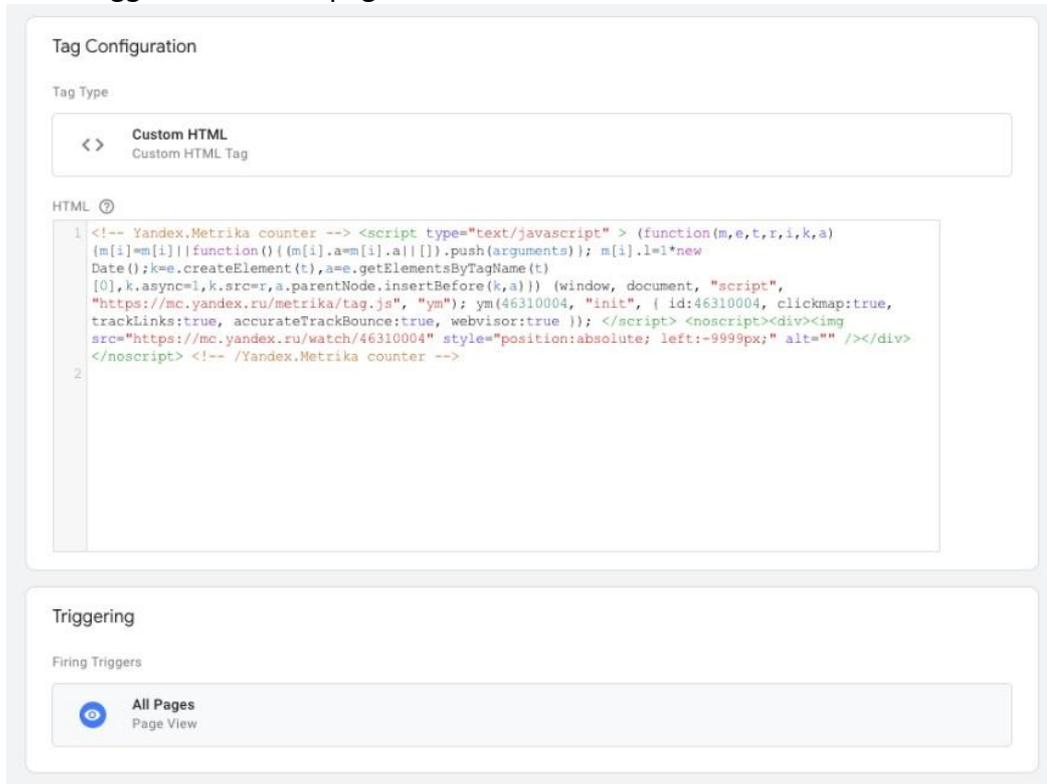


1. Integrate Yandex.Metrica tag into Google Tag Manager

1. In Google Tag Manager go to Tags and create a new Tag there
2. In the Tag Configuration choose Custom HTML tag
3. Insert your Yandex Metrica tag there
4. For triggers choose All pages



5. Submit changes (+ add title and description)

2. Create Goals in Yandex.Metrica

First of all, please have a look at the types of goals you can create in Yandex.Metrica depending what action do you want a user to complete: viewing a particular number of pages, going to a specific page, clicking a button, clicking a link, making a purchase, and so on.

More information: <https://yandex.com/support/metrika/general/goals.html>

For URL based goals:

You can create goals directly in Yandex.Metrica by [following these steps](#).

For Event-based goals (JavaScript):

How to create an event goal:

- a. In the Yandex.Metrica interface, go to Settings → Goals and click Add goal.
- b. In the Name box, enter a name for the goal to create.
- c. Set the option to JavaScript event.
- d. Specify the ID of the goal (goal identifier).
- e. Click Add goal and save changes.

After all goals are created in Yandex metrica, you should create GMT tags for them. We recommend creating GTM tags only for JavaScript events (not URL goals). Simple URL goals will

be collected directly by Yandex Metrica through general Yandex Metrica tag we integrated at the previous step.

3. Integrate Metrica goals into Google Tag Manager

For each JavaScript event create a new Tag in In Google Tag Manager.

1. In the Tag Configuration choose Custom HTML tag
2. Insert a code (use the reachGoal method). I would say you can use the following code:

```
<script>  
yaCounterXXXXXX.reachGoal ('TARGET_NAME' );  
</script>
```

where:

- XXXXXX is your Metrica tag ID
- TARGET_NAME is the goal identifier (Goal ID)

3. You should choose a trigger, click on the plus icon at the top right corner.
4. Choose trigger type (Mostly it's going to be "Click – All elements")
5. Allow trigger fires on some clicks, specify the conditions.
6. Save the trigger and the tag and go to the preview mode. If everything works fine, submit the changes.

After that, Yandex Metrica will start collecting information from the website, as well as track the conversions and transfer this data to Yandex.Direct