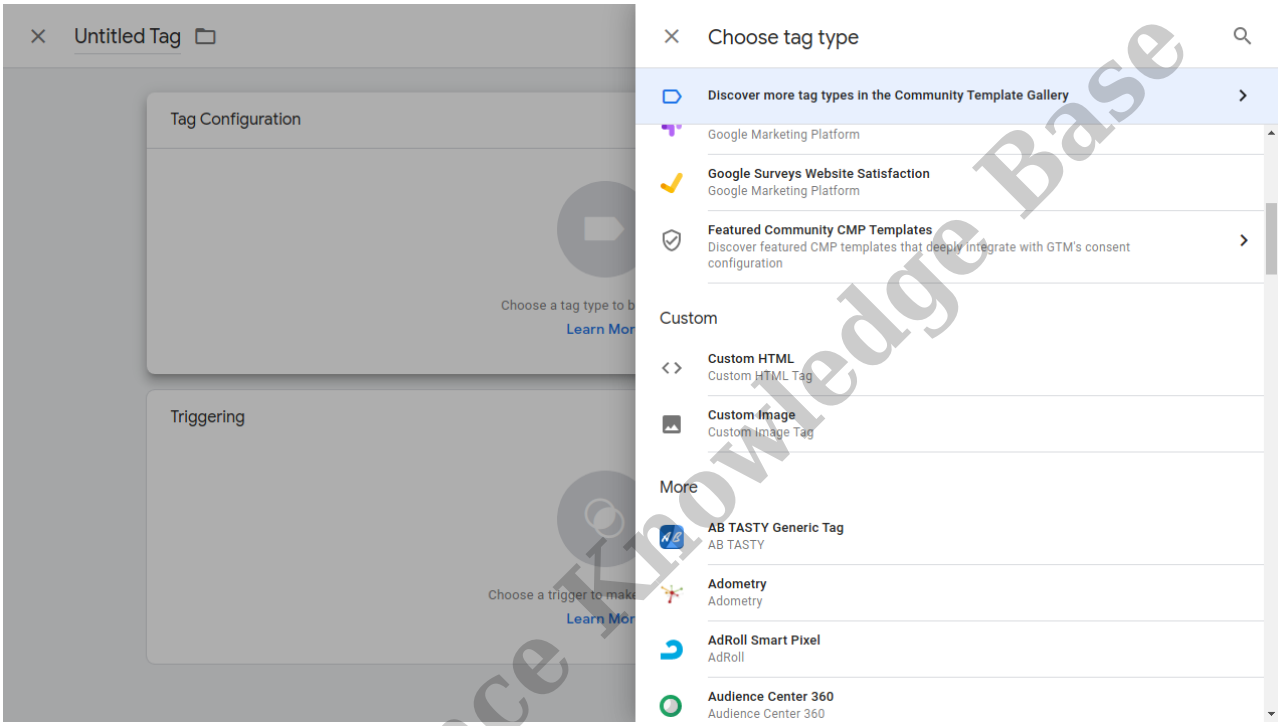
Using Poll Units with Google Tag Manager

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It is possible to use Google Tag Manager (GTM) to inject a custom HTML tag based on a trigger.

First, create a custom HTML tag:



Next, insert the Poll Unit integration code as copied from the InsightStore or provided by your account manager.

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Example integration code:

```
<div id="civsci-id-923320755" data-civicscience-widget="50f3b64e-00fa-11e2-bb87-12313809f6d1"></div>
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

By default, GTM will place all custom HTML tags at the end of the `body` element of the page. *This is not the ideal location for a Poll Unit instance.* The actual implementation of where and how a Poll Unit should be placed varies according to the media partner's design and system implementation. The easiest route is to:

1. Place the integration `div` (a `div` like the one above) somewhere in the site's web pages via a CMS or another tool.

2. Create a custom tag utilizing only the script portion of the integration code so that the Poll Unit will be rendered at the location of the integration `div`.

Finally, configure the trigger in GTM. For example, a Poll Unit could be rendered on all pages by default.

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Notes

- Some browsers and/or adblockers are known to block items originating from GTM
  - Firefox and Safari have been observed to prevent the display of Poll Units via GTM
- Google Tag Manager and Google Ad Manager are different products, and these instructions will not work in GAM. If you need to use GAM, please contact your account manager regarding AdEngage.