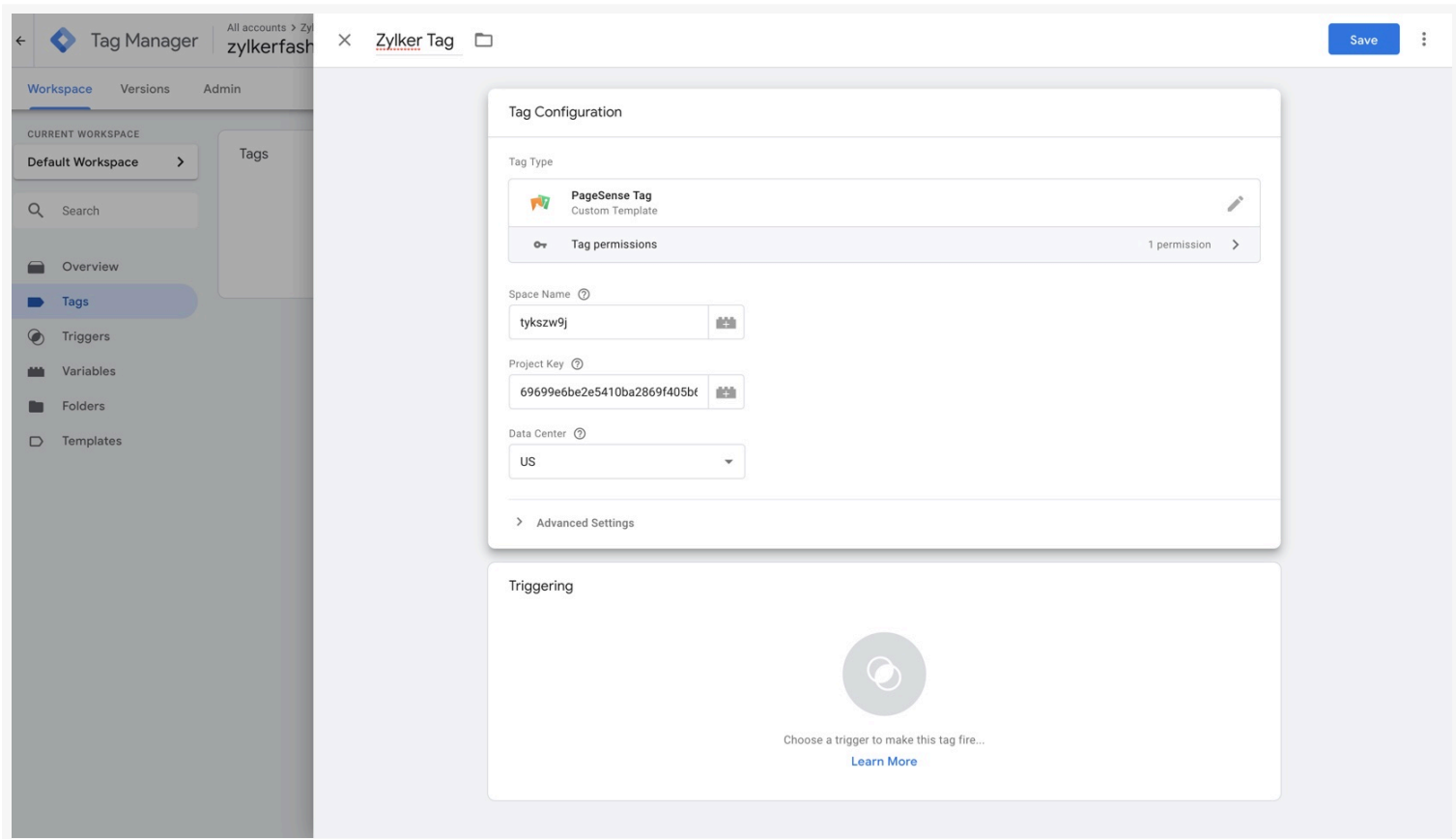
4. Go to the left pane, click **Tags**, then the **New** button.



5. Enter a name for your tag in the **Untitled Tag** field, click the **Tag** icon, and select **PageSense Tag** from the list.



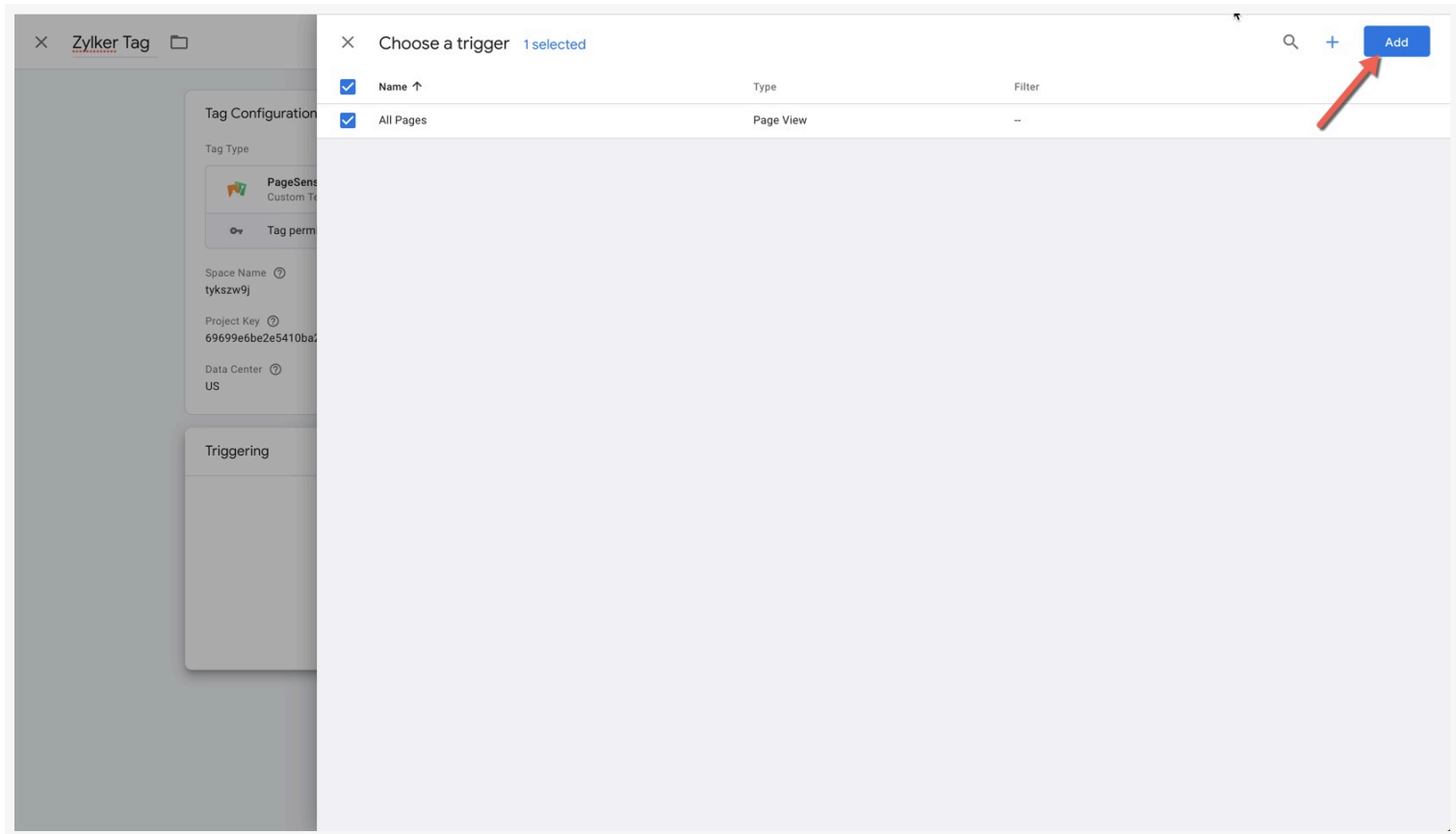
6. In the **Tag Configuration** window, enter the required data within the **Space Name**, **Project Key**, and **Data Center** fields. You can get this information under the *Settings* tab in the Zoho PageSense app.



❗ In GTM, the PageSense snippet will always be triggered as an Asynchronous code.

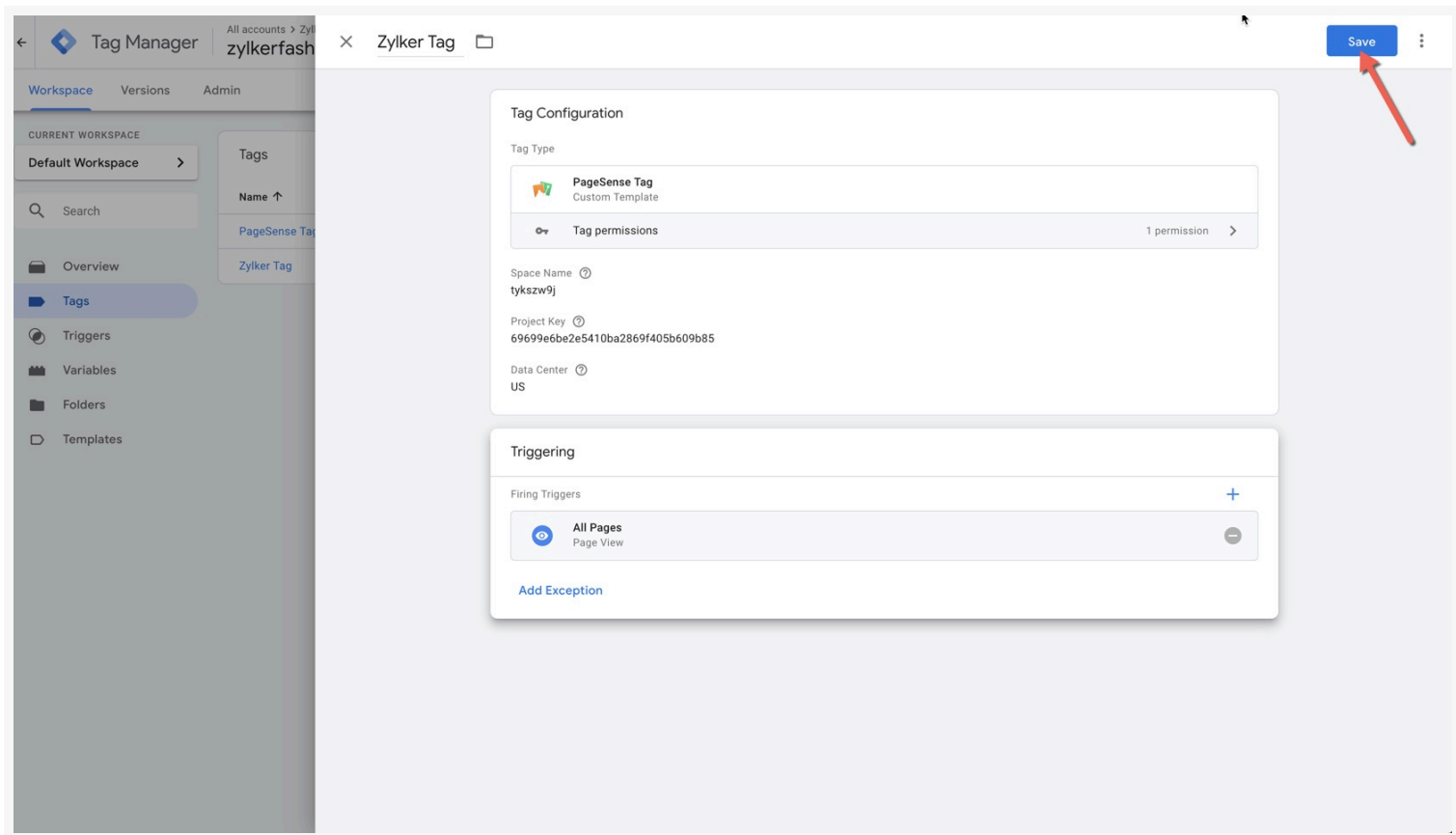
❗ **Alert:** Please check that you copy-paste the right Project info from PageSense's app to install your snippet.

7. Click the trigger icon, choose **All Pages** and then **Add button**.

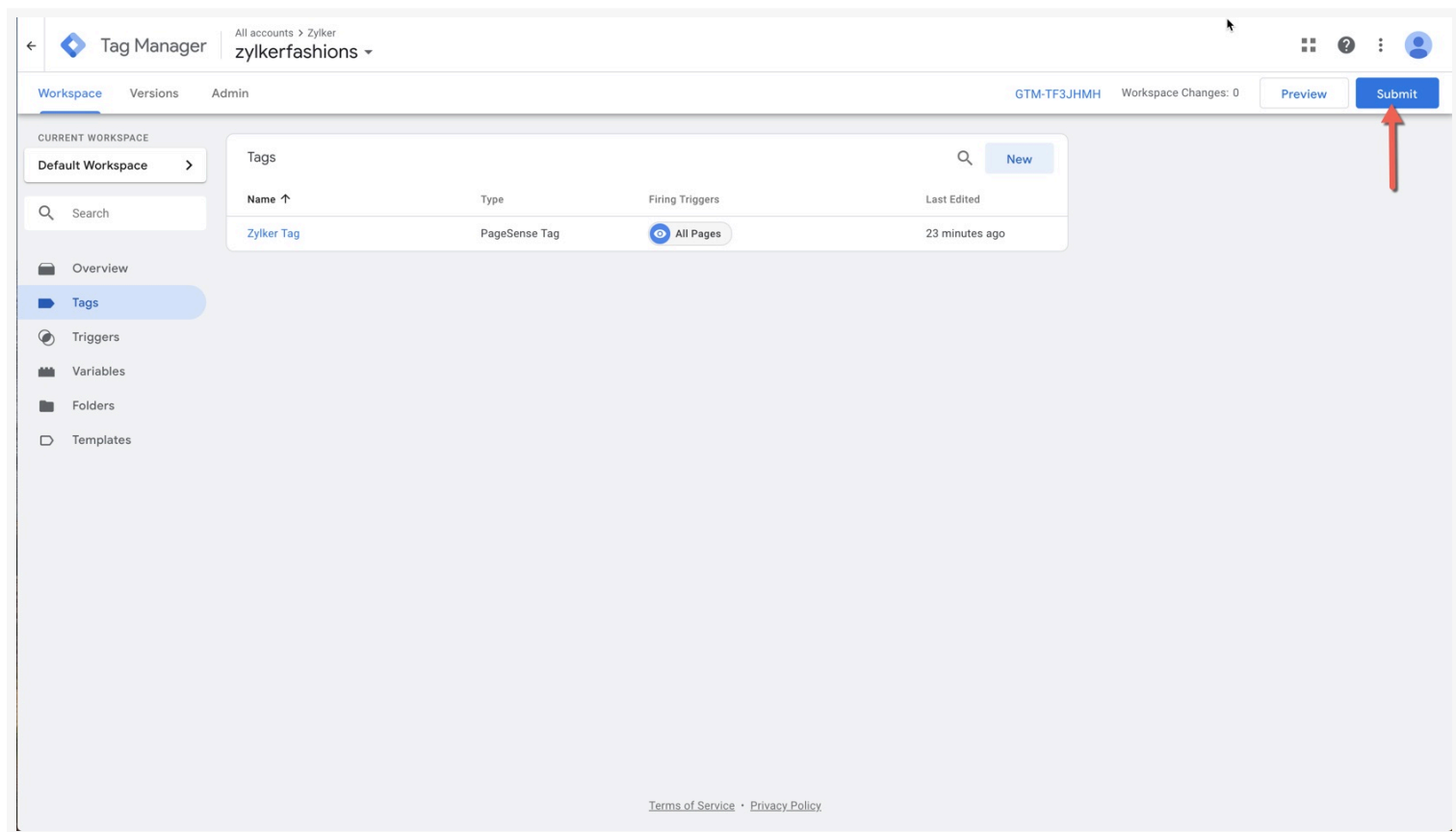


❗ In GTM, tags fire based on events like form submissions, button clicks, or page views. A trigger helps decide when and where these tags will be fired or blocked.

8. Click the **Save** button on the top-right corner of the screen.

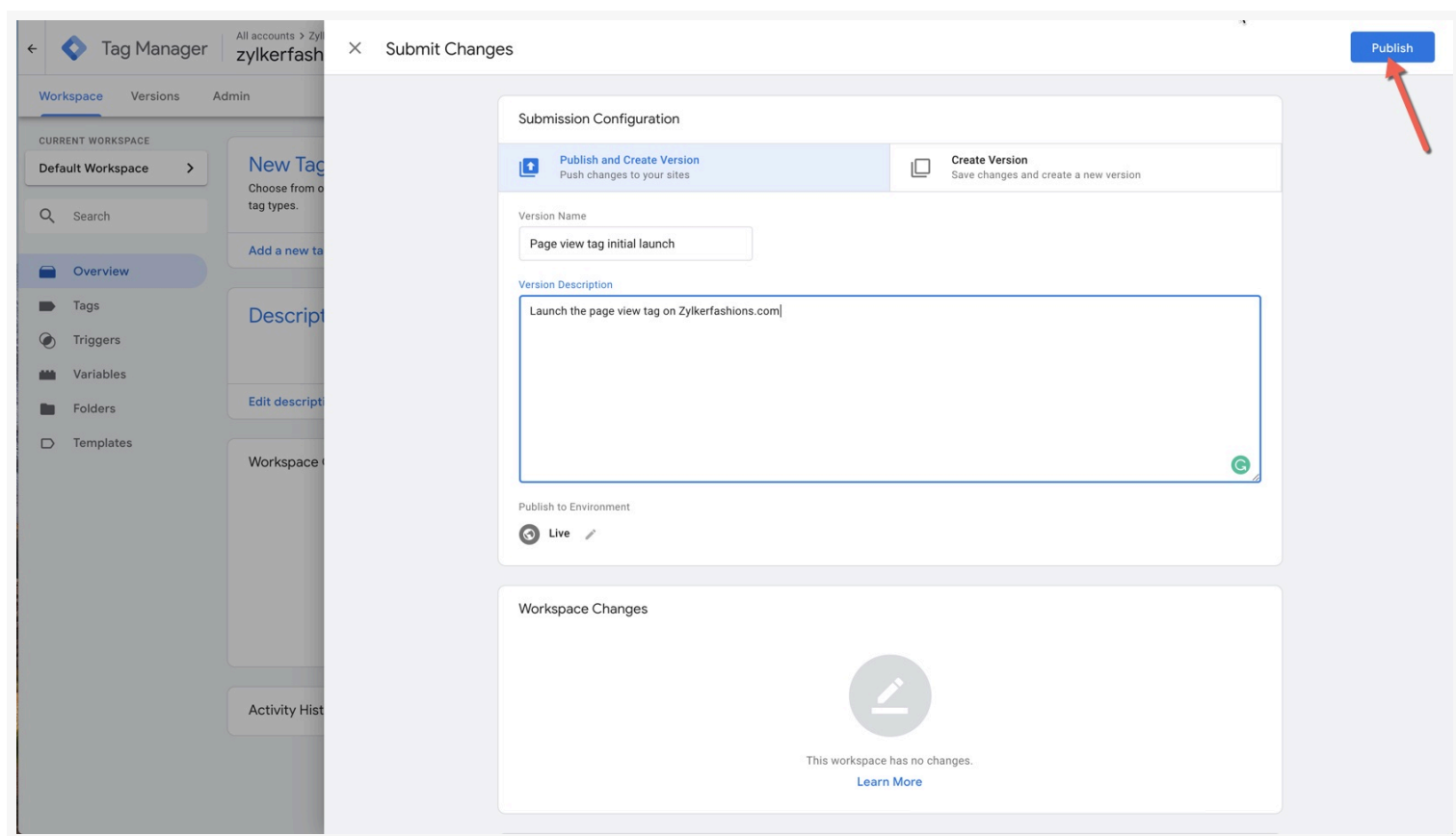


9. Click the **Submit** button on the top-right corner and enter the version name/description of the changes made.



10. Finally, click **Publish** to publish the tag and start running your experiments using the PageSense tools.

Your snippet will now be successfully installed on your website and is ready to track visitors' information.



We hope this documentation helps make the process easy for you. Please feel free to reach out to us anytime by dropping an email to [support@zohopagesense.com](mailto:support@zohopagesense.com) if you need more explanation or have any questions.