INFOSOFT IT SOLUTIONS

Training | Projects | Placements

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Adobe Dynamic tag Management

Introduction to Tag Management

- Overview of tag management systems (TMS)
- Importance of tag management in digital marketing
- Evolution of Adobe Dynamic Tag Management (DTM)

Getting Started with Adobe DTM

- Setting up Adobe DTM accounts
- Installing Adobe DTM on websites
- Overview of DTM interface and navigation

Tag Implementation Basics

- Understanding data elements, rules, and conditions
- Creating and managing data elements
- Creating basic rules and conditions

Advanced Tag Implementation

- Event tracking with Adobe DTM

- Implementing custom JavaScript code

- Utilizing the data layer for enhanced tracking

Tag Governance and Best Practices

- Versioning and publishing tags

- Tag governance best practices

- Ensuring tag consistency and accuracy

Integration and Customization

- Integration with other Adobe Marketing Cloud solutions

- Integration with third-party tools and platforms

- Customization options and use cases

Troubleshooting and Debugging

- Common issues in tag implementation

- Debugging tags within Adobe DTM

- Best practices for troubleshooting