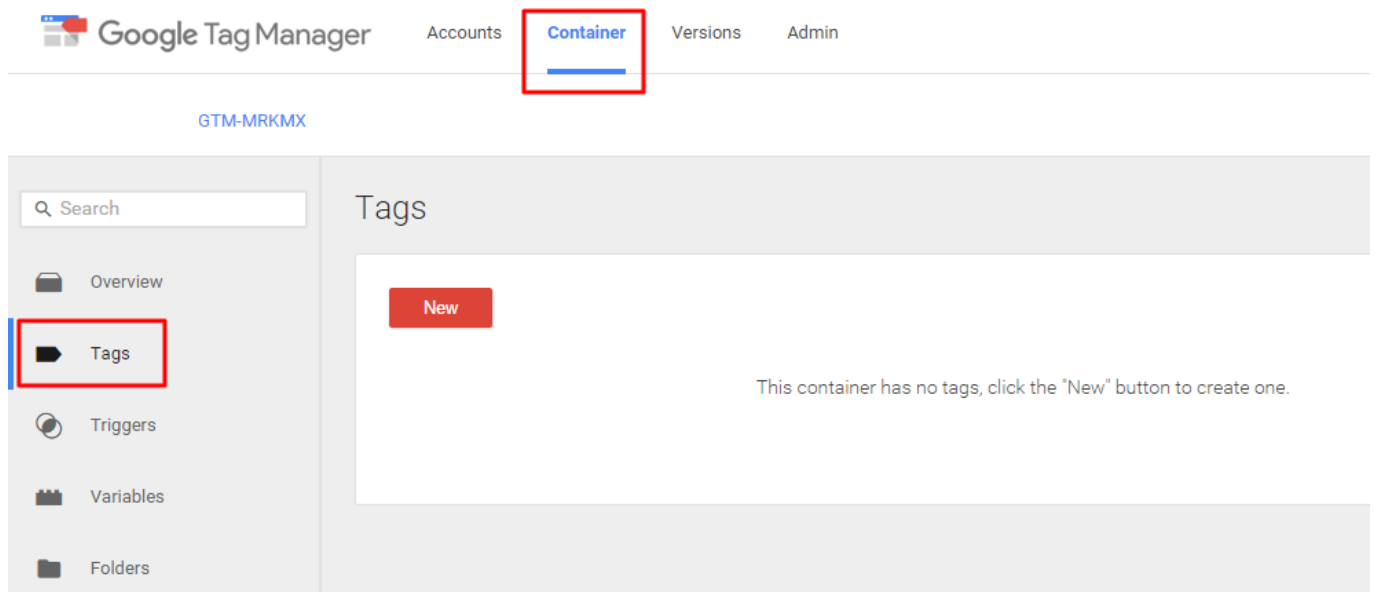


How to Add Picreel Snippet Code via Google Tag Manager

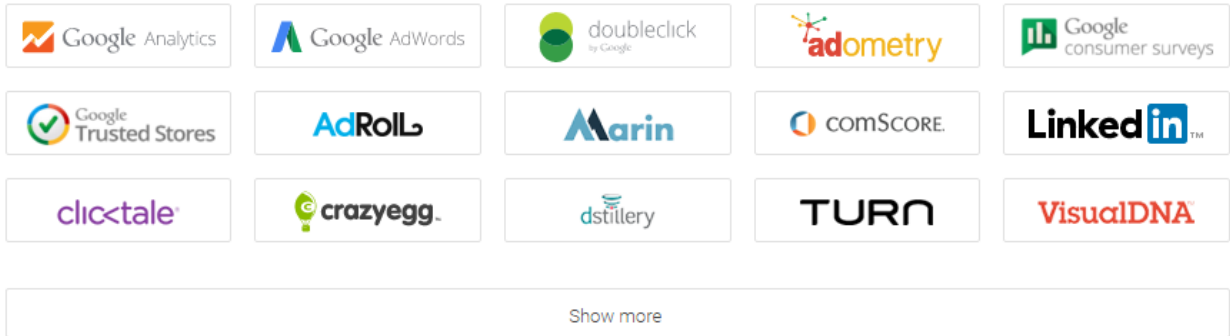
If you need to add the snippet code via Google Tag Manager, follow these steps:

1. Navigate to **Container** in the upper menu of your Google Tag Manager account. Then, click on **Tags** to the left.



2. Click **New**. Then, choose **Custom HTML Tag** and press **Continue**.

1 Choose Product



Grid of tag product logos including Google Analytics, Google AdWords, doubleclick by Google, adometry, Google consumer surveys, Google Trusted Stores, AdRoll, Marin, comSCORE, LinkedIn, clicktale, crazyegg, dstillery, TURN, and VisualDNA. A "Show more" button is located at the bottom of the grid.

Don't see a tag that you want?

Custom HTML Tag Custom Image Tag




Continue

2 Configure Tag


3 Fire On

Create Tag Cancel

3. Paste Picreel code into the filed and press **Continue**.

 Choose Product  2 Configure TagHTML 

```
1 <script src="//assets.pcr1.co/js/jstracker.min.js"></script>
```

 Support document.write [> Advanced Settings](#)[Continue](#) 3 Fire On[Create Tag](#)[Cancel](#)

4. Select **All Pages** to enable Picreel working on all pages of your website. Or choose the needed pages by pressing **Some Pages**. When it's all set, click **Create Tag**.


5. Give a good name to the new tag and **Publish** it.

Now Editing Version: 2 Unpublished Changes: 1

[Publish](#) 

Tags

[New](#)

Name 	Type	Firing Triggers	Last Edited
Picreel	Custom HTML	All Pages	a few seconds ago

Now, when you install the code of your Google Tag Manager, Picreel will be installed as well.



Install Google Tag Manager

Copy the code below and paste it on to every page of your website. Place it immediately after the opening <body> tag.

```
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-MRKMKG"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer',
);</script>
<!-- End Google Tag Manager -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).